

# USDA'S FINAL CONSUMER AFFAIRS PLAN PRESENTED

WASHINGTON, DC — The U.S. Department of Agriculture presented to the public this month a final consumer affairs plan which includes consumer forums throughout the country on critical issues affecting consumers, such as food, rural affairs and natural resources.

"Our plan calls for establishing an office of Consumer Affairs to encourage consumer participation in USDA decision making and to ensure consideration of consumer interests by USDA decision makers," said Neil Schaller, special assistant to the Secretary of Agriculture for consumer affairs.

Schaller will be the director of the new office. He also represents USDA on a new Consumer Affairs Council, chaired by Esther Peterson, special

assistant to the president for consumer affairs.

"The foundation of our plan is better communication between USDA and the consuming public," Schaller said. "We need to help consumers increase their awareness, understanding and access. But we also need better appreciation of consumer interests within USDA. As a part of our plan, key program agencies in USDA have already designated consumer affairs contacts. And we will prepare a guide to USDA's consumer-related programs and opportunities for consumer involvement."

The Office of Consumer Affairs will also develop improved USDA guidelines for handling consumer complaints, including effective use of complaints in day-to-day decision making, he said.

"We received over 100 comments on USDA's Dec. 10 proposed consumer affairs plan," Schaller said. "We've incorporated many of these comments and suggestions in our final plan."

"We'll work closely with USDA's existing decision system and its public participation and program staffs to help make all of this happen," Schaller said. "We aren't going to reinvent the wheel."

USDA joined 35 federal agencies which presented comparable plans to improve their response to consumers.

President Jimmy Carter stressed his personal support of these plans recently at a White House press conference attended by heads of several agencies, including Secretary of Agriculture Bob Bergland.

## Waiting in Style

You'll feel luxuriously stylish during your pregnancy—and feel far-sighted as well when the baby arrives—in this cleverly designed nightgown from Mothercare.

Created exclusively for the modish mother-to-be in 100% nylon, it has an elegantly embroidered yoke that will have the father-to-be complimenting you for the beautiful vision you present. And it's practical, too, because the nightgown has two concealed openings in the front for easy nursing.

Mothercare retailing specialists, whose stores throughout the country serve not only mothers-to-be but provide everything from feeding accessories to toys for babies, and clothing for children up to the age of five, keep economy and versatility in mind as well as style. And for added convenience, they make it easy for the busy mother to shop by mail, with a catalogue of hundreds of pretty and practical things. For your own free Mothercare Catalogue, just write to P.O. Box 3881, New York, NY 01063.



## Don't Be Caught Short

Running out of toothpaste is one thing, but running out of contraceptive foam unexpectedly... just when you need it the most... can be crucial and terribly frustrating.

After all, such a disturbing discovery might come at a time when you're least in the mood to estimate the contents of an aerosol can. Shaking the can or trying to weigh it in your hand simply will not provide a correct reading. And anything but an accurate measure can be risky.

Fortunately, Emko Contraceptive Foam has come through in this crisis. Emko, the safe and effective contraceptive foam that millions of women have found so convenient to use has a unique feature called the Weigh Cap. This Weigh Cap provides the means for visually determining when the foam is running low, and it's part of the cover of the aerosol containers of Emko and Emko Pre-Fil Foam Contraceptives. The Weigh Cap eliminates the unpleasant sur-

prise of being low...or being out...just when you want to use Emko foam again.

The Weigh Cap works simply. You need only lift the cap in mid-air by the white button on the cover, and when the bottom half shows black, it means you have enough foam for at least one more full application. When the black begins to disappear, it is time to purchase a new Emko or Pre-Fil Foam refill container, although there is still enough foam left for at least one full application. When no black appears, the can does not contain an adequate supply of foam.

The Schering Corporation, makers of Emko and Pre-Fil Foam Contraceptives, has a free brochure for you, "Important Information About Contraception." It is full of information on contra-



ceptives, and since no one method is ideal for everyone, you will find it useful to make your own decision on what is best for you. It examines factors of safety, effectiveness, convenience and cost. And, in particular, it describes how easy-to-use Emko Foam, which can be purchased without a prescription, might be just the answer to your contraceptive needs. For your free copy, write to Schering Corp., NP-Mat Stop B-5, Gallop Hill Road, Kenilworth, NJ 07033.

## Gallup Poll On Eye Care Prompts Doctors' Reaction

RALEIGH — A recent Gallup poll has North Carolina medical eye doctors ready to become educators.

The survey showed that only 55 per cent of the nation's adults know the difference between an ophthalmologist and optometrist.

"We find this fact extremely disturbing," said Dr. Maurice B. Landers, III, president of the North Carolina Society of Ophthalmology and a member of the faculty of the Duke University Eye Center. "While optometry and ophthalmology both deal with the eye, there is a difference, and every North Carolinian should understand this difference in order to make an informed choice when seeking eye care."

The Society, a group of over 200 medical eye doctors from across the state, plans to increase its educational efforts in the coming weeks and months. "We'll make speeches, distribute pamphlets and posters and show slides," said Dr. Landers. "We want our state's citizens, from grade school up, to know the distinction."

Dr. Landers pointed out that a medical doctor trained in the diagnosis and treatment (including surgery) of all defects and diseases of the eye. "In other words," Dr. Landers said, "an ophthalmologist may perform cataract surgery in the morning and in the

afternoon identify a case of lazy eye, diagnose possible diabetes and prescribe glasses for someone who is nearsighted."

An optometrist is trained to test the eyes for non-medical defects of vision such as nearsightedness, and to prescribe and dispense corrective lenses. He is not a medical doctor.

In finding that only 55 per cent of all Americans know the difference between an ophthalmologist and optometrist, the Gallup poll reported "meaningful differences" among the various population groups interviewed:

- More women than men know the difference.
- People between thirty and 65 years of age are more knowledgeable than younger or older adults.
- Professionals and business executives were better informed than those in other occupational groups.
- People who wear glasses and contact lenses are more likely to know the difference in the two fields.
- People in rural areas are less likely to know the difference than those in urban areas.
- More than 3,000 adults, ages 18 and older, were interviewed in the poll, a procedure the Gallup organization says is designed to produce an approximation of the adult population of the United States.



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## EASY COFFEE CAKE FOR BRUNCH



This elegant coffee cake can be prepared in minutes and uses ingredients easy to keep on hand. Serve it for brunch or with coffee to unexpected guests. The crunchy topping highlights the "treasure" hidden in each rich, flaky biscuit.

**TREASURE-FILLED COFFEE RING**

3/4 cup sugar  
1 tablespoon orange peel  
1/4 cup chopped pecans  
2 (3-oz.) pkg. cream cheese, softened  
2 (10-oz.) cans Hungry Jack refrigerated big flaky biscuits  
1/2 cup margarine or butter, melted

Heat oven to 350°F. Using shortening, grease 12-cup fluted tube pan (nonstick finish pan, too.) Combine sugar, orange peel and pecans; set aside. Cut each package cream cheese in half lengthwise, then crosswise into 10 equal pieces. Separate each can of dough into 10 biscuits. Separate each biscuit into 2 layers. Dip 1 piece cream cheese between layers; seal edges. Dip each filled biscuit in melted margarine, then in sugar mixture. Stand biscuits on edge, slightly overlapping, around prepared pan. Sprinkle with any remaining sugar mixture; drizzle with any remaining margarine.

Bake at 350°F. for 30 to 35 minutes or until golden brown. Cool in pan one minute; turn onto serving plate. Cool slightly. 10 servings.

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