



Have You Heard?

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It's Time To Review Food Shopping Rules

January can be a tough month to stay within the budget, unless you have done some advanced planning. If you put Christmas expenses on your credit cards those bills will be coming due. Then there's also the possibility that you spent more than you should have.

Food shopping does offer the opportunity to stretch dollars. Even though we do "have to eat" we have a wide range of food from which to choose. If you have already taken most of the known steps to cut down on food expenses there is nothing much to offer but sympathy. If not, your very laxity provides hope of a sort. There are lots of things you can do to save money.

First of all, before you go anywhere near a supermarket, check your cupboards, refrigerator and freezer to discover what you have on hand to help plan your meals. Then read and study your favorite store's weekly food ads. Begin to plan menus around store features and what you have on hand.

Be flexible in your menu planning since most stores have in-store features that can be to your advantage. Clip and use coupons. Try to plan a week's worth of meals at a time. It's not easy and

takes time, but nobody ever said saving money was easy. Now you are ready to make your shopping list.

Knowing the layout of your favorite store can also help you save money. If you know the exact location of items in the store, you can organize your shopping list to shop the aisles once with no backtracking or lost time.

Knowing some of the psychology of food placement can foil some of the attempts of retailers to get you to loosen your purse strings. Think for a minute where the white bread is located. It's usually at the end of an aisle to pull you along. You've got to go past a lot of items to get to the bread and when you do it's usually on the bottom shelf. Items at eye level are reserved for those things you do not have on your list like specialty bread items or fancy pastries. Every department has high demand items to pull you along, items that are not on most shopping lists, and a lot of high impulse, high profit items that are easy to see and reach. It takes a lot of self discipline to stick to a shopping list.

But what is one to do in these new super stores with up to 60,000 square feet of selling area and more than 20,000 items for sale?

Nothing looks or feels more natural on cold winter days than versatile, comfortable wool. When the weather cools down, wool becomes the All-American favorite for outdoor fun and indoor good looks.

Most wool feels soft and luxurious and reflects both good taste and style. When cared for properly, wool clothing can be worn for many years. It does not easily pill, snag or break. Its fibers are flexible and elastic. After a little rest, wool has the ability to bounce back to its original shape.

Wool keeps us warm and dry. It

They have beautiful interiors with attractive lighting, music and smells. They have self-serve bakeries, delis and cheese shops, fresh seafood and floral sections, and pharmacies.

One way to not get carried away is to keep a running tally of your purchases. Those little, thin pocket calculators are easy to carry and use. You will be less tempted to throw away money on frills if you know how much you have already spent.

Shop for meat in terms of meals. When certain cuts that your family enjoys are on sale, buy an extra large cut with the thought of using it for more than one meal. Think in terms of planned-overs, not wasty leftovers.

Learn a little home butchering. Buy whole chickens on sale and cut up your own. Buy a larger cut of meat than usual when on sale and cut it into several meals.

These are just a few ideas to help you save. You can probably think of a lot more.

Wool Is A Natural

feels so comfortable because of its excellent insulation ability. In very wet conditions, wool can absorb up to 30 percent of its own weight without feeling damp. Wool breathes, allowing the body's own natural moisture to pass through. This characteristic gives wool its year-round appeal.

The following tips from the International Fabricare Institute, the association of professional drycleaners and launderers, can help keep your woolen garments looking their best wear after wear.

Give woolens a 24 hour rest between wearings. This will give them a chance to shed wrinkles and return to their original shape.

Brush wool clothing with stiff brush to remove surface soil and to revive the nap. Remember to always brush in the direction of the nap.

Treat stains immediately before they have time to set. Blot up any liquid stains and then have them tended to as soon as possible by a professional drycleaner.

Drycleaning is often the best method of care for wools. Studies show that drycleaning can keep wool looking it's best cleaning after cleaning.

Wool can be damaged by insects. Be sure to clean wool before storage and make sure closets and trunks are clean too.



Pennsylvania's Dairy Princess helped WPSX-TV, in State College, raise funds for programming while sharing holiday dairy recipes. Recipes for egg nog punches, special dairy appetizers as well as real butter cookies were shared with viewers during special holiday cooking programs. Participating Dairy Princesses including (left to right) Cathy Gro, Milfilln County; Jennifer Grimes, PA State Princess; and Brenda Saylor, Clinton County Alternate. WPSX-TV is a public television station that covers central and northwestern Pennsylvania.

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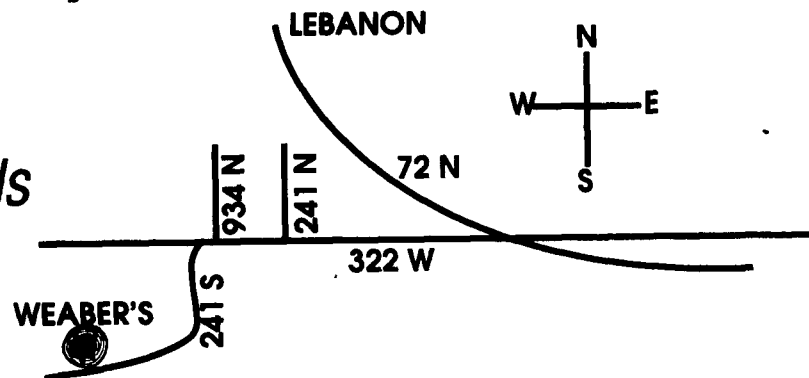
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