

New Product Line Designed to Reduce Consumers' Fat Intake



Nutritionists at Kraft General Foods (KGF) have determined that simply by switching to the company's new line of fat free products average Americans can significantly reduce the amount of fat in their diet.

In recent months, the company has introduced fat free products in seven popular food categories, more than any other food company. These include frozen desserts, baked goods, salad dressings and cheese.

"Based on average consumption figures, if consumers substitute all of the fat free products currently offered by KGF for the regular versions in equal amounts, they could reduce daily fat consumption from 36 percent of total calories to 33 percent of total daily calories," Patricia Kreutler, Ph.D., associate director of KGF's nutrition department said. Thus, these products could potentially bring Americans half way to the national Cholesterol Education Program's goal of reducing dietary fat to the recommended 30 percent of total calories.

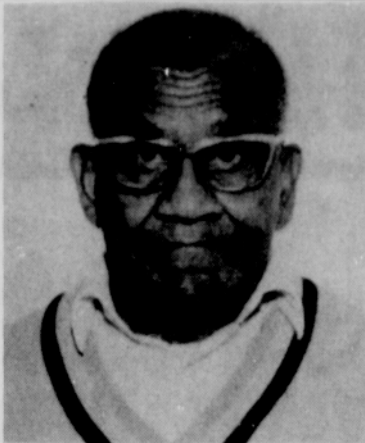
Fat free products provide new ways to help consumers with their number one

diet concern—reducing fat and cholesterol. "Now, it's easier to lower fat in the diet without sacrificing taste. This is good news for American consumers," Kreutler said.

"Substituting fat free products for full fat products can make a difference, but it is important to note that this is not the only answer to achieving a healthier lifestyle. It is essential to have balance, variety and moderation as part of an overall dietary plan, plus exercise," she said.

Consumer demand for KGF's fat free products has been unprecedented. "Our biggest challenge is keeping shelves stocked," KGF Chairman and Chief Executive Officer Michael A. Miles said.

KGF currently offers the following fat free products: Kraft Free nonfat dressing, Sealtest Free and Knudsen Free nonfat frozen dessert, Sealtest Free nonfat frozen yogurt, Sealtest Free nonfat frozen dessert bars, Entenmann's fat free and cholesterol free baked goods, Kraft Free Singles nonfat pasteurized process cheese product and Light n' Lively Free nonfat yogurt.



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Volunteers Needed For Christmas

A free Thanksgiving dinner will be served at St. Andrew's Community Center from 12 noon to 3 p.m., Thursday, Nov. 22. The Community Center is located at 4940 N.E. 8th Ave.

Donations of food and volunteers to prepare and serve the dinner will be welcomed, according to Joe Ryan, St. Andrew's Emergency Services coordinator. For more information call 281-1005.

Northeast Portland seniors need your help in order to make their Christmas holiday a joyous one. By volunteering two (2) hours this December you could help a senior with Christmas shopping, meal preparation or transportation. Call Project Linkage, a division of Metropolitan Family Service, at 249-8215. It will make you feel good all over!

FOOD STAMP BENEFITS, ELIGIBILITY LEVELS AND DEDUCTIONS INCREASE

Monthly benefits for millions of participants in the U.S. Department of Agriculture's Food Stamp Program increased on Oct. 1. At the same time, food stamp income eligibility levels went up by about 5 percent, meaning a family can have more income and still qualify for food stamps.

"These food stamp benefits are the highest on record," said Catherine Bertini, assistant secretary of agriculture for food and consumer services. "The changes are a result of annual adjustments for the cost of living and a 3-percent increase in basic benefits mandated by law."

As a result of the increases, the maximum food stamp allotment for a family of four in the 48 contiguous states and the District of Columbia increased from \$331 to \$352 a month—about 6 percent. Gross income levels, which help determine eligibility for households that do not include an elderly or disabled member, increased from \$1,311 a month to \$1,376 a month for a family of four. Net income levels, used to determine eligibility and benefits for all households, increased from \$1,009 to \$1,059 a month for a family of four.

Deductions from gross income, which are used to determine a household's net income, also increased. Standard deductions increased from \$112 to \$116 per household in the 48 contiguous states and the District of Columbia. Shelter deductions increased from a maximum of \$177 to a maximum \$186 a month per household for the same areas. Standard and shelter deductions are higher in Alaska, Guam, Hawaii and the Virgin Islands. The maximum dependent care deduction remained at 20 percent of earnings.

The following amount are for the 48 contiguous states and the District of Columbia.

There will be corresponding increases in Alaska, Guam, Hawaii and the Virgin Islands. The maximum allotments for the four person household in urban Alaska will be \$459 a month; in Rural I Alaska, \$586; in rural II Alaska, \$713; in Hawaii, \$574; in Guam, \$519; and in the Virgin Islands, \$453.

Amounts shown are for the 48 States & D.C., Guam, and the Virgin Islands. There are separate income limits for Alaska & Hawaii.

NEW MONTHLY FOOD STAMP ALLOTMENTS FOR HOUSEHOLDS WITH NO INCOME	
Household Size	
1	\$105
2	\$193
3	\$277
4	\$352
5	\$418
6	\$502
7	\$555
8	\$634
Each additional member	+\$79

NEW NET MONTHLY INCOME LIMITS USED TO DETERMINE ELIGIBILITY AND CALCULATE BENEFITS	
Household Size	
1	\$ 524
2	\$ 702
3	\$ 880
4	\$1,059
5	\$1,237
6	\$1,415
7	\$1,594
8	\$1,772
Each additional member	+\$179

NEW GROSS MONTHLY INCOME LIMITS USED TO DETERMINE ELIGIBILITY	
Household Size	
1	\$ 681
2	\$ 913
3	\$1,144
4	\$1,376
5	\$1,608
6	\$1,840
7	\$2,072
8	\$2,304
Each additional member	+\$232

The more things change, the more they stay the same.

Times have changed. And today, the time you have to cook for your family gets less and less. But, you can count on one thing to stay the same—Kraft's excellent quality.



We've made it our business to keep pace with you in these changing times by offering consistently good tasting food products. And convenient new ways to prepare them. And we've been doing it for 75 years.

Caring homemakers have come to expect nutritious, high quality foods from Kraft.

And that's the one thing we'll never change.



Trust Kraft to Make it Good.