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Army Times 5/30/83

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AT EASE

At the Commissary

More People Finding Value In Juice

By JAY BLUCHER

The average American drinks more than 40 gallons of soft drinks a year, but only eight gallons of fruit juices and drinks. Soda marketers spend far more on advertising, and also sell more, but that trend is reversing. Juices are becoming increasingly favored by mothers seeking to wean their youngsters from carbonated beverages. Shoppers also are attracted to the new ready-to-serve aspect of refrigerated juices.

"The modern consumer is beginning to see the value in purchasing fruit juices that perhaps they couldn't see before," says Douglas Thornton, military sales manager for Libby, McNeill & Libby. "Juices of all kinds are really underpriced for the value they afford the shopper."

"For the military market, we have found that the bulk of our business has been with the large 46-ounce cans and the convenient six-pack of six-ounce cans banded together."

The newest idea in marketing juices is aseptic packaging or the "paper bottle." Ocean Spray, the leader in the cranberry juice trade, was the forerunner in introducing the paper bottle to the juice field. This packaging concept has enjoyed great consumer success due to heavy out-of-home use in school lunches and by brown baggers. It also allows juices to be stored without refrigeration for more than six months.

By the end of the summer,

Ocean Spray hopes to have shelf-stable liquid concentrates available at the national level, which will combine with water in a four-to-one ratio. This shelf-stable concentrate will replace the company's frozen concentrate line of cranberry products and afford the consumer a 20 to 25 percent savings over frozen cranberry concentrate products.

The juice most popular with consumers in terms of sales and demand is orange juice. Each year, consumers spend more than \$2.5 billion on frozen and chilled orange juice. While frozen and concentrated orange juice is the biggest seller with both civilian and military patrons, chilled orange juice is the newest and fastest growing member of the orange juice family.

Good news for the orange juice consumer is that this year's crop looks better than last year's and, barring an unforeseen freeze, should afford a price break to the shopper. "It is too early to say with any certainty, but the crop definitely looks better than last year, which is certainly welcome news to the industry," says Paul Kasil, military sales manager for Citrus Central Inc.

Tropicana's introduction of its Chugger, a single-serving shelf-stable orange juice, has greatly enhanced its sales. A company spokesman says, "While there are no immediate plans for aseptic packaging, the convenience of our Chuggers six-pack and single-serving lines has shown us that convenience is an important consumer consideration today."

Another recent development in this highly competitive market has been the introduction of Minute Maid's reduced-acid orange juice. It was more than two years in development and the only product of its kind in the field. The new line was specifically designed for the consumer who is sensitive to the acid in citrus juices.

(The writer is an associate editor with Military Market, a trade magazine for commissary and exchange executives.)

Type A Trait Behavior Is Learned as Child

A psychologist at the University of California, Irvine, has begun a study that may reveal how children learn the aggressive Type A behavior that in later years makes them more prone to heart disease.

Laurence Steinberg, associate professor of social ecology, is conducting the study. Type A behavior is typified by an aggressive, impatient personality. These hard-driving people are more likely to experience not only coronary disease, but also other health problems.

According to Steinberg, the ability to pinpoint how and why a person develops a Type A personality would be a significant accomplishment since Type A behavior is believed to be primarily learned — just like smoking, another behavior linked to heart disease.

"If we knew what causes individuals to develop this type of personality, people could learn to modify these factors during childhood and adolescence," Steinberg said. "This has the potential of reducing one of the primary risks in heart disease."

Previous research has shown that the Type A personality appears to be as much of a risk in heart disease as hypertension, smoking and obesity.

To carry out his research, Steinberg is "piggy-backing" onto an existing study — the Longitudinal Study begun in 1952 in which 150 people have been followed throughout their lives.

Data on the 150 subjects have been taken at regular intervals beginning during their mothers' pregnancies. The researchers have not only examined, interviewed and observed the subjects, but also interviewed parents, teachers and doctors.

During the next examinations and interviews, the subjects will be observed and questioned regarding Type A behavior and signs of heart disease.

Family Fare

Wives Club Publishes Cookbook for Charity

FORT LEAVENWORTH, Kan. — The Officers and Civilians Wives Club here has published a cookbook called "The Fort Leavenworth Collection," containing 700 recipes in nine categories.

The book sells for \$9.50 plus \$1.25 for handling. It may be bought by writing to OCWC Welfare Fund, P.O. Box 3004, Fort Leavenworth, Kan. 66027. Profits from the book will be given to various charitable projects in the area.

Schofield Barracks OWC Gives Six Merit Awards

SCHOFIELD BARRACKS, Hawaii — The Officers Wives Club of Schofield Barracks, Hui O Na Wahine, has presented four Merit Awards of \$750 each to graduating high school seniors Robert Bra-shers, Lisa N. Lujan, Melissa Hegstrom and Kathleen Muir.

Two awards of \$500 each went to Deborah Folcher and Pamela Higdon in continuing education.

AFES Employee Knits Clothes for Preemies

DALLAS, Tex. — "No one manufactures clothing or patterns to fit premature babies," says Marsha R. Kapalka, an accounting technician at the Army and Air Force Exchange Service headquarters here. So, about six months ago Kapalka began knitting and crocheting caps and booties and making bunting for preemies at a Dallas hospital.

She discovered the need when she went to the hospital as a volunteer and saw the special clothing needs of a baby that was nine-inches long and weighed 1½ pounds.

Kapalka says she tries to provide free clothing for all the preemies, which number 1000 to 1200 a year at that hospital.

Sean Fisher Earns Eagle Scout Rank

FORT RITCHIE, Md. — Sean A. Fisher, son of Lt. Col. and Mrs. Charles Fisher, has achieved the rank of Eagle Scout.

Sean, an eighth grader, was awarded the highest Cub Scout honor — the Arrow of Light — while his father was serving at Camp Zama, Japan.

Col. Fisher is Assistant Inspector General for the 7th Sig Cnd here.

Harano Is Awarded Eagle Scout Rank

ASCHAFFENBURG, Germany — David M. Harano, a junior at Hanau High School and son of Chaplain (Col.) Roger and Mrs. Audrey Harano, has been awarded the rank of Eagle Scout.

To achieve the award, David organized a month-long drive to collect expired prescription medicines and drugs to "raise the level of public awareness of the proper storage and disposal of potentially harmful substances."

Families Can Borrow Safety Seats for Infants

PORTSMOUTH, Va. — Military personnel who are parents of newborn babies can borrow car safety seats to use for up to 60 days through the Baby First Ride Program here. The program is designed to allow the parents time to purchase a car safety seat now required under Virginia law.

The Government Employees Insurance Company (GEICO) donated 100 of the safety seats to the Portsmouth Armed Services YMCA to establish the program. The program is operated by the YMCA in collaboration with the Military Family Resource Center.

Allison Gets High ACS Honor

FORT SAM HOUSTON, Tex. — Rhoda Allison, wife of retired Army Lt. Col. James L. Allison, has received the Department of Army Community Service Volunteer Field Consultant Pin for her 12 years as an ACS volunteer. Mrs. Allison has more than 6400 hours of volunteer service to her credit.

Provost Office Helps Fingerprint Children

FORT JACKSON, S.C. — The Provost Marshall's Office here has joined the county sheriff's department in a massive fingerprinting operation of persons under the age of 17 whose parents or guardians give their consent. To date, 12,413 children have been fingerprinted, of which 941 were from the post elementary school.



Blad Wins

Mary Ann Blad displays winning form as she prepares to putt during the final round of the 22nd Annual Military Dependents' Women's Golf Tournament, held recently at Fort Rucker, Ala. Blad came back from a two-stroke deficit to win the overall championship. She shot a 75 in the final round for a tournament total of 232, which was three strokes better than defending champion Mary Virginia Horne of Quantico, Va.

JUMBLE. THAT SCRAMBLED WORD GAME

Unscramble these six Jumbles, one letter to each square, to form six ordinary words.

PERRAY	□ □ □ □ □ □
NAITLE	□ □ □ □ □ □
ATWIRE	□ □ □ □ □ □
HOKOUN	□ □ □ □ □ □
TORBED	□ □ □ □ □ □
BOUFLE	□ □ □ □ □ □

PRINT YOUR ANSWER IN THE CIRCLES BELOW

HE □ □ □ □ □ □ □ □ □ □

Solution Next Week



Now arrange the circles to form the surprise and guessed by the above c

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Last Week's Jumble Solution
SALUTE ORIOLE UNSAID
RELISH ENTITY SUBDUCE
That society psychiatrist only treated this kind of patient —
THE BEST STRESSED