

### The Microwave Hotline

By Pat Quarles, Director  
Microwave Information  
Center of Campbell  
Soup Company

After years of research, development and industrial-level usage and testing, microwave technology has now become a major factor in home food preparation. Currently, it is estimated that microwave ovens are used in over 13 million households. And industry sources have predicted that at least another 10 million more will be purchased by 1985.



Whether you're one of the millions of homemakers already cooking with a microwave oven or just considering purchasing one for your home, you probably have questions about the capabilities, features and techniques of this new cooking method. Now there's a central help source for consumers offering comprehensive information on microwave cooking — The Microwave Information Center of Campbell Soup Company.

The Center, located at corporate headquarters in Camden, New Jersey, combines a research lab, university-style forum and cooking institute. Among the services provided by the facility are:

- A comprehensive library on microwave cooking.
- An open door to a staff of professional home economists trained and equipped to answer questions on all aspects of microwave oven usage and cooking.
- Informational and educational materials on microwave cooking.
- A newsletter on current microwave oven information and trends.

Consumers confronted with any completely new method of cooking need to be informed about how to use it effectively and efficiently. We aim to fill that need for the millions of present and potential microwave oven owners by providing them with the latest facts on microwave cooking, ovens and techniques. And we welcome inquiries and input from consumers at all levels of microcooking experience.

As a fully-staffed central clearinghouse, the Center is designed to monitor microwave trends, investigate potential problems and keep abreast of changing information needs. In addition to handling consumer information requests, the Center will undertake the dissemination of current, up-to-date data on microwave technology to the media, government and industry.

If you have any questions, or wish to receive additional material on microwave cooking, send your name and address to: The Microwave Information Center, Box 56B, Campbell Place, Camden, New Jersey 08101.

### MEDICAL JOURNAL

According to a recent broadcast sponsored by Columbia Presbyterian Medical Center and The Prudential Insurance Company, women who used the drug DES during the 1950's to prevent miscarriages are no more susceptible than other women to breast cancer. Concern was raised when media reports suggested that DES mothers ran an abnormally high risk of breast cancer. These reports, however, were later found to be based on unpublished data that had not been sufficiently analyzed.

Dr. Dana Brian, who with colleagues at the Mayo Clinic studied more than 400 patients who had taken DES during pregnancy, reports, "Of those 400 women, we found eight cases of breast cancer. We then compared that figure with the rate for breast cancer in the general female population and found it identical to our study's results."

Dr. Brian feels that his findings illustrate the need for a more extensive study. "We don't have the answer yet to whether or not there is going to be any risk to the mothers from DES exposures," said Brian. "Certainly, the data we have from Mayo Clinic is very reassuring, but it is not the answer either."

Dr. Brian suggests that DES-exposed women follow the same medical care program recommended for all women — monthly self-examinations and periodic check-ups by a physician.

Yarns having unusual fancy effects are often called "novelty" yarns.

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**CHARMIN**  
BATHROOM  
TISSUE  
4-ROLL  
PKG. **49¢**  
WITH ONE FILLED CASH DIVIDEND CERTIFICATE

**CASH DIVIDEND SPECIAL ②**

**CHICKEN OF THE SEA**  
(OIL OR WATER PACKED)  
CHUNK LIGHT TUNA  
6½-OZ.  
CAN **29¢**  
WITH ONE FILLED CASH DIVIDEND CERTIFICATE

**CASH DIVIDEND SPECIAL ③**

**DOMINO**  
10-X SUGAR  
1-LB.  
BOX **9¢**  
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**THRIFTY MAID ④**

**PEACHES**  
29-OZ.  
CAN **5¢**  
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**THRIFTY MAID ⑤**

**SPAGHETTI SAUCES**  
32-OZ.  
JAR **29¢**  
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16-OZ.  
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**ASTOR COFFEE**  
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1-LB. BAG **\$2.29**  
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**STOCK-UP & SAVE**

- 24-OZ. BTL. CRISCO OIL ..... \$1.09
- 5-LB. BAG GOLD MEDAL FLOUR .... 89c
- PKG. OF 300 LILAC NAPKINS ..... 99c
- PKG. OF 10 BEE PAK TRASH CAN LINERS ... \$1.29
- BOX OF 280 KLEENEX FACIAL TISSUE ..... 99c

**MONEY-SAVING GROCERY VALUES**

- 2-LITER (67.6 OZS.) NO RETURN BTL. (WITH \$7.50 OR MORE ORDER LIMIT ONE) CHEK DRINKS (\* COLA • ROOT BEER • ORANGE • STRAWBERRY • GINGER ALE) ..... 79c
- 3-OZ. CAN ARMOUR'S POTTED MEAT ..... 4 FOR \$1.00
- 2-LB. JAR TROPICAL STRAWBERRY PRESERVES ..... \$1.39
- BOX OF 100 FISCHER TAGLESS TEA BAGS ..... 99c
- 28-OZ. BOX MORTON SALT ..... 31c
- 32-OZ. BTL. LILAC DISH DETERGENT ..... 59c
- 32-OZ. BTL. ARROW HEAVY DUTY DETERGENT ..... \$1.09
- 16-OZ. CAN THRIFTY MAID GOLDEN CORN .... 3 FOR \$1.09

**THRIFTY MAID SHORTENING**

42-OZ. CAN **99¢**  
WITH \$7.50 OR MORE ORDER (LIMIT ONE)

**KRAFT MAYONNAISE**

16-OZ. JAR **\$1.29**  
WITH \$7.50 OR MORE ORDER (LIMIT ONE)

**MEAT VALUES**

- HOLLY FARMS FRYER LEG QUARTERS ..... LB. 75c
- HOLLY FARMS FRYER BREAST QUARTERS OR SPLIT BROILERS ..... LB. 79c
- PINKY PIG MARKET-STYLE BACKBONES LB. \$1.49 • RIBS LB. \$1.59
- PINKY PIG FRESH PORK CENTER-CUT CHOPS LB. \$1.99
- 12-OZ. W-D REG. FRANKS OR REG. OR THICK BOLOGNA \$1.09 • BEEF \$1.19
- 1-LB. PKG. HICKORY SWEET BACON ..... \$1.29 2-LB. PKG. \$2.55
- 1-LB. PKG. W-D SLICED SALAMI ..... \$1.69
- 1-LB. PKG. W-D SPICED LUNCHEON .... \$1.69
- 1-LB. PKG. W-D PICKLE & PIMENTO LOAF ..... \$1.49

**PEPSI-COLA**

16-oz. Btl. **1.59**  
CARTON OF 8 Plus Deposit  
SAVE 20c PER LB.

**W-D BRAND U.S. CHOICE BEEF BONELESS CHUCK ROASTS**

1-LB. **\$2.29**  
2-LB. **\$2.75**

**THE IDEAL GIFT**

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**W-D BRAND U.S. CHOICE BEEF**

- BONELESS CHUCK STEAKS ..... LB. \$2.39
- BONELESS STEW BEEF ..... LB. \$2.49
- GROUND ROUND OR CHUCK .. LB. \$2.29
- BONE-IN CHUCK ROASTS .... LB. \$1.89
- BONE-IN CHUCK STEAKS ..... LB. \$2.09
- SEMI-BONELESS CALIF. ROASTS ..... LB. \$2.19
- BONELESS TOP ROUND ROASTS OR STEAKS LB. \$2.99
- "UNTRIMMED" WHOLE OR HALF (12-25 LBS. AVG.) CHUCKS (CUT & WRAPPED) . . LB. \$1.89
- WHOLE "UNTRIMMED" BEEF (6-7 LBS. AVG.) TENDERLOINS (SLICED FREE) LB. \$4.39

**U.S. #1 EASTERN ALL-PURPOSE APPLES OR FLORIDA TANGELOS**

5-LB. BAG **99¢**

**PRODUCE PATCH**

- YELLOW CORN .... 10 EARS \$1.59
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- FLORIDA TANGERINES . . 9 FOR 99c
- COLLARD GREENS ..... LB. 39c
- 8-OZ. PKG. MUSHROOMS ..... 99c
- 10-OZ. PKG. SPINACH ..... 99c

**FROZEN FOODS**

- 16-OZ. SUPERBRAND SUPER WHIP .... 99c
- PKG. OF 2 DIXIANA PIE SHELLS .. 2 FOR \$1.00
- 24-OZ. PKG. DIXIANA MIXED VEGETABLES .... 99c
- 2-LB. FREEZER QUEEN SUPPERS ..... \$1.69
- 15-OZ. SALUTO PIZZA ..... \$1.49

**DAIRY DEPARTMENT**

- 1-LB. CTN. SUPERBRAND MARGARINE ..... 3 FOR \$1.00
- 1-LB. CUP PALMETTO FARM PIMENTO CHEESE ..... \$1.19
- CTN. OF 3 8-OZ. CUPS SUPERBRAND SWISS-STYLE YOGURT ... 2 FOR \$1.19
- 16-OZ. CUP SUPERBRAND SOUR CREAM ..... 99c

**THRIFTY MAID ICE MILK**

HALF GAL CTN. **99¢**

3700 Chapel Hill Rd. 3600 N. Duke Mall 810 Liberty St. 2000 Chapel Hill Rd. 1821 Hillandale Rd. University Mall—Chapel Hill