

## 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 is a good idea. As any true gardener will tell you there is no off-season. Vegetables grown indoors can be crisp, tender, fresh 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, herbs, radishes and chives.

Planting suggestions and directions will help you to have a bumper indoor harvest. Be sure that the plug of the extension cord fits securely in the receptacle without slipping.

• Purchase extension cords with closing outlets to cover unused receptacles or cover unused extension

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 cord receptacles or plugs into 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 may help you to have a safer holiday season.

Be sure that the plug of the extension cord fits securely in the receptacle without slipping.

• Purchase extension cords with

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 instill in children not to use plugs and outlets and not to attempt to unplug cords without parental guidance.

ECO-TIP: Concern Detroit's "I Am Not A Vegetarian — Meatless Main Dishes for Meatateers" makes a great holiday gift for family and friends be-

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, post man, etc.

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

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 to remain (usually \$10,000-\$25,000 and up) in a movie's product placement firm which reviews dozens of scripts yearly with the idea of highlighting one of their firm's 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

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

Usually no money is exchanged between the manufacturer and the film company, because 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 it services this way:

"Because the movie-going audience walks into the theatre wanting to be entertained, we try to keep an open mind. Product placement is our own creation, 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

## 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 Bogle 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 Hounds restaurant. Help is needed in locating class members. Call Helen Brown McAlpine, 632-2373, or Doris Vehmeyer 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, 1985, at the Deer Lake Racquet Club in Clarkston. For information call 332-2644 or 334-5708.

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## 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 3/4 sleeves is just \$49. And the long-sleeve crew neck is only \$29. Assorted pastels in sizes S-M-L.



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