

Many A Pitfall Traps Unwary Cosmetic Shopper

It's that time of year again. Crisp new snow to be enjoyed, the anticipation of weekend winter sports, and the holidays to look forward to. With the joys of winter come the problems, not the least of which is "What shall I get her (or him) for Christmas?"

The easiest gift is cosmetics. You don't have to worry about size or style, they last indefinitely and even the least expensive are packaged to suggest the ultimate in luxury and self-indulgence.

But don't lose your consumer head, even in this period of mercantile nonsense. Remember that cosmetics people are experts at promising more than they deliver, and that they frequently charge outrageous prices for inexpensive ingredients, packaged to look priceless. Pleading the ultimate in promise and the nadir in fulfillment.

AN EXAMPLE, produced by a well-known (and high-priced) cosmetic firm is a new facial spray that promises "to cleanse and clarify the skin in the most delightfully refreshing way." This spray, for the skin that "thirsts for a clearer, purer look," comes in an aerosol bottle.

At a price of \$5 for 11 ounces, you get a "jet stream of crystal-clear" mineral water.

This comes to about 45.5 cents an ounce, or \$14.55 per quart for the water. Allowing 25 cents for the cost of the aerosol spray, that's a high price for pure water, even in these polluted days. If you're willing to forego the spray, you can pick up mineral water for 39 cents a quart in any drug store.

NO ONE will shout fraud because no one really expects cosmetics ads to be truthful - or even within reason. During the hearings held by Senator Hart on Truth-in-Pricing laws, one manufacturer refused to list the product's ingredients on the label because her customers weren't buying a product: "they're buying hope."

Thus, the ads promise to erase wrinkles, thicken hair, bring back youth and vigor, attract the opposite sex in a manner that could be dangerous. Knowing these are impossible dreams, consumers still buy. If you can't hope, what's left?

The world of over-priced fantasy isn't limited to women. Males are warned not to weaken their masculinity by using deodorants designed for the weaker sex. You need something more powerful, to match your strong powerful smell. The only thing stronger about masculine deodorant is the smell.

Oranges, Turkeys Among Good Buys

Stretch your food dollar by planning holiday menus around this month's 16 plentiful foods.

The U.S. Department of Agriculture reports that fresh oranges and turkey head the December list of plentiful. Other foods in abundant supply include pork, eggs, rice, frozen orange juice concentrate, grapefruit, fresh apples, applesauce, apple juice, fresh cranberries, cranberry sauce, langerines, potatoes, dry onions and walnuts.

For the 1970-71 season, a record navel orange crop of 112.7 million boxes is expected. If realized, this crop would be a 15 per cent increase over the previous record established last season.

GERALDINE ACKER, University of Illinois extension foods and nutrition specialist, offers a brief description of some popular orange varieties.

NAVEL-Medium to large-sized, this thick skinned seedless orange is good for eating out-of-hand and ideal for serving sliced or sectioned. Look for a characteristic puckered appearance at the bloom end. The peel crystallizes well and makes a good marmalade.

VALENCIA-An excellent juice orange, this variety is somewhat elongated vertically-a little egg shaped. It has thick skin and contains one to six seeds. It's large in size, good in flavor and the sections freeze well. Valencia also make good marmalade.

TEMPLE-Bright orange in color, the rough, thick skin of Temple oranges peels easily. The segments of Temple oranges separate readily.

tween Maple and 14 Mile. Reservations may be made by calling the club at MA 6-2109.

The club is also taking reservations for its New Year's Eve dinner-bridge party.



PATRICIA NORTON

Mr. and Mrs. Aylward S. Norton of Beacouree Drive, Farmington, announce the engagement of their daughter, Patricia Kaye, to Masayoshi (Mike) Maegawa, son of Dr. and Mrs. Yoshie Maegawa of Osaka, Japan. The bride-elect is a graduate of North Farmington High School and a student at Oakland University. Her fiancé has a degree in mechanical engineering from Doshisha University in Kyoto, Japan, and is a senior at Eastern Michigan. Both are majoring in special education. The couple plans to be married Aug. 21, 1971, in Jefferson Avenue Episcopal Church, Detroit.



ROSE ANNE HUNT

Mr. and Mrs. William J. Hunt of Edward Place, Livonia, announce the engagement of their daughter, Rose Anne, to Michael Anthony Kelly, son of Mr. and Mrs. Joseph Kelly of Detroit. The bride-elect is a graduate of Ladywood High School and is a junior at Michigan State University. Her fiancé is a senior at Eastern Michigan. Both are majoring in special education. The couple plans to be married Aug. 21, 1971, in St. Valentine Catholic Church.



JANE BARNES

Mr. and Mrs. James K. Barnes of Seminole Avenue, Redford Township, announce the engagement of their daughter, Jane Ellen, to Arthur Phillip O'Donohue of Elba Avenue, Redford Township. The bride-elect is employed as a legal secretary by Smith, Bokos, Jones and Pantel and her fiancé is a dairy manager with Great Scott supermarket. They plan to be married in an evening ceremony April 30 in St. Valentine Catholic Church.



SHARON FINCH

Mr. and Mrs. Donald W. Finch, 28448 E. Larkmoor, Southfield, announce the engagement of their daughter Sharon Elizabeth to Kim Wayne Anson, son of the Kenneth W. Ansons, of 28095 Coral Gables, Southfield. The bride-elect graduated from Southfield High School in 1969 and is now attending the University of Michigan. Her fiancé graduated from Southfield High School in 1965 and will receive his master's degree in Aerospace Engineering from the University of Michigan this month. A May wedding is planned.



PAMELA BUSCH

Mr. and Mrs. Arthur J. Busch of Millbrook Drive, Farmington, announce the engagement of their daughter Pamela, to Richard Schmalz, son of Mrs. Eva Schmalz of Royal Oak. The bride-elect is a 1962 graduate of Farmington High School and attended Western Michigan University. She served in the Peace Corps and is employed as secretary to the administrator of the Detroit Psychiatric Institute. Her fiancé attended Highland Park Community College and Oakland University and served in the U.S. Navy. He is a sales representative for a data processing firm. They plan an April 3 wedding in St. Mary's Catholic Church in Royal Oak.



DEBORAH RAMSEYER

Mr. and Mrs. Rowland R. Ramseyer of Henry Ruff Road, Livonia, announce the engagement of their daughter, Deborah Dawn, to Steven R. Barnes, son of Mr. and Mrs. George A. Barnes of Livonia. A May wedding is planned.



DIANE KENNEDY

Mrs. Ellen Kennedy of Livonia and Patrick Kennedy of Dearborn announce the engagement of their daughter, Diane Mary, to Pfc. Stephan A. Kirby, son of Mr. and Mrs. Frank Kirby of Arcola Avenue, Livonia. The bride-elect is a senior at Bentley High School. Her fiancé is a 1969 graduate of Bentley and is serving in Vietnam with the U.S. Army. No date has been set for the wedding.



LOIS SCHARF

Mr. and Mrs. Harold Scharf of Arcola Avenue, Livonia, announce the engagement of their daughter, Lois Marie, to John Duane Kennedy, son of Mr. and Mrs. Rennie Kennedy, of Mt. Clemens. The bride-elect is a graduate of Franklin High School and employed by Bormann's Inc. Her fiancé graduated from Clintonville High School and attends the Electronic Institute of Technology while employed by Duramc Abrasive, Inc. They will be wed Jan. 16.



SANDRA NELSON

Mr. and Mrs. Ralph Nelson of Elk Rapids announce the engagement of their daughter, Sandra Lee, to Carl Singleton, son of Mrs. Roland Jarkey of Williamsburg, Mich., and Roy Singleton of Northville. The bride-elect is a graduate of Elk Rapids High School and employed by Hazelton & Perkins in Traverse City. Her fiancé graduated from Plymouth High School and recently was discharged from the U.S. Army after serving in Vietnam. A Jan. 9 wedding is planned.

Engaged

Mr. and Mrs. Joseph C. Weitz of Louise Court, Westland, announce the engagement of their daughter, Charlene Ann, to Kenneth Donald Forsythe, son of Mr. and Mrs. John R. Forsythe Jr. of Gilman Avenue, Garden City. The bride-elect is a graduate of Franklin High School and attended Schoolcraft Community College. She is employed by Michigan Bell Telephone Co. Her fiancé attended Garden City East High School and SCC, and served three years in the U.S. Army. He is employed as an assistant power plant operator by Detroit Edison. A Feb. 5 wedding is planned.



REBECCA CIAKO

Mr. and Mrs. John Ciako of Clarita Avenue, Livonia, announce the engagement of their daughter, Rebecca Ann, to Robert H. Jackson, son of Mr. and Mrs. Edward Jackson of Dearborn Heights. The bride-elect is a graduate of St. Agatha High School. Her fiancé graduated from Lutheran High West and is employed by Michigan Bell Telephone Co. They plan to be married June 25.

Montgomery Ward

THE MOOD IS FESTIVE

The elegance of Helene Curtis Ultra ColorEssence creates your special holiday look!

8.50

(Shampoo & styling included)

Reflect the spirit of the season. Dress up your hairdo at Wards. Our color experts will create your own special look. And, Helene Curtis Ultra ColorEssence will make your hair act and look just like you want it to!

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CHARLES W. WARREN

Northland Center, Parking Lot C, Somerset, Mall, 1520 Washington Boulevard, Detroit 48226

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