

# Consumer Views

## MAKE A DIFFERENCE

Can anyone foretell how long a vacuum cleaner will continue to function? A radio? An electric iron?

Proposed legislation to set up Federal machinery to tell the consumer the performance life to be expected from these and other durable products is before Congress. Consumer protection may be its goal, but the nation's independent business proprietors cast a dubious eye on the bill by Representative Melvin Price of Illinois, a poll by the National Federation of Independent Business finds.

Under regulations and guidelines established by the National Bureau of Standards, manufacturers of durable consumer products, including household appliances, would be required to state the expected performance life under normal use.

The National Federation of Independent Business poll finds 43 percent of the business owners in favor of this legislation, 49 percent opposed and 8 percent undecided. Because no majority was registered, pro or con, the Federation will not take a position on this bill.

A breakdown of ballots shows Oregon Businessmen giving this response: 42 percent for the legislation, 50 percent taking a negative view, and 8 percent undecided.

The poll covered a cross-section of the nation's 1.2 million independents, of which manufacturers represent about 8 percent, and durable products manufacturers even less. So the poll results seem to reflect general independent business opinion on the question of whether the Federal government should initiate such a consumer-information program, complete with reg-

ulations, testing and enforcement.

The businessmen are almost equally divided on the question.

They realize that business as a whole benefits if the consumer is satisfied, but roughly half object to bringing the government into the picture, as proposed by this bill, to help shoppers make their selections of merchandise. The idea persists that consumers already have access to information on product reliability, and generally know which manufacturers have records of quality performance; and that the free, competitive market will, in time, eliminate those manufacturers whose products fail to please.

One dissident view of the legislation by Representative Price is that "performance life, under normal use" is a concept difficult to pin down, since customers vary widely in their use, or abuse of products.

But on the other hand, support by 43 percent of the independents does seem to indicate sufficient general dissatisfaction with durable products' performance to cause many business people to hope that this measure would bring results.

The Federation is currently asking independents whether they would support legislation to require that any firm issuing a "full warranty" on a product assume minimum repair or replacement of defective parts within a reasonable time, without charge - closing present loopholes in warranties. This may find more favor among the businessmen who are concerned about increasing consumer protection.



BRUSHING CORRECTLY can mean a head start on healthy teeth for a lifetime.

## NOW! HEALTHIER TEETH FOR A CHILD'S LIFETIME

If Johnny comes home this fall with two red tablets from school and asks you to chew one after you've brushed your teeth, here's what it is all about.

He is taking part in a dental educational program for third graders sponsored by the Crest Professional Services Division. The tablets contain a harmless water soluble food coloring substance which temporarily colors red any bacteria in food on the teeth indicating how good a cleaning job the brush is doing. The color not removed by brushing will disappear in several hours.

The tablets, along with a toothbrush and a tube of Crest containing stannous fluoride, are supplied to millions of children annually in a dental education program offered to all third graders. Teachers are provided with instructional materials, including posters, booklets and a film strip, and may request, at no charge, other films

on dental health that the company makes available to schools.

The Program was inaugurated in 1963 in response to requests from school officials for educational aids to supplement existing dental health activities. School authorities agreed that the program should be conducted at the third grade level because most children at this age have enough manual dexterity to benefit from classroom brushing instruction. Teaching young children the importance of preventive dentistry can build life-long good dental habits.

Dental education for children is just one aspect of the toothpaste manufacturer's wide-ranging effort to assist in making preventive dentistry a reality. In addition to Procter & Gamble's own extensive research program, the firm commissions scientific studies, sponsors seminars for dental educators and researchers, offers grants and scholarships in dentistry, provides patient educational materials and makes a comprehensive film library available to the dental professions.

The Crest people, however, are the first to admit that dental health must begin in the home. Parents must be actively involved if their children are to have healthy teeth for a lifetime. Even with a school program and a toothpaste with stannous fluoride, dental health cannot be left up to the child alone.

Parents can help their children by:

- Providing a well-balanced diet, including snack foods such as fruits, cheese or raw vegetables, rather than sweets.

- Limiting intake of food containing sugar to mealtimes rather than at intervals during the day.

- Encouraging prompt and proper brushing after eating with a decay preventive fluoride toothpaste.

- Scheduling regular dental checkups.

- Setting a good example by following good personal dental health practices.

- Posting this checklist as a reminder.

Dental health authorities insist that to a large degree tooth decay can be controlled in children of this generation and that they need not lose their teeth, as 20 million adults in our current population have done. The key is preventive dentistry.

Here's a vacation driving tip from the PORTLAND TRAFFIC SAFETY COMMISSION: Inspect your tires carefully before leaving on a trip. Make sure your spare is inflated too ... and carry a small block of wood or two for blocking your wheels, and a good flashlight, just in case.

# National Women's Month

If a month is ever designated as "National Women's Month," it will have to be August - not March, which is also an auspicious month for the feminine gender. More crucial events in the history of women's movements and causes have taken place in August than in any other month. To illustrate, the following chronological sampling was excerpted from the Old Taylor Compendium.

In one sense, the story gets off to a bad start in 30 B.C. when Cleopatra took her life with the help of an asp. She chose death on August 30 rather than be captured by Octavian's advancing Roman army. But better days lay ahead: On August 18, 1587, Virginia Dare became the first child born of English parents in America, at Roanoke Island, North Carolina. It was a promising event, considering the severe shortage of women in the colony.

On August 21, 1621, "11 widows and 11 maidens" left London to be married in Virginia. Each was to be traded to an eligible bachelor for 120 pounds of tobacco. Sixteen years later, on August 30, Ann Hutchinson was banished from Massachusetts for "trading the ministers and the ministry." And on August 1, 1659, William Frynne, a prominent Puritan and Member of Parliament, attacked the then-current English hair style. Women had, according to Frynne, "...tornso farre past shame, past modesty, grace and nature, as to clip their haire like men with lockes and foretops."

By August 22, 1762, Ann Franklin became the first female American newspaper editor. Her paper was the Newport Mercury, of Newport Rhode Island. Mary Baker Eddy obtained a charter for "The Church of Christ, Scientist" in Lynn, Mass., on August 23, 1878, and became the first female religious leader in the United States, 23 years later to the day, Fannie Farmer opened her cooking school in Boston.

Carrie Nation wrought havoc on John L. Sullivan's New York saloon on August 29, 1901. John L. avoided the confrontation, instructing a messenger to "tell her I'm sick in bed." On August 28, 1917, ten suffragettes picketed President Wilson at the White House and created a sufficient stir to be arrested. Their efforts were rewarded three years later, on August 26, when the Nineteenth Amendment was ratified. The Amendment guarantees every citizen the right to vote, regardless of sex.

Armed with the vote, Texas women nominated Mrs. Miriam A. Ferguson, better known as "Ma" Ferguson, as the Democratic candidate for Governor on August 23, 1924. She won easily in November, becoming the first woman Governor in the United States. On August 24, 1932, Amelia Earhart, Putnam landed in Newark, New Jersey, to complete a nonstop transcontinental flight from Los Angeles in record time - 19 hours, five minutes. She was the first woman to attempt or accomplish such a feat.

And finally, on August 12, 1947, American women voiced bitter objections to that fall's "New Look" at a New York fashion show. The show featured full dresses that reached almost to the ankles. It was the first widespread controversy to be suffered by the predominantly male fashion design trade.

August had many other firsts, of course, including the invention of the phonograph by Thomas Edison on August 12, 1877. Upon inspecting Edison's first crude model of "the talking machine," an assistant by the name of John Kreusel bet his boss \$2.00 that the contraption would never work. He lost.

Congress reluctantly authorized the first income tax three percent on incomes over \$800 - August 5, 1861. It viewed the measure as "temporary." There was some public protest over the new tax, but nothing compared to the Whiskey Rebellion of 1794. On August 1 of that year, over 7,000 armed men gathered in Alleghany County, Pennsylvania, to begin demonstrations against a newly imposed federal excise tax on the manufacture of alcoholic beverages.

# With the Ladies

Well, ladies, we're into another summer. By now, you should be accustomed to serving and eating some of the old, familiar summer fare, like hot dogs and melons, which just happen to be the two foods that we're discussing in this month's column; first of all, because they are so popular at summer cook-outs - hot dogs.

The next time you reach for a pack of hot dogs at the supermarket, be sure to take that extra minute it takes to read the label of what you're buying. If the label says, simply, "frankfurters," it may contain up to 15 percent chicken, beef lips, lungs, spleen and tripe, pork lips, pate, snout, spleen and stomach. "All meat" hot dogs might contain beef, pork, veal, lamb, chicken, and even goat.

If you want the best hot dog possible, make sure that the label says, "all-beef." The few cents' extra cost is worth it. Know what you are buying, and buy the best for your family.

Speaking of hot dogs, if you're looking for a new way to serve them, try this tasty recipe.

Cook one-quarter of a cup of onion in butter in a small saucepan, until the onion is tender. Add a pack of frankfurters, sliced into half-inch pieces. Add a cup of apple sauce, one-half of a cup of hot catsup, two tablespoons of vinegar, one tablespoon of brown sugar, and one-half of a teaspoon of salt. Simmer, uncovered, for about 20 minutes, and then spoon onto warm hot dog rolls.

Now, for that second food of summer - melons; specifically, cantaloupes, casabas, crenshaws, honeydews, Persians, and watermelons. As you know, the outer surfaces of melons may be ridged, netted, or smooth; the shapes vary from round to oval; the color is often neutral; and everyone tries to buy melons that are perfectly ripe, juicy and sweet. The following hints may be of some help to you.

Cantaloupe - Small, oval-shaped, has a coarse, well-raised net surface on a light gray-beige background. There is a slightly-sunken scar at the stem end, where the fruit joined the vine. A smooth scar indicates that the melon was ready to separate naturally from the vine at harvest time. The meat of the melon varies from a cool coral to a deep salmon. The fruit is available from May to October generally. It makes a delicious appetizer, or even a salad, when served in rindless wedges wrapped in thin prosciutto, or extremely-thin ham.



BEEF SIRLOIN TIP ROAST prepared on the outdoor rotisserie offers the chef carefree cooking.

If the heat of summer has crept into your kitchen, step out into the back yard, sit in the fresh air and soak up the sun as your dinner cooks.

### Beef Sirloin Tip Roast Rotisserie-Style

Insert rotisserie rod through the center of a 4 to 8-pound beef sirloin tip roast (boned and tied). Balance roast on rod and tighten spit forks so the roast will turn with rod. Insert a roast meat thermometer at a slight angle so bulb is centered in roast, but not touching rod nor resting in fat. Make certain, too, that the meat thermometer clears the cooking unit and the drip pan when the roast turns.

Roast at moderate heat to 140°F. for rare; 160°F. for medium. Allow 35 to 40 min.

Casaba - Large, almost globular-shaped, pointed at stem end. Incidentally, part of the stem will be attached to the fruit, because it is cut from the vine. The casaba rind is a buttery-yellow color, is wrinkled, and has long furrows. The rind color deepens to indicate ripeness. The delightfully-sweet flesh is creamy-white and makes a dreamy dessert when teamed as casaba cubes with lime ice. The casaba is generally available from August to November.

Crenshaw - Also large, globular-shaped, and pointed at stem end. As with the casaba, the crenshaw will have its stem attached, because it is cut from the vine. The immature melon has a green rind, which becomes mottled with yellow, turning almost to a solid-yellow-gold at the peak of ripeness and flavor. The flesh is slightly spicy, is thick, and is orange-yellow. The crenshaw is available from July to October. Try serving it as red-gold chunks suspended in reasberry gelatin.

Honeydew - Large, bluntly oval-shaped, with a velvety-smooth rind. The honeydew is cut from the vine before reaching full maturity, so the rind will vary in color from a slick white-green, which indicates ripeness. The delicate, textured meat of the honeydew is pale green, juicy, and sweet. The fruit is available from June to October and is a good accompaniment to any curried main dish.

Persian - Similar to the cantaloupe, but larger. The grayish-green background turns to a brownish color when the fruit is ripe. The flesh varies in color from pale orange to salmon pink and is thick, with a finer, firmer texture than the cantaloupe. The Persian is available from July to October. For an interesting and colorful dish, scoop out Persian halves and fill with greens and crab salad.

Watermelon - Very large, oblong, and symmetrical. The color of the rind ranges from a solid, deep green to gray, with or without stripes. When ripe, the watermelon is symmetrical, with good color and bloom to the surface. The underside, where the melon touched the ground, should have a yellowish tinge. Watermelons are generally available from May to September.

A final few words about melons, ladies. Store unripe fruit at room temperature; ripe fruit, in a cool place. Wrap your melons in plastic or foil before refrigerating, an member, the melon flavor is best when the fruit is chilled, not cold.

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