

# Consumers looking for more quality

**By CHRISTINE WALDEN**  
If you lift your arm and rip a seam or spend an hour looking for buttons after washing a new blouse, then frankly, you're not too good a shopper.

Most likely, when you bought the garment, you only checked it out aesthetically, which isn't enough when every dollar must count.

Quality in clothes is quickly becoming a manufacturer's bylaw. More and more retailers are adopting the attitude that the consumer is indeed right.

And the consumer demands quality. Unfortunately, however, most consumers think "if it looks good, it must be." Wrong.

"THE SHOPPERS must be educated," said Sharon Qosey, fashion coordinator of Monsanto's Wear Dated program. "They must know what to look for."

So, if a thread dangles, if the zipper gets caught in its tracks, if

a seam rips with the greatest of tags, save your money—or realize you'll spend hours repairing a brand new garment.

Ms. Qosey also warned, "Very often, the best buy isn't the lowest priced item."

Rather, it's the item that checks out in a quick dressing room test or later in the washing machine.

Shoppers should be wary when buying, she advised, and complain if the item proves defective in any way.

**THE MONSANTO** program was designed to help shoppers, she said. Any garment bearing its tag is money-back guaranteed for a year.

Naturally, not everything you buy will bear that tag, so here's what to look for.

Check the seams first. If they're only stitched once, they will probably split easily. Also, check for extra material in the seam; everyone gains a few pounds.

Mull over the fabric, rub it to-

gether to see if it pills, or crush it in your hands to see if it wrinkles. If it does either and it's not supposed to, leave it on the store rack.

A fault of the consumer, and not of the manufacturer, is a failure to buy clothes that fit properly or to read labels.

**LABELS ARE** there for a purpose. If you wash a "dry clean only" or hot iron something marked cool, the results are your own doing.

And if it doesn't fit, its life is sure to be shorter.

Also, "you should build on the wardrobe you already have," said Ms. Qosey. "Then you will have more to spend on extras. And buy seasonless clothes."

Just make sure what you buy will last.

Finally, she added that where you buy the garment is important. "Make sure you are dealing with a reputable retailer." Find out what the store's return policy is before, not after, you buy.

While the Monsanto program is hoping to educate the consumer as to what to look for, Ms. Qosey added that the public is already becoming more concerned.

"More and more people are going to start scrutinizing. They are becoming extremely conscious of quality."

# Volunteers

This column describing volunteer needs in Oakland County is co-sponsored by the Junior League of Birmingham and the Oakland County Volunteer Bureau.

Inquiries regarding volunteer needs listed here should be made to the Oakland County Volunteer Bureau at 642-7272. Requests for volunteer listings should also be made through the volunteer bureau.

**SERVICE WITH LOVE**, sponsored by the Women's Auxiliary of Pontiac General Hospital, provides daily telephone contact with senior citizens unable to leave home. Individual volunteers call from their own home approximately 10 people once a week. Currently, the program operates from Pontiac and three other communities. A training session is provided.

**NEW HORIZONS** of Oakland County, Inc. provides workshops for mentally retarded and multiple handicapped young adults at 117 Turk St., Pontiac, 36 E. Fourteen Mile Road, Madison Heights, and Westbrook School, Farmington. Volunteers are needed in various arts and crafts workshops. Volunteers are also needed for office work, client evaluation, tutoring on a one-to-one basis and transportation. A four week shift between 8 a.m. and 3 p.m. is required. Help with special activities is also needed. Hours are flexible.

**PONTIAC Operation Friendship** is a social rehabilitation program for formerly emotionally disturbed men and women between the ages of 18 and 65. Members of Operation Friendship meet under the direction of a social worker Fridays at the YWCA on Orchard Lake Road and Franklin Boulevard, Pontiac. Volunteers are needed to help prepare lunch and attend Friday parties from noon to 3 p.m.

## DSO women meet

The Junior Women's Association for the Detroit Symphony Orchestra will meet at 10:30 a.m. Wednesday at Michigan Inn, J.L. Hudson Drive, Southfield.

The luncheon program includes "Music of Germain" and a social and business meeting conducted by Marcia Willshire.



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675 Octagonal game table with Formica top and 4 party chairs in brown vinyl.	479
634 Same game table as above, chairs in red vinyl	429
227 Electric Grandfather clock in fruitwood	109

### BEDROOM COLLECTION

REG.	SALE
\$1095 Thomsen's Mediterranean bedroom set—Triple dresser, mirror, chest, headboard and frame.	\$699
719 Casual Mahogany group—Triple dresser, hutch, mirror, chest on chest, and full size poster bed.	399
846 Crawford Colonial group in Dark Burnished Maple—Triple dresser, landscape mirror, chest on chest, headboard and frame.	399

\$ 184 Twin size French canopy bed in antique white with yellow trim.	\$129
139 Bedroom chaise lounge in blue floral print.	99
1322 Clyde Pearson sofa and loveseat in yellow and green striped print. Priced as a pair.	799

### DINING ROOM COLLECTION

REG.	SALE
\$1099 Thomsen's Italian set—Double pedestal oval table, 4 chairs and server in antique parchment with yellow trim.	\$649
1099 Mediterranean pedestal table and 4 chairs in distressed with olive in antique white.	499
829 44" round table, 4 metal chairs and buffet with olive top in dark pine.	499

\$ 379 42" round table with formica top (2 leaves) and 4 chairs in pine finish.	\$319
274 Pine Colonial Corner Cabinet	199
389 Contemporary chaise in antique white with light green trim.	179
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