

# Community Shopper's Guide

Thursday, April 12, 1984/Section C

Features, Recipes, Chronicle Camera, Better Living

## Recipes

### Take the bite out of tax season

The poet, T. S. Eliot wrote that April was the cruellest month. As we struggle with our income tax returns, few would disagree. And if that's not enough of a bite, the effects of an extremely harsh winter are showing up at the supermarket in the form of higher prices. Together, they make for a devastating pinch on the food budget.

Fortunately, a good tasting, nutritious dish doesn't have to be expensive. Complex carbohydrates such as vegetables, pasta and breads are still good buys and when combined with small amounts of higher priced meats or fish, and can add up to delicious, nourishing meals. Here are three examples of such imaginative main dishes, each costing less than \$1.15 a serving.

Few foods are as satisfying as a gooey pizza and Cheesy Clam Pizza is an innovative variation on this popular dish. Roll out the bread or pizza dough in a circle or rectangle, whichever shape you prefer. The sauce is made with liquid from a can of clams, minced garlic and a can of condensed cream of celery soup. Spread the flavorful mixture over the pizza dough, sprinkle with clams, shredded mozzarella and grated Parmesan cheese, and chopped parsley, then bake. Ready to eat in about 25 minutes, the pizza accompanied by a three bean salad makes an attractive and filling meal.

Bagels Benedict are inventive and uncommonly good tasting. A piquant sauce made with a can of condensed cream of chicken soup, cooked diced chicken and sauteed chopped green and red peppers flavored with garlic, sherry and thyme, is spooned over the split bagels. Topped with a poached egg and sprinkled with freshly ground pepper, this easy-to-fix dish is perfect for lunch or brunch.

For economical, tasty dishes, pasta is without peer. To illustrate, this Beefy Pasta Casserole stretches one pound of ground beef into five ample servings. After browning the meat, a can of condensed golden mushroom soup is added and combined with a mixture of ricotta cheese, chopped parsley and a beaten egg, and tossed with cooked spinach fettucini. Spoon half the meat mixture in a

casserole and cover with marinara sauce, layer remaining pasta and sauce, top with grated Parmesan cheese and bake for about 30 minutes. The hearty casserole, served with crusty Italian bread and a tossed green salad makes a satisfying and delicious meal that belies its low cost.

#### CHEESY CLAM PIZZA

1 loaf frozen bread or pizza dough, thawed  
1 can (6½ ounces) chopped clams  
1 large clove garlic, minced  
1 can (10½ ounces) Condensed Cream of Celery Soup  
½ cup (2 ounces) shredded mozzarella cheese  
2 tablespoon grated Parmesan cheese  
2 tablespoons chopped parsley

1. Preheat oven to 400 F. On floured board, roll dough to 13-inch circle or 15 x 10-inch rectangle. Fold dough in to quarters; lift onto 13-inch round pizza pan or 15 x 10-inch jelly-roll pan and unfold. Pinch edges of dough to form rim. Set aside.

2. Drain clams, reserving liquid. In 1-quart saucepan over high heat, boil clam liquid and garlic about 2 minutes until liquid is reduced by half. Stir in soup.

3. Spread soup mixture over pizza dough. Sprinkle with clams, cheeses and parsley. Bake 25 minutes or until crust is brown. Makes 1 pizza or 6 slices.

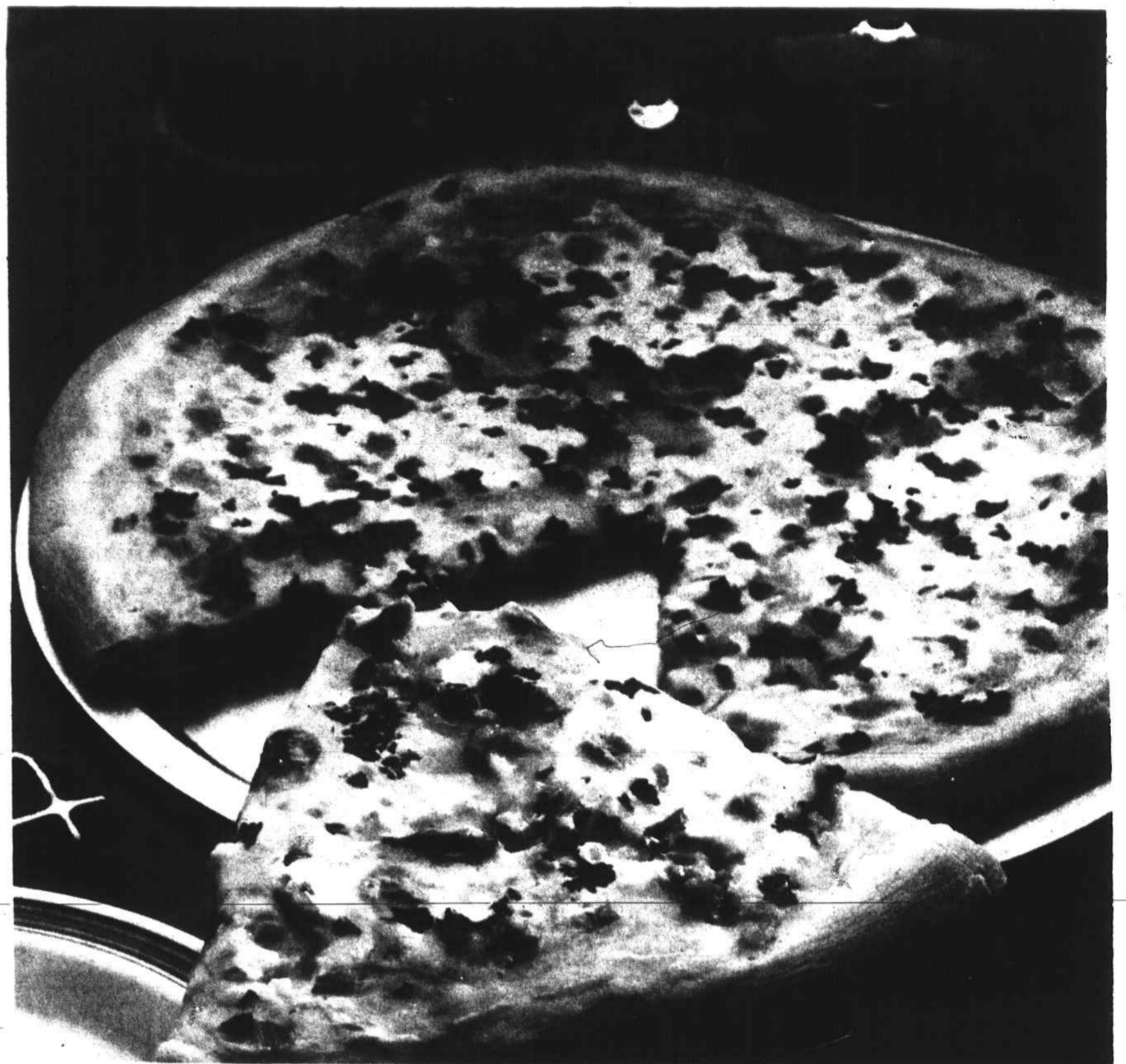
Cost per slice: \$.43

\*Price based on Philadelphia, Pennsylvania area supermarkets, March 1984.

#### BAGELS BENEDICT

2 tablespoons butter or margarine

Please see page C3



Cheesy Clam Pizza, with a flavorful sauce made with chopped clams and condensed cream of celery soup, is a nutritious low budget dish with high taste appeal.

## Better Living

### Children can acquire skills for sewing if they are taught properly

By JOANNE FALLS  
Home Economics Extension Agent

Teaching children how to properly care for their clothes can help them become interested in learning basic sewing skills such as repairing ripped seams, hemming their dresses and pants, fixing torn sleeves and sewing on buttons. It is very important for both boys and girls to learn how to sew.

Begin arousing your child's sewing interest by having him or her accompany you to the store to select apron fabric and then teach girls and boys to make simple aprons by hand.

Encourage the boy to make a chef's apron and hat. Take him to visit a tailor shop and show him pictures of chefs.

If you do not already own a sewing machine, discuss buying a sewing machine as a gift for your child. Do not

surprise your child with a sewing machine because you might waste your time and money. If your child has already been inspired to sew, buying a sewing machine can build the foundation for a life-long sewing interest.

A good choice for a beginner is a machine with a limited amount of stitches. A straight stitch, a zigzag stitch and a blind hemmer will meet all the new sewer's needs. A slow gear keeps the machine stitching under control even if the operator accidentally presses on the foot control.

If the other members of the family will be using the machine, you might want to select a machine with more features.



Falls

Whatever sewing machine you select, the intended users should know how to operate it and how to take proper care of it.

Some companies sell good used machines that will cut the cost, but still serve your sewing purposes.

Before teaching your child to sew, ask yourself these questions:

Is my child ready to sew?

Does my child possess the motor skills and hand-eye coordination to thread a needle, knot a thread, pin a pattern, cut fabric, or sew a reasonably straight seam on a sewing machine?

Barbara Schach, a University of Nevada graduate with teaching credentials, has been teaching children how to sew for more than 20 years. Margery Capps, a California teacher and graduate of USC, teaches children's sewing classes every week. Schach and Capps agree that if a child

is ready and given the proper setting, equipment, fabric, pattern choices and instructions they can acquire skills for sewing. These teachers think that children will enjoy creating something by hand. They suggest that children can learn to sew from ages seven to 11.

A children's sewing class of five to six students is ideal. Each child should have adequate space to lay out, cut out and sew on their project. Schach and Capps suggest that you gather the following equipment to start your child on a good sewing project:

- 1) Box to hold supplies
- 2) One pair of sharp scissors
- 3) Sewing needles with large heads for easy threading
- 4) Pina
- 5) A thimble to fit the middle finger



Williams

Peterson

Kinchen

Dobson

## Chronicle Camera

### Would you venture out in space?

By AUDREY L. WILLIAMS  
Chronicle Staff Writer

The Chronicle polled area citizens and asked if they would like to travel in space, since NASA reports that future technology will enable ordinary citizens to man space crafts.

Ann Wells, dietician: "No, I wouldn't want to go. God put us here on earth and this is where he wants us to stay. I can see flying in planes from state to state, but no, not up there in the elements."

Verna Williams, housewife: "No, I wouldn't go, but I think it's a good idea. I'm all for advancement. It would be a good experience for the younger people."

James Kinchen, teacher: "If it happens in my life time I would try it because I think it would be an adventure. At one point in my life, as a young boy, I wanted to be an astronaut."

Bessie Dobson, retired science teacher: "No, I wouldn't go .... Space travel is quite intriguing, but as of now I wouldn't go. At one time I was all excited about it."

Greg Peterson, Stroh's Brewery employee: "Yes, I'd

go. It's just like a plane trip and I really don't think there's a lot of difference. I'm sure this is not the only planet in the universe."

A. Y. Hairston Jr., retired Army sergeant: "No, there's nothing up there for me. If it would benefit mankind, I could see it, but the government spends too much money now on that and there's people who need to be helped."

Edward Bynum, electronics technician: "No, I'm a land lover. Riding on an airplane is far as I'm going. I'm a believer of space travel, but it's not for me."

Ruby Liscomb, student at WSSU: "No. Something could happen to the spacecraft and I don't want to be on it."

Beverly Taylor, cashier: "Yes, I would because I like to explore and I'm adventurous. I wouldn't be afraid because anything can happen to me here just as well."

Romas DePasse, salesman: "If I had the opportunity to travel in space I'd jump on it. I might have a better chance at getting ahead in life up there than here on earth."

Susan Smith, dental assistant: "No. Wherever you go, man has a way of repeating his same mistakes, so I'll just stay right here."

## Coping

### Selling yourself: Mastering the art

By DR. CHARLES FAULKNER  
Syndicated Columnist

I have shown you a variety of important methods (sometimes known as psychological "tricks of the trade") that you may use to sell almost any product to almost anyone. Suppose you have selected a profession that requires selling yourself rather than any other product. Don't be dismayed, because every technique that you have learned can be used to sell yourself. You can make anyone like you by following the rules of basic psychology that I provide.

Think of yourself as a product. Before you seek to impress anyone with anything, you must impress them with yourself. So think of yourself as the most important product available to you. Many people pay thousands of dollars to learn the very things that you are learning about easily mastering the art of salesmanship.

Anyone can sell a product to a person who has already decided to buy the product. (Although some people using the wrong methods can ruin even an easy sale). To make a lot of money in the profession of selling, you must also be able to sell to two other large and important classes of people: Those who have not heard of your product and those who have made a definite decision not to buy your product. When you develop the ability to sell to these classes of people, you will be a grand master of selling (also known in the large New York advertising firms as a master of psychological manipulation).

Think about it. Everything that you own, everything that you wish to own, everything that you desire to be, everything that makes you happy and sad were determined, to the larger degree, by professional experts of behavior manipulation. This is the stark, scientific reality of the world in which we live. Thus, while you are learning how to sell yourself to others, you are also learning how to protect yourself from being psychologically manipulated by others.

Living is acting. We are all actors and actresses who hide a part of ourselves and reveal only that part of ourselves which we feel will impress others enough to make them like us or do what we want them to do. Make no mistake about it -- we are already practitioners of

behavior manipulation. We may not be masters of it but we use it everyday of our lives.

Following are some basic techniques that you can begin today to perfect. Practice them until they become a part of you. Practice them until you learn them by heart.

1) Join the Team. This is your commitment. Repeat it over and over and over. "I will adopt an attitude of friendship and teamwork with my client." At all costs, avoid competing with the other person. Most people view salespeople as adversaries with whom they must become engaged in battle. The client can easily win the battle by refusing to purchase your product. Thus, you must find a point of common ground. This can be attained by your finding out as much as you can about your client. Then, at your first meeting, exuberantly say, "I was excited to find that we belong to the same club." Some salespeople stretch the truth. The choice is yours.

2) Elicit Agreement. "When the client agrees with even a small thing that I say, even if it is about the weather, it will become easier and easier for him to agree with me about other things." Tell the person something (not about your product, initially) that is non-controversial and to which he will readily agree. Start off the interaction on a positive note. This constitutes a breakthrough and the client will find it exceedingly easier to agree with you when you begin to discuss your product. Occasionally, prospects are so impressed with the salesperson that they will ask about the product and initiate the sales pitch themselves. Don't despair. Stick to the script.

3) The lead. "The decision to purchase my product will be made by me for the client." Most people do not want to be presented with the stressful problem of determining whether or not to purchase a product. Your help with the decision will be appreciated. You might say: "When you receive the merchandise, you will be overwhelmed with its usefulness." Or, "I can arrange to deliver the product any time that you wish." Or, "Your friends will certainly compliment you for owning this marvelous item." Speak as if the item belongs to the client, as if the decision has already been made. Make the client associate himself with the item. Let the client know how the purchase of your product will make friends for him.