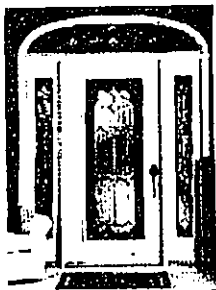


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appliance doctor

Major retailer asks the doctor



JOE GAGNON

Next month will mark the anniversary of two years of broadcasting the Appliance Doctor program on the Great Voice of the Great Lakes, WJR Radio. These past two years have truly been very exciting and very rewarding

to this little man in such big surroundings.

The radio listening audience has grown to the point of big time and this column printed by the newspaper you're reading is in the hands of many thousands. I am touching the lives of so many and I feel so good about all the information I give to consumers. I owe a lot of thanks to a great many people for having trust in me, and believing that my ultimate goal has always been to help others.

During this past dozen years in radio I have always hoped that some big appliance dealer or manufacturer would grab onto my shirt tail and become a part of me. Even though I hoped this would happen, I also realize that because of my one-sided consumer viewpoint, it might never. Things can always change so suddenly which is exactly what has happened. The giant of retailers called ABC Warehouse has grabbed the shirt tail and once again they are showing the industry how to stay in business.

Let me paint a little picture in your minds of why I have always thought my involvement with a major retailer was so important. Imagine yourself needing a new refrigerator and you're about to go shopping. You want the best price and the least amount of hassle. If you

have a problem, you want to be able to voice your concerns and have it taken care of quickly. You would like to attend a seminar where you are taught about major appliances and what you should buy or not buy.

All this and much more is about to become reality not only for me but also for you. I say, "Gosh darn it, isn't it nice that somebody finally woke up and used Joe Gagnon to their own advantage." I think it's wonderful, because I get to be more involved with consumers on a higher level. I think it's a win win situation for all concerned especially the home owners.

Leading up to all of this were some serious discussions on my viewpoints in regards to the appliance industry and they have not asked me to change my thinking. They want me to be informative for the sake of consumers and the end result being a stronger than ever sense of consumer satisfaction. These people are not stupid, they have shown the appliance industry and the public for many years what it takes to stay in business. When change was necessary they were quick to adapt, and I firmly believe that this change will make them even stronger and give the industry a cleaner image.

Announcement: Before the end of November, the Appliance Doctor radio program will be heard on WJR every Saturday and Sunday from 11 a.m. to 1 p.m. Stay tuned.

Joe Gagnon, the Appliance Doctor, will answer your questions about maintaining and repairing large appliances. Gagnon is president of Carnack Appliances in Garden City and does a weekly radio program on WJR-AM. He is author of "First Aid from the Appliance Doctor," available at area bookstores.

Decor demonstrations slated

English Gardens will conduct free holiday decorating demonstrations noon to 4 p.m. Saturday-Sunday, Nov. 16-17. Topics and times are:

- **Creating Beautiful Bows and Rosettes** - Bows aren't just for packages. Demonstrations on how to create beautiful bows and rosettes will take place noon, 1 p.m., 2 p.m. and 3 p.m.
- **Decorating Wreaths** - Demonstrations on how to adorn wreaths will begin 12:15 p.m., 1:15 p.m., 2:15 p.m.

and 3:15 p.m.

- **Lighting Trees** - Demonstrations on how to properly use lighting to create a visual delight will take place 12:30 p.m., 1:30 p.m., 2:30 p.m. and 3:30 p.m.

- **Decorating Trees** - Demonstrations on how to create beautiful theme trees will begin 12:45 p.m., 1:45 p.m., 2:45 p.m. and 3:45 p.m.

English Gardens in West Bloomfield is at 6370 Orchard Lake Road at Maple. Call (810) 851-7506.