

consumer mailbag

I have some seeds left over from my summer garden. Can I use them in window boxes during the winter?

Growing your own vegetables in containers for a winter harvest is a good idea. As any true gardener will tell you, there is no off-season. Vegetables grown indoors can be crisp, tender, fun and economical. They will add variety and nutrients to your diet. Choose a sunny location, containers with good drainage and fertile soil. The organic matter will help to hold moisture in the soil.

Almost any plant can be grown in containers, but those best suited to an indoor harvest are leafy salad vegetables like lettuce, miniature varieties of tomatoes, carrots, radishes and chives. And don't forget your sprouts, like mung bean and alfalfa. Some herbs also can be grown in containers and can add wonderful flavors to otherwise ordinary recipes. Try mint, sweet marjoram, rosemary and winter savory.

For a complete guide to indoor gar-

dening, send a self-addressed, stamped, envelope to Concern Detroit, requesting "Gardening in Containers," at the address below.

With the holiday decorating season just around the corner, do you know of any type of extension cord that will not be a danger to small children?

The most common extension cord injury to children under 5 years of age is mouth burns. Children put extension cords in their mouths and the saliva causes an electrical path to the contact point. Extension cords should be used only as a temporary convenience and then with caution. The following suggestions should help you to have a safer holiday season:

- Be sure that the plug of the extension cord fits securely in the receptacle without sticking.
- Purchase extension cords with self-closing outlets to cover unused receptacles or cover unused extension

cord receptacles with electrical tape or plastic safety caps, to prevent mouth contact with the electric current.

- Frayed or defective cords should be thrown away or returned to the place of purchase.
- Use the proper type of extension cord for the job — use outdoor cords with outdoor appliances.
- Avoid coiling cord during use to prevent possible over-heating.
- Don't place extension cords under rugs or in other places where they may be crushed or damaged by furniture.
- Don't attach extension cords to baseboards or other surfaces with staples or nails — damaged cords are a shock hazard.
- And, most important of all, is a good family education program to instruct children not to go near plugs and outlets and not to attempt to unplug cords without parental guidance.

What you're seeing in the movies is a new form of advertising called "product placement," which began in the late 1970s. Here's how product placement works: Manufacturers pay a retainer (usually beginning at \$25,000 and up yearly) to a product placement firm which reviews dozens of scripts yearly with the idea of highlighting one of their firms' clients, the manufacturer.

Frequently the packaging firm representatives will meet with film producers and writers and rework film scenes to include shots of their clients' product(s). The film company can then

cause it shows them you care about their health. To order send \$4.25 (includes tax and postage) to Concern Detroit, 1025 Shelby, Detroit 48226. Orders are gift-tagged and ready for giving. They also make great gifts for teachers, postman, etc.

I've been noticing a lot of products in the movies recently. I thought they couldn't show product names like that?

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borrow "props" from the product packaging firm's extensive inventory.

Usually no money is exchanged between the manufacturer and the film company. Remember the grocery store scene in "The Big Chill"? Prominently displayed in the top of the grocery basket was a six pack of Coca-Cola.

IT'S NOT always successful, though. If the product scene ends up cut from the final film — usually the fee is returned. One product packaging firm describes its services this way:

"Because the movie-going audience walks into the theatre wanting to be entertained, they walk in with an open mind. Participating at their own discretion then, the audience views products associated with the entertainment openly and enthusiastically."

Sociologists state that this form of advertising is so powerful because most people don't think about the fact that it is advertising. Viewer recall is also higher than you might think.

IN 1982 when a movie audience was

questioned upon leaving the theatre, the recall rates ran from 12 percent to 87 percent. Even 12 percent is a high number of people when you're talking about box office hits.

According to the Motion Picture Association of America, in August 1984, 38 percent of the nation's moviegoers were between 12 and 20 — while making up only 10 percent of the population.

Young people believe advertising and it can even become a role model for them. Consequently when a scene has been "worked" to make the product seem a "natural" part of the film, the audience may unconsciously link the product (whether it be sodapop, cigarettes, beer or even designer jeans as in "Back to the Future") with the star who they see using the product. You'll also notice the product is never used by the "bad guy" or in a disparaging way.

Address mail to The Consumer Mailbag, Concern Detroit, 1025 Shelby, Detroit, MI 48226.

class reunions

As a public service and when space permits, the Observer & Eccentric Newspapers will print announcements of class reunions. Send the information to Marie McGee, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Please include the date of the reunion as well as the first and last name with telephone numbers.

OUR LADY OF THE LAKES

Waterford Our Lady of the Lakes High School will hold a combined reunion of classes 1977-81 on Friday, Dec. 20, at Bogie Lake Country Club. Reservations may be made by calling Kathy Ward, 623-0186. The deadline is this Friday, Dec. 13.

BALDWIN

Birmingham Baldwin High School class of 1936 will hold a 50-year reunion on June 21 at the Fox and Hounds restaurant. Help is needed in locating class members. Call Helen Brown McAlpine, 652-1873, or Doris Velmeyer Cole, 64-5584.

FRANKLIN

Livonia Franklin High School class of 1976 will hold a 10-year reunion June 21. Deadline for reservations is Dec. 31. If interested, send \$5 deposit per ticket and name and address to: P. O. Box 52126, Livonia 48152.

PONTIAC

Pontiac High School January-June classes of 1936 will hold a 50-year reunion on May 24, 1986, at the Deer Lake Racquet Club in Clarkston. For information call 332-2644 or 334-5708.

SALESIAN

Salesian High School class of 1966 will hold a 20-year reunion next spring. Those interested should call 525-3888.

TRENTON

Trenton High School class of 1976 will hold a 10-year reunion Saturday, July 5, 1986, at Crystal Gardens in Southgate. Call 373-6377.

MACKENZIE

Mackenzie High School class of 1936 will hold a 50-year reunion on Saturday, June 21, 1986, in Fairlane Manor, Dearborn. Help is needed in locating classmates. Call Alex Nagy, 474-1467.

CODY

Cody High School class of January 1966 will hold a 20-year reunion on April 12, 1986. Call Mary DeSatta Reitenga during the day at 349-7343 or Greg Wroblewski, 557-6678 evenings.

CASS TECH

Cass Tech High School classes of 1955, 1956 and 1957 will hold a combined reunion on Saturday, June 21, 1986. Call Susan Wilmet Hitchcock, 981-2355; Dick Baylerian, 559-6575; or Correll Jones, 883-2675.

NORTH FARMINGTON

North Farmington class of 1981 will hold a five-year reunion June 21, 1986, at Roma's of Livonia. Call Lisa Salisbury, 661-1383.

FITNESSE

Exercise Company

...Wishes you a Merry Fitness and a Happy New Year!

Exercise For Less
Than \$1 A Day!

6 Month Special... \$180
1 Year Special..... \$345

or...choose from a variety of series packages and receive 3 FREE CLASSES for ANY series purchased.

Offers must be purchased by Jan. 3, 1986. Please bring in this ad. Gift certificates available. Phone & mail orders accepted.

IN FARMINGTON IN BIRMINGHAM
32480 Northwestern Hwy. 555 S. Woodward
(Between Midland & 14 Mile Rd.) 540-2535
851-FITT

Holiday Arrival in Birmingham



Swiss Chocolate Truffles

149 Piece

Birmingham, Michigan 48011

647-4140

"A Delicious Experience"

Getting settled made simple.

New-town dilemmas fade after a WELCOME WAGON call.

As your hostess, it's my job to help you make the most of your new neighborhood. Our shopping areas. Community opportunities. Special attractions. Lots of facts to save you time and money. Plus a basket or gift for your family. I'll be listening for your call.

Welcome Wagon



CALL

356-7720

HOLIDAY PASTELS

If you're dreaming of a pastel Christmas, Hadley Arden is the store where all your dreams come true. Here are two yummy sweaters priced JUST right for gift-giving. The double V-neck with ¾ sleeves is just \$49. And the long-sleeve crew neck is only \$29. Assorted pastels in sizes S-M-L.



hadley arden

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