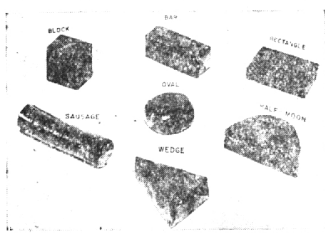


Cheese Sales Depending On Package, Not Flavor

The future shape of the cheese cubes, and shredded cheeses. And market may be just a matter of —they wanted cheeses displayed on reshaping the cheese package. various store shelf levels instead of just one long shelf.

In recent tests, consumers indicated a preference for block and bar shaped cuts of cheese in transparent, resealable packages. They selected small variety packs, one half inch age and education. In two years, 32



Chicken in Wine Sauce

By Paul Farber

Printed by permission from a leading wine company recipe catalog.

Ingredients

- | | |
|--------------------------|----------------------|
| 1 fat, young fryer | 1 clove garlic |
| 1/2 tsp. salt | 1 small can tomatoes |
| 1/2 tsp. pepper | 1/2 cup stock |
| 12 small white onions | 1/2 cup Concord wine |
| 12 medium size mushrooms | |

Directions

Cut chicken into serving pieces. Brown in fat. Add seasonings, onions, mushrooms, garlic and tomatoes. Cover frying pan. Cook in moderate oven (350 degrees F.) about 1 1/2 hours. While cooking, add 1 cup stock and baste occasionally. When tender, remove to hot platter. Add 1/2 cup stock and 1/2 cup wine to sauce in pan. Cook sauce until thickened. Remove clove of garlic. Pour sauce over chicken. Serves 4.

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difference could have been due to chance.

About 90 per cent of the panel members said they like cheese to be displayed on several short shelves at various heights. They cast their vote against the long single shelf for cheese buying at the grocery store.

FROM THE study, the scientists conclude that shoppers want greater convenience, visibility, and better keeping quality. Good packaging, especially of foreign types, should stimulate cheese consumption.

The tests were conducted because the scientist believe better merchandising methods could boost cheese sales. Americans eat less than half as much cheese as Europeans. Surveys also reveal that 80 per cent of the cheese is bought by only 20 per cent of the people.

According to Williams and Hedrick, this indicates a vast potential market that could be exploited with changes in merchandising methods by the cheese industry.

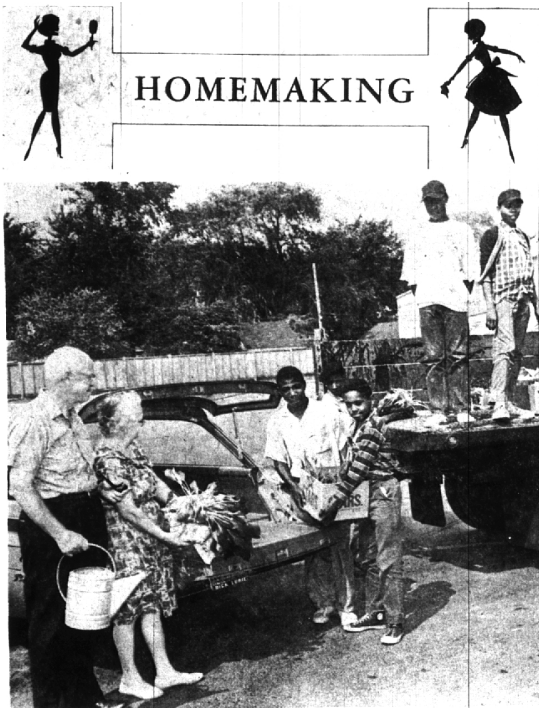
Fresh Egg Prices Determined 2 Ways

It's a fact. The price of eggs is determined by both the quality grade and the size (weight). Grade AA and Grade A eggs, good for all uses, are especially desirable for cooking in the shell, for poaching and for frying.

Grades B and C are good for scrambling, baking and general cooking. Large eggs are preferred by most homemakers for use at breakfast, and for main dishes at luncheon and dinner.

Medium and small eggs are excellent for out-of-hand eating, such as hard-cooked eggs for the lunch box, picnic foods and deviled eggs.

HOMEMAKING



Keeping Home Up-dated Pays Steady Bonus

Keeping your home up-dated is important to the family. It makes for more comfortable and pleasant living. It provides suitable quarters for a richer family life. It retains the property's value.

"A GOOD WAY to reach these goals is through short and long-range planning," advise housing specialists.

"Short-range projects probably can be budgeted under the heading of maintenance and minor improvements."

"More important ones should be scheduled in advance, as the family grows in size and maturity. These can be financed through savings or remodeling loans."

LEADING LUMBER dealers handle not only quality materials needed for home improvements, but many have design-service-counsel, a means for the customer to get all possible help, including plans and perspectives, at one convenient location.

The family, through reading and knowledge of its needs, can make the important decisions about the character and extent of a major improvement, such as the installation of attic rooms or the conversion of a basement into a recreation area.

"PLAN A HOME improvement every year or two for the sake of family comfort and convenience," urges the experts.

"This assures better living for all concerned and a tip-top house when the day comes for its sale after the children have grown and moved away."

Get Garden Tools Ready For Summer

Outside gardening work requires strong, durable containers. Many containers that can be used indoors carry dirt, seeds and soil additives.

Galvanized steel pails are recommended for outside use because they are rugged and versatile. These pails are made with leak-proof seams, and have a zinc coating to prevent rust and corrosion.

DURABLE zinc coating on all steel pails prevents scratching, and the pails can be used for any gardening chore after poisonous chemicals are carried off if they are washed out thoroughly. Crevices in other types of containers often harbor poisonous chemicals that later contaminate plant food or seed.

Galvanized steel pails just the right size for mixing cement or paint for small repair jobs around the house. Twin pail sets are ideal since they have twice the capacity and are easy to carry.

For outdoor projects that require containers of larger than pails, use galvanized steel baskets or tubs. These containers can be used, for instance, to transplant bushes or trees, since they have convenient carrying handles.

Most of the nation's 2 billion broiler-fryer chickens in 1961 were produced in the South. Georgia, Arkansas, Alabama and North Carolina produced about half the total crop.

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- Paneled Living room.
- Separate Dining room.
- 3 large Bedrooms plus nursery, office or sewing room.
- Full Basement with new furnace, ducts and all; year-old water tank.
- Triple-track aluminum storms and screens.
- Large glazed, screened Porch makes an extra room.

Good City location — settled, shady, CLOSE to everything.

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