

Consumer mailbag

**Consumer groups:
how can they help?**

What do organizations like Concern, Inc. really do to help protect and preserve our environment?

C.E. J. Jr., Birmingham, Mich. Every day our office receives at least one phone call that begins with the question, "What are you doing about this or that?" Our volunteers are instructed to counter with the very same question in order to emphasize the individual's importance.

Actually Concern, Inc., Detroit does a great deal in the citizen effort area to "protect and preserve our environment." Our organization was founded on the premise that the individual consumer, you and I, has a great deal of influence in the decision-making process of this country, both on the legislative level and through the power of the market place. Our job is to educate you to that fact.

For instance, how we spend our money says a good deal about how we feel about our environment. And spending money is a personal and independent expression.

Concern, Inc. attempts to educate the consumer to exercise selective buying practices to demonstrate their concern for our environment, thereby creating markets for products that are environmentally acceptable. What consumers demand, business supplies.

There are several good examples of the effectiveness of this premise. The availability of no-phosphate deter-

gents on supermarket shelves came about through consumer demand. Individuals, aware of the damage done to our lakes and rivers through the extensive use of phosphorus in laundry products, let manufacturers know they wanted a choice.

The aerosol can and damage to the ozone level became a consumer issue and business responded with the alternative pump bottle spray.

Organized citizen groups are but the mechanisms through which public opinion is applied to environmental decision making. They help to magnify and concentrate the views of like-minded individuals.

An interested and educated individual is still the most effective constituency in our participatory democracy. The environment belongs to the public. So the question is not "What are you doing?" but rather "What am I doing?" If each of us adopt the simple truth, that an individual can preserve and protect the earth, we will realize how much we can achieve together.

Concern Inc., Detroit offers suggestions for constructive action. To receive a bibliography, simply send a stamped self-addressed envelope to Concern Inc., Detroit, 1 Northfield Plaza, Troy 48068.

GRACE R. GLUSKIN, Executive Director

Gaynes to talk about gems

"Identifying and Investing in Gems," will be the topic of a talk to be presented by Boris Gaynes, vice-president of Sidney Krandall & Sons, at the June 28 meeting of the American Society of Women Accountants.

The meeting will be held at the Regency Club in the Fisher Building starting with cocktails at 5:30 p.m. Dinner will be served at 6:30 p.m. Following dinner will be the meeting and Gaynes' speech.

Gaynes teaches "Introduction to Gemology" at Oakland University and is a graduate gemologist. He has been

in the business for 42 years and designs jewelry as a hobby.

Installation of recently-elected officers also will be part of the program.

E. Jean Budd of Livonia will be installed as president, and other officers include Ruth Gierke, president-elect; Barbara Quick, vice-president; Ester Breger, secretary; Dorothy Allman, treasurer; and Shirley Warfield, Susan Howcroft, Anna Maria Calliano and Doelyn Hargrave, directors.

Dinner reservations should be made by calling Donna Johnson, 19209 Auburndale, Livonia.

**Dressing
Your
HOME**



**Here's updating
help for kitchens**

The room most often remodeled after the purchase of a new home, as well as the one most often updated if you don't move is the kitchen. It's a costly project, so making it as current as possible is an important consideration.

More kitchens are being done over because of the need for energy and space conservation. Although a 10-year-old stove or refrigerator may not look outmoded, its engineering and functional design may not meet with today's needs.

In-designing a kitchen for today, it is not necessary to give up having an attractive decor. It also is possible to keep the contemporary or traditional theme found in the rest of the house instead of having a kitchen that looks as though a robot lived there.

Hotpoint, the maker of electric appliances, designed a kitchen meeting all these requirements. By the use of built-in appliances, additional space is added.



LAURETTA REGAN

The room follows a traditional plan with lots of storage, ample work surfaces, an island with storage space front and back.

Appliances with the latest work-saving features include a smooth glass ceramic cooktop range with self-cleaning oven, a vented hood with removable air filter, a side-by-side refrigerator with spacious freezer, a convenient under-counter trash compactor, and a recycle dishwasher built in next to the sink.

An automatic washer with companion large capacity dryer is set in an alcove. The overall indirect lighting plan features low-energy fluorescent lamps which provide soft, uniform illumination.

The cabinets are traditional in design of a form of laminated wood. Wherever wall space is exposed, a decorative patterned ceramic tile is used. It is also used on the sides of the island.

And the room is decorated with today's most popular theme—live plants. They are in hanging baskets and pots.

Another area this company does something about is the often-forgotten laundry room, putting together a cheerful laundry and planning area. Its functional U-shape affords lots of countertop and space for storage.

Is there a booklet on "how to do-it-yourself" laminating window shades?

Joanna Western Mills has just such a booklet. Their address is 241 S. Jefferson St., Chicago 60618.

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