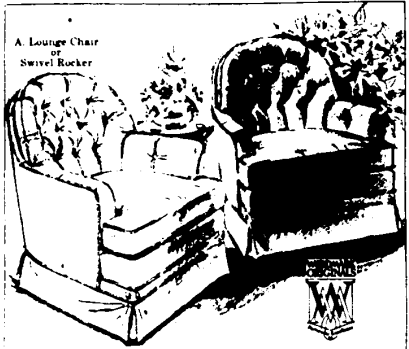


UF approves new grant for Red Cross relief fund

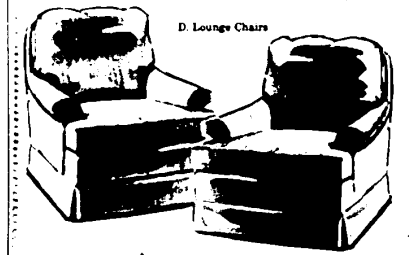
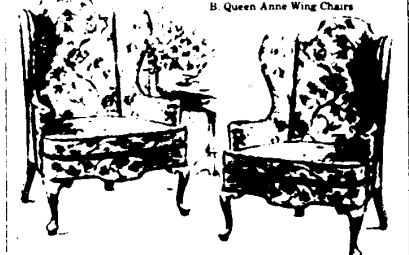
The United Foundation executive committee has approved a \$250,000 grant to the Southeastern Michigan chapter of the American Red Cross to support recent world-wide disaster relief operations. The grant is the largest ever allocated by the UF for emergency disaster relief in any one year. "Thanks to careful planning and budgeting, the United Foundation can provide the money from its Emergency and State



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and recently by a series of major disasters, including Typhoon Pamela in Guam, a flood and tornado in Tulsa, Oklahoma, and the Texas Dike break in Idaho.

THE \$250,000 grant represents 100 percent of the United Foundation area's share, and the equal portion of the local Red Cross' quota, of a special \$50 million national campaign to replenish the disaster fund.

"Last month the national Red Cross reported it faced an unprecedented \$25 million in disaster relief expenditures for the fiscal year ending June 30," said Charles W. Elliott, chapter chairman of the Southeastern Michigan Red Cross.

"This represents the most expensive period in the organization's 100-year history of helping disaster victims," he continued. "It is most reassuring to know that for

two decades the United Foundation has met metropolitan Detroit's share, of Red Cross emergency disaster goals, thus eliminating the need for additional relief appeals in the tri-county area," Elliott said.

THE LAST SPECIAL UF grant to the Red Cross, \$175,000 in 1973, supported national relief efforts following various floods, tornadoes and winter storms throughout the country.

Beyond its regular Torch Drive allocations to the Southeastern Michigan Red Cross, the United Foundation has now contributed nearly \$1.8 million since 1960 to aid disaster victims.

The 1976 United Foundation Torch Drive, which runs from Oct. 12 through Nov. 4, will raise operating funds for nearly 140 health and community service agencies in Wayne, Oakland and Macomb counties.

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Ms. Brickley new alcohol forum head

The new community director of the Michigan Forum on Women and Alcohol (MFWA) is Marianne Brickley of Brighton.

A recovering alcoholic who has had many years of service in the field of alcoholism and substance abuse, Ms. Brickley will act as spokesperson of the organization, which is a special project of the Michigan Division of the National Council on Alcoholism.

Her job will be to travel around the state explaining the goals and objectives of MFWA, a volunteer based project that will raise the awareness of women who are affected by alcohol problems personally, through their families and friends or on the job.

Ms. Brickley has been a member of the board of directors of the Michigan Division of the National Council on Alcoholism and a member of the Governor's Advisory Commission

for the Office of Substance Abuse Service of the Michigan Department of Public Health.

She is also founder of the Glass House halfway facility for women located in Lansing.

Among the services of MFWA will be the distribution of a directory showing where the female alcoholic can get professional help. The directory will be regional and will be made available whenever a new series of video tapes made by the organization are shown.

The tapes, first in a continuing series on women and alcohol, show women in three potentially alcoholic circumstances. These are the loneliness associated with some alcoholics, the stress of competing in the marketplace for a job and the people in the female alcoholic's life who attempt to ignore the disease because of the stigma attached to alcoholism.

FTC is proposing stiffer labeling laws

Have you ever found yourself standing over the washing machine wondering just what a care label means when it merely states "machine wash, tumble dry"? If so, you are among many consumers who have been frustrated by vague or inaccurate care labels.

The Federal Trade Commission has received so many complaints on this subject that it is proposing new regulations to take the guesswork out of washing by making the labels more specific.

Since 1973, the FTC has required garment manufacturers to attach labels which give laundry and cleaning instructions. A typical label tells if a garment can be machine washed, bleached or dry-cleaned.

HOWEVER, many garments carry unnecessarily restrictive labels—a practice known as "low-labeling." An item which can be safely washed might be labeled "dry clean only" or a garment which is bleach-safe might be labeled "do not bleach."

Equally disturbing to consumers is the incomplete or vague label. If a label makes no mention of bleach, is the item safe to bleach? Surveys have shown that such omission of a laundry procedure is made only 9 per cent of the time that chlorine bleach was safe.

"Today, virtually all polyester apparel can be bleached," says Dixon Johnston, manager of special projects for The Chloro Co. "Consumers and many manufacturers have been left behind by rapid changes in technology. Therefore, the consumer needs very specific information on care labels to help them take care of today's clothes," he added.

The company is leading a campaign for complete and accurate care labeling. "Obviously, the company is interested in bleach sales," Johnston states, "but the consumer also benefits from more complete labels."

"When items that are bleach-safe are not labeled properly, the consumer does not have the advantage of the stain removal, disinfecting and deodorizing properties of bleach," he says. Johnston added that the build-up of soils and stains that occur when bleach is not used often shortens the life of the garment, preventing the consumer from realizing the economic value of a purchase.

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