

Before you buy

By Margaret Dana

You may think that the money your family spends on toothpaste is a very tiny amount of your budget. If, as many people do, you buy your toothpaste in a supermarket, you may never have separated its cost from your food items, which makes the cost disappear more than ever. But a question has been raised about our toothpaste which should make us all stop and think about what we're paying that money for.

The question, raised by the American Dental Association is simply this: When you brush your teeth, are you preserving them or ruining them?

Obviously most of us assume we are

taking good care of our teeth by doing our regular brushing with any of the many toothpastes available today. And though we may be doing that, some of us may be doing just that, some of us may be doing just the opposite.

A research study reported in the Journal of the American Dental Association a few years ago seems to suggest that good care by brushing the teeth depends on choosing the right toothpaste for the right teeth at the right age.

It is a recognized fact that some substances react on teeth according to the age of the user. Dental authorities, for instance, are convinced that fluorides do strengthen developing tooth enamel and in this way help prevent tooth decay in

children.

There is much less agreement, however, that fluorides can help adult teeth significantly. The reason is that by the time a person is 18, the teeth are fully formed and fluorides can do little to affect the quality of the enamel or the rate of decay.

What is not generally recognized by most people is that once a person is adult, the gums begin slowly to recede and expose the vulnerable thin covering of the teeth near and below the younger gum line. The tooth enamel itself becomes thinner as it nears that gum line. So the kind of brushing and toothpaste that can be used safely and efficiently on the hard upper enamel at a younger age become less and

less appropriate after age 35.

What seems to be troubling the American Dental Association particularly is the increasing use of "whitener" toothpastes, with higher and higher amounts of abrasives in them.

They may be eroding thinner enamel and the soft cementum that protects the dentin, which contains the blood and nerves that feed the teeth. The ADA study says: "The compulsive brusher may wear away significant amounts of enamel, especially with the more abrasive formulations of dentifrices."

This does not mean that all highly abrasive "whiteners" should be banned. It does mean that people at different ages, with different conditions of tooth enamel and gums, should be selecting appropriate dentifrices. Check with your dentist if he says your teeth can take such and such a cleaner, fine. And if he says a cleaner won't harm the children's teeth, then there is no need to change.

But if he recommends that you choose a toothpaste with lower abrasiveness than some of the popular cleaners on the market, follow his advice.

If however the consumer could know ahead of time the different levels of abrasivity of the different brands, after one's dentist has suggested a change to a lower level, it would be possible to choose wisely among several brands with the same degree of abrasiveness.

The ADA has developed such an index of toothpastes by name, showing their different abrasion levels and this gives any buyer of toothpastes a choice.

The index doesn't rate toothpastes as good or bad, or make any recommendations. It simply shows the toothpastes and their degree of abrasivity. The tests were primarily intended to give dentists reliable information so they could recommend toothpastes suited to an individual's needs.

But laymen consumers can use the index practically too. It starts with two brands having the lowest abrasion index levels and meant especially for people with problem teeth. The next lowest to these two are another pair with the same index level - Pepsodent (with zirconium silicate) and Listerine. From these the figures climb to the top, listing a special toothpaste for smokers' teeth.

You can study this list at your public library in the November, 1970 issue of the Journal of the American Dental Association, or you may send to me for a reprint of the list. Please enclose a stamped, self-addressed envelope and 10 cents to cover costs.

United Feature Syndicate



Not in lunchbags

Students at the Pleasant Valley School near Camarillo, Calif., inventory discarded food taken from one trash bin after the school lunch period. The school principal, aided by several students, retrieved the food to point up the fact that considerable food is being thrown away by students from lunch sacks. (AP)

Lunches tossed into garbage

CAMARILLO, Calif. (AP) — An elementary school principal in this agricultural community became distressed by watching pupils toss most or part of their lunches into the garbage can.

To dramatize the waste, principal Jerry Moynihan gathered the pupils and teachers of Pleasant Valley school around a picnic table during a recent lunch hour. He dumped the contents of the nearest trash can onto the table.

Among other items, out rolled large, unpeeled oranges, shiny red apples with not a bite missing and an assortment of neatly wrapped sandwiches.

Sixth grader Arlene Medina prepared the official inventory:

There were 41 sandwiches, two burritos, two cartons of milk, two whole pieces of chicken, three bags of potato chips, 19 apples, 13 oranges, one piece of cake, a half can of chocolate pudding, four carrot pieces, a piece of Mexican bread, two small boxes of raisins, 19 pieces of candy and 14 cookies.

After the demonstration, Moynihan sent a letter to the parents of his 430 pupils, itemizing what had been found. And teachers launched lessons on food waste and nutrition — a logical subject in the fertile rural area which grows tomatoes, strawberries and lettuce.

"Since we did this, parents have been saying, 'Wow, I didn't know this was happening,'" says Moynihan. "The kids were impressed. Seeing it was the dramatic part of it."

HONEY ALBANY, N.Y. (AP) — The price of honey rose more than eight cents a pound in New York State last year, compared with 1973, the state reports.

The state Crop Reporting Service said producers received \$2.6 cents per pound last year, compared with 44.3 cents in 1973 and 31.5 cents in 1972.

The service also said honey production dropped 3 per cent to 6.2 million pounds in 1974 in New York, due to cool, wet weather. Partially offsetting this was a 3 per cent increase to 126,000 in the number of bee colonies.

The Consumer's Question-Box

By Margaret Dana

Q: Your column recently reported on the new carpet standards and certification which HUD/FHA has developed for carpeting to be used in a house where an FHA mortgage will apply and you gave a potential cost per square yard of the new requirements. I question your figure of 1/100 of a cent. Can you uphold this figure?

A: No, I cannot, and must acknowledge a most unfortunate mistake due to a misplaced decimal point in the material from which I drew this figure. A number of people have written about this and I make haste to apologize and explain. Actually there is little real agreement on how much all the requirements of the new standard will add to carpet cost, but most guesses range from 1/10 to 1/2 of a cent per square yard. However, there are also estimates of much higher cost, depending on how drastic the required changes are to the individual manufacturer. In any case, the amount is still small compared to the increased assurance consumers will get.

Q: How much usable meat should one expect to get from a side of beef purchased wholesale for one's home freezer?

A: The usual estimate is that from a side of beef weighing about 300 pounds, there will be a yield of 200 pounds of retail cuts, including 50 to 60 pounds of ground beef. The rest is bone, fat, waste and shrinkage.

Q: I may have missed something you

answered about the safe type of soaps and detergents to use in washers, etc. when there is septic tank sewage disposal. Should we be using a biodegradable detergent?

A: Yes, you should, and fortunately since 1965 all detergents manufactured for sale in the United States have been the "soft" type, meaning they are biodegradable in proper sewage systems. If your sewage tank is correctly constructed with a distribution field, today's detergents will neither affect it, nor create the much criticized "foam-back" in bodies of water.

Q: Will you please repeat your recent answer about what people can do about unwanted, unordered merchandise they receive? We have had a neighborhood argument about this and I need a copy of the official statement.

A: In June 1968, the Federal Trade Commission issued this official statement: "An individual receiving unordered merchandise should realize he has no obligation to return or to pay for the merchandise unless he desires to purchase it. This statement assumes there is not written agreement in effect at that time between recipient and the sender, as in the case of a number of book and record clubs, to return or pay for such items." The important point is to be sure you have signed nothing which might have included a sentence committing you to payment.

Q: If you wash your car about twice a month at an automatic car wash, does the

spray wax used there offer the same protection as a good coat of paste wax buffed by hand?

A: Generally speaking a paste wax, hand-buffed thoroughly, gives a longer lasting gloss protection than a spray wax. Exactly how much difference there is depends, of course, on the spray wax and the paste wax, which vary from brand to brand. But generally speaking it would seem the spray wax at the car wash would last the two weeks you drive between washes.

Q: How practical and easy to keep clean is kitchen carpeting? Salesmen say it is entirely practical and simple to clean.

A: There is as yet no one accepted standard by which to measure the cleanability and sanitary response of kitchen carpeting. But one statement made by a company that makes both carpeting and resilient vinyl flooring maintains that a kitchen floor covering should have two qualities in particular and in maximum levels: It should never harbor food products which have been spilled on it and it should have a very high resistance to all types of oily or greasy soil. No competent evidence has been shown in its proof that any carpeting does have a high level of these qualities that vinyl flooring has. But if a kitchen is not used much, if there are no children or pets, where nothing is spilled, kitchen carpeting would probably stand up to that kind of cleanliness standard.

United Feature Syndicate

Economy triggers clothing advice

NEW YORK (AP) — The government has recommended using cold water for the laundry and a woman attending an "economic and energy" panel discussing the Couture Press Week asked what about contagious germs in fibers.

She was referring to a study done at a college in which athletes' foot went from one person to another after a basketball team's socks were all washed together in cold water.

"The temperature in the average home wash is never hot enough to kill bacteria," responded Peggy Matthews, who works for the public relations firm which set up the panel for a cold-water detergent company. "To kill bacteria, water needs to be near boiling and in the average home it's only 120 degrees. But adding one tablespoon of chlorine bleach to the water before you add the laundry will kill germs."

It costs more to produce the energy for a

man to shave with hot water than with an electric razor, said Sally Martinez, special assistant to the New York regional administrator of the Federal Energy Administration. Miss Martinez also suggested hanging clothes on a line instead of using the dryer — to which Stanley Love, president of a children's wear company, took exception since polyester knits need to be tumble dried to eliminate wrinkles. Designer Stan Herman declared, "There's something

beautiful about wrinkles. They're human." Miss Martinez also said, "We can let go of a lot of air-conditioning, not turn it on until it's 78 degrees."

The stated purpose of the five-member panel, moderated by Julia Meade, was to tell women how to buy clothes in 1975, "in view of today's economic and energy situations."

All agreed that quality is the prime thing to look for, not bargains — because those may turn out not to be bargains in the long run. Vincent MonteSano, president of the New York Couture Business Council, advised women to turn clothes inside out in the store and check whether they're well made.

Women were advised to read and follow labels in clothes telling how the garment should be washed or dry cleaned. And everybody agreed that the layered look is good. With layers in various weights, and sweaters to put on or off, a person can go between rooms heated differently and between seasons. Herman said, "I think the things women have been buying the last three years are still valid — those bits and pieces that have killed the dress business to a great degree."

Which are favorite brands?

Which are America's favorite brands — the products you buy most often?

Shoppers don't know because manufacturers won't tell, so National Enquirer reporter E.G. Martin went to a leading market-research firm to find out.

"Company sales figures are guarded secrets since they don't want competitors to know how well certain brands are selling," said Constance Anthes of Arbitron, a Manhattan-based company that conducts annual consumer surveys to determine what people are buying.

The Arbitron survey covers these ten major cities: New York, Philadelphia, Boston, Pittsburgh, Washington, Cleveland, Detroit, Chicago, San Francisco and Los Angeles. Ratings for these cities generally determine the pattern for the rest of the country.

Here, based on interviews with almost 10,000 consumers, are the latest brand rankings in 22 categories:

DEODORANTS: 1. Right Guard Gold; 2. Arrid Extra Dry; 3. Sure; 4. Ban; 5. Secret; 6. Dial; 7. Arrid; 8. Ultra Ban 500.

VITAMINS AND TONICS: 1. Miles One-A-Day Plus Iron; 2. Miles One-A-Day; 3. Theragran; 4. UpJohn Unicaps; 5. Geritol.

PAIN RELIEVERS: 1. Bayer Adult Aspirin; 2. Bufferin; 3. Anacin; 4. Excedrin; 5. Tylenol; 6. Alka Seltzer.

TOOTHPASTES: 1. Crest; 2. Colgate; 3. Close-up; 4. Gleem II; 5. Ultra Brite; 6. Pepsodent.

SHAMPOOS: 1. Johnson's Baby Shampoo; 2. Head & Shoulders; 3. Prell; 4. Gold Formula Breck; 5. Clairol Herbal Essence.

WOMEN'S HAIR SPRAYS: 1. Rayette Aqua Net; 2. Alberto VO6; 3. Breck; 4. Adorn; 5. Miss Breck.

HAIR COLORINGS: 1. Clairol Nice 'N Easy; 2. Clairol Loving Care; 3. Miss Clairol; 4. Lady Clairol; 5. L'Oreal Preference.

LIPSTICKS AND GLOSS: 1. Avon; 2. Revlon; 3. Max Factor; 4. Cover Girl; 5. Coty.

RAZOR BLADES: 1. Gillette Trac II; 2. Gillette Platinum Plus; 3. Gillette Techmatic; 4. Schick Injector; 5. Wilkinson Stainless; 6. Gillette Super-stainless; 7. Wilkinson Bonded.

REGULAR PANTYHOSE: 1. L'Esq; 2. Hanes; 3. Sears Cling Along; 4. No Non-sense; 5. Penney's Gaymode.

SHAVE CREAMS: 1. Gillette Foamy; 2. Noxzema; 3. Colgate Instant; 4. Rise; 5. Palmolive Rapid Shave.

MEN'S HAIR SPRAYS AND TONICS: 1. Vitalis; 2. Alberto VO6; 3. Gillette Dry Look; 4. Vaseline; 5. Brylcreem; 6. Command; 7. Menen Protein; 8. Groom & Clean.

FRANKFURTERS: 1. Oscar Mayer; 2.

Armour Star; 3. HyGrade; 4. Swift Premium; 5. Sugarale.

AFTER-SHAVE LOTIONS: 1. Old Spice; 2. Brut; 3. Avon; 4. English Leather; 5. Aqua Velva.

MEN'S UNDERSHORTS: 1. Fruit of the Loom; 2. Hanes; 3. Penney's; 4. Jockey; 5. Sears Roebuck.

PORK SAUSAGES: 1. Jimmy Dean; 2. Jones; 3. Swift Premium; 4. Farmer John; 5. Oscar Mayer; 6. Park.

BACON: 1. Oscar Mayer; 2. Armour Star; 3. Swift Premium; 4. Farmer John.

REGULAR GROUND COFFEE: 1. Maxwell House; 2. Hills Bros.; 3. Folger; 4. Sanka; 5. Yuban.

INSTANT AND FREEZE-DRIED

COFFE: 1. Taster's Choice; 2. Sanka; 3. Maxwell House; 4. Maxim; 5. Brim.

CHEWING GUM: 1. Wrigley Doublemint; 2. Trident; 3. Dentyne; 4. Wrigley Spearmint; 5. Wrigley Juicy Fruit.

BEER: 1. Budweiser; 2. Miller; 3. Schlitz; 4. Coors; 5. Michelob; 6. Pabst; 7. Schafer.

WINE: 1. Gallo; 2. Almaden; 3. Manischewitz; 4. Taylor; 5. Italian Swiss Colony; 6. Christian Brothers; 7. Mateus; 8. Yago Sangria; 9. Harvey's Bristol Creme Sherry.

FREE LESSONS

Learn to Play The Organ



Now in our Third Year
New Classes starting for
Beginners
Tues., Feb. 4, 7 P.M.
No Cost — No Obligation
Nothing to buy
Just come
and bring your
friends...
253-2548

AUBURN MUSIC CENTER
1111 GERRARD ST. AUBURN, N.Y. 13021



Repeat of a Sellout!

Deluxe* Stainless
6 piece Place Setting
Reg. 12.50 Now 6.95

Available in Patterns of
Mozart, Modern Antique,
and Chateau.

Community* Stainless
6 piece Place Setting
Reg. 15.00 Now 8.95

Available in Patterns of
Louisiana Venetia, Paul Revere,
and Frostfire.



ONEIDA
The silver cube Our silverware mark of excellence

Hilroy's
the store of quality fashion

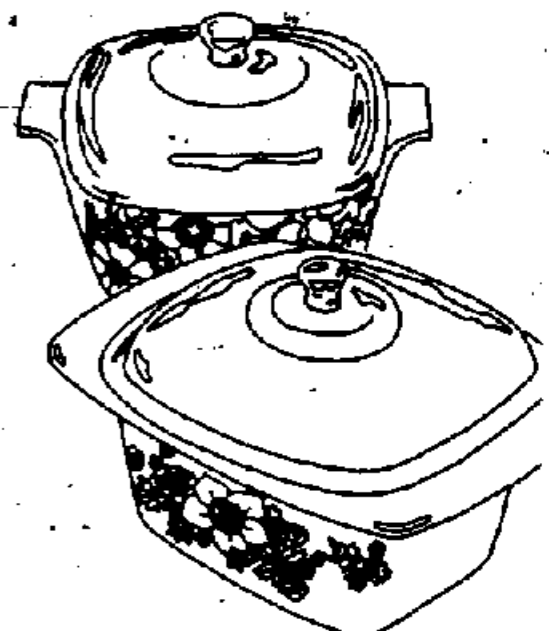
Hilroy's CORNINGWARE SALE

the store of quality fashion

Reg. 39.98

Now

23.99



11 pc. sets in Spice o-Life patterns — 2-3-5 qt. covered sauce pans; 8 inch-10 inch covered skillet and detachable handle.

open daily 9:45 to 5:15; Thurs. nights 'til 8:30 p.m.

Hilroy's PYREX SALE

the store of quality fashion

Pyrex Bakeware, Loaf, Square Cake and Oblong baking dishes.

Reg. 1.89 to 2.29

Now

1.19

