4-2-1989

Casco Bay Weekly : 2 April 1989

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Forget the familiar map of Greater Portland. Marketing pros only see our zip codes.

And when they put those zip codes together, they find a perfect "Little U.S.A." See page 8.
Cover Story — Casco Bay 24 pages

In Brief

There aren’t any free lunch, streets, or sewers
Pay-as-you-build plan before council

According to Portland City Planner Alec Jaegerman, port fees have an "a real deal idea" to pay for the time has come." On March 1, Portland City Coun-
820 Forest Ave., Portland, ME 04103-2906

The two sides of Portland harbor are

One side of Portland harbor discussed

The Longfellow was pushed for 27, for a panel-discussion on waterfowl development attended Hardy, who and Bennett. The Portland waterfront is

The Portland True Depart-

I’d have to look at the plan. It’s not worth

I’ve got connections to that Portland car

I will find that new, used, or leased car you’re searching for.

The car connection

Call me. Tell me what you want. I’ll connect you to that perfect one.

Car rental

At New England Car Rental

Rental: www.newenglandcarrental.com


test

and if you can’t reach me, it’s worth $303,000.

He said a majority of rec-

A.C. Plumb’s fees are too

There was recently wagered over 158

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**Auto-Chem Detailing**

We'll clean them

Auto-Chem Detailing will clean, restore or replace any part of your car. Whether you are looking to increase your trade-in value, adding features to protect that new car, or simply seeking to give your old car a facelift, we do it all.

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921-6550

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That's all it takes!

Just Fax in your lunch order and it will be ready for take out or sit down!

- Bruno's Fax # 773-4196
- You've seen our Express lunch menu. Now you can Fax in your order! It's quick, it's convenient, it's delicious!

*See a new weekly special on a Fax lunch with every purchase! Friday, Saturday, Sunday*
ENVIRONMENTAL CHIC

PACKAGING FOR THE AGE OF WASTE

Since our birth, we have grown to accept the throwaway mentality. As we continually throw out and replace everything from our clothing to our electronics, we are creating an unprecedented amount of waste. The Earth cannot continue to sustain the amount of trash being generated.

CONSCIOUS ATTEMPTS

Many companies are making conscious attempts to reduce waste and be more environmentally friendly. Some are switching to biodegradable materials, while others are reducing the amount of packaging used.

PLASTIC SAND

Plastic sand is a new development that has gained popularity. It is made from recycled plastic bottles and is used in playgrounds and beaches. It is a more sustainable option compared to traditional sand.

DIAPERS AND SACKS

In the past, disposable diapers were a major contributor to waste. However, some companies are now offering reusable options. Sacks are also becoming more popular, as they can be used repeatedly and are easier to dispose of properly.

Every time someone buys something, that person casts a vote — whether they realize it or not.

By putting money into one set of hands instead of another, each consumer makes a social choice (Who made it? What else does the company make?)

A quality-of-life choice (What else will this product affect?) Where will it be put? Does it look like? Will it last?)

And perhaps most of all, an environmental choice (What is it made of? Where did the raw material come from? How will it be disposed of?)

Marketing professionals are keenly aware of the choices we make in Greater Portland. They use us as a test market and they pay close attention to what we buy — and what we don’t.

The power they invest in us is a privilege. We should be careful when we consider what we should use our votes wisely.

LETS MAKE YOURL BEAUTIFUL

Custom Draperies, Slipcovers, Bedspreads, Dust Ruffles, Pillows, Balloon Shades and Roman Shades, Swags and Jabots.

Let Us Make Yours Beautiful

C Tomorrow is Earth Day. Don’t pollute the Earth. The Earth is our only home.

792-2255 - 1980, AC844/87 - 818-8929

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April 6, 1990
Forget the familiar map of Greater Portland: the downtown peninsula and the "burbs, South Portland and Cape Elizabeth, Yarmouth and Freeport, Westbrook and Gorham. Marketing pros look at Greater Portland zip code by zip code - and marketing pros look at Greater Portland often.

How marketers see Portland

Zip code, the Portland portendly, is classified Single City Blues, white 04107, Cape Elizabeth, is a haven for Peaks & Pots. In 04106, Portland, you'll find Blues & Mills mixed with blue Chip Hope.

These slummy swamis are quintessential of the Claritas Corporation, a marketing consulting firm that's integrated computer and consumer surveys will give addresses to classify every community in the nation into one of 60 neighborhood types, or "clusters." The clusters help businesses target their products and services by predicting what their customers eat, drink, drive - even think. More than your clothes, your college or your birthplace, marketers know that where you live speaks eloquently about who you are, where you're going and, most spectacularly - what you buy.

To attend an old age, you are where you live.

Tossed salad

Take the wealthiest cluster, Blue Sky Blues, consisting of the Beverly Hithens and Palm Beaches of America. Here residents shop by specialty, or "Architectural Digest," and tend to name their kids Skippy and Sally. On the other end of the socio-economic ladder is Public Assistance, a cluster of either gritty like West or the South towns. Here residents like milk and shudder thinking the "D" word, and vote for whoever the Venezuelans have for leader.

In between these extremes are Urban Gold Coast, Blue-Collar Smythe, Towns & Country Power Players of city dwellers and small town kids, college towns, bag families with tons and tulips and supplies Handicraftsman in the sun. In Bostonian MIT, Corporate Art, and New England Village in New York and Historyin Art in San Francisco, liberal attitudes abound. In well-educated without, reabilitated rowhouses, avant-garde art galleries and chi-chi cafes. In Portland peninsula, is classified Single City Blues while City Blues residents would rather go skiing or American to Insula.

Birds of a feather

Gentlewomen, as this kind of market research is known, has been around for less than 20 years. Before that, marketers relied on census data to analyze those by such basic criteria as income, household size and marital status. This kind of data, marketers see, is too generalized. If marketers want to get their finger on the pulse of American society, they need a more detailed, more accurate picture of the community they are trying to market.

Win, lose or draw

Some products have been given the L.L. Bean boot after a test marketing Some have been given the L.L. Bean boot after a test marketing some. But more than a few reasonably good products have failed to make it or to drop it.

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**The Lavish Touch of Italian Tapestry**

Brings a wonderful feeling of luxury to the basic business of schlepping stuff around!

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**Dipper Pickers**

And there are products being test marketed out there right now.

Dunkin' Donuts tested one with being one of the first three million-dollar deals. The company is only test marketing a portion of Chicken McNuggers. Dipper Pickers are bit-size dipping devices of dough that come five or ten to a box with the choice of a security chocolate fudge, peanut butter fudge, apple cinnamon, maraschino cherry, strawberry, and cream fudge. They're here to stay!

Senior vice president of marketing Sidney Felsenstein says it's the Influenza in Portland, Oregon, that turned on the big dipper: 'They're big new product not at all for the Portland market.'

Another new item in our market is Kool Aid. Ask any Portlander if he's ever drunk Kool Aid with a handle before, and you'll have a grand time.

You make it in the glass or the pitcher in five flavors: cherry, strawberry, lemonade, and tropical punch. Other serving suggestions include quenching it with iced soda or pouring it over crushed ice to make a nice cool.

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**The Right Half**

Following their success in the marketplace, clusters moved into the department store, adding special promotions to their line of products at the retail level.

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**Austin Trading Co.**

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**MORNING COFFEE?**

Start your day with us.

Newspapers • Magazines • Ice Cream • Coffee • Donuts • Beer • Wine • Sandwiches • Snacks

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**SUBURBANIZATION**

When did the suburbs begin? When did the use of chain stores rise?

A county's social markers are based on a handful of simple principles. The key factors are:

1. **Social demography** is based on a handful of simple principles. The key factors are:
2. **Social stratification** is based on a handful of simple principles. The key factors are:
3. **Social change** is based on a handful of simple principles. The key factors are:
4. **Social movement** is based on a handful of simple principles. The key factors are:
5. **Social control** is based on a handful of simple principles. The key factors are:

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**THE ULTIMATE TOOTHPASTE**

Has a nice look. Has a nice feel. Has a lot of room, but not always. Companies think the best judge of potential success is if the new product is slipped discretely onto the shelves.

Advertising and promotional efforts accompany the test market, oftentimes accompanied by coupons for the local newspaper for a free sample of product. If the coupon says the product is not available in all stores, you are usually not supposed to know what they are. They are usually slipped onto a shelf or near right next to a similar product without much hoopla. Sometimes there is a "NEW" sticker below the product - but not always. Companies think the best judge of potential success is if the new product is slipped discretely onto the appropriate shelf.

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**CASCO VARIETY**

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**BLACK & WHITE PROCESSING AND PRINTING**

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**JUST**

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**DIPPER PICKERS**

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**DUNKIN DONUTS**

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In the City of New York, Montreal, or London... or else could spend a fortune on
forests, as a carnal abduction. The movie is not available but the conclusions are
supernatural, the sexual with all its dark passages, the barren immensity of the rock
at the end of the movie, as in 'An Outing at Hanging Rock.'

Marta-Malena, a South African Native, will speak about the political and social
problems that exist in her home country.

The rags combined an American Revolution and
continue their Sunday morning series at the Portland Museum of Art with a
program, which is designed to appeal to children and adults alike. The program includes a
set of classical, traditional and contemporary pieces. "Five Easy Dances" by Dennis Allen. "St. Anthony Choral" by Haydn. "Blissful Quintet"
by Coutney Walker and "Time for Dance" by Malcolm Arnold. The doors to the mission open at 10:30 a.m. and the concert begins at
11 a.m. Coffee, cake and begels will be available. Tickets are $5 for adults, $1 for children under 12. For more information, call 792-6445.

The Block Carllh Theatre, a winter resident of the Portland Opera and
produces a concert by the Portland Opera Chorus. The performance is at
7:30 p.m. in Kresge Auditorium, Bowdoin College. Tickets are $5.

The lecture is at Temple Beth-
Yeshurun, who specializes in Jewish
questions and dialogue with the
audience.

The Portland Museum of Art is opening a workshop for children ages 7-12 to
create an exhibit with the Maine Women's Awareness Week at Bowdoin.

The Portland Landmark's series continues this Sunday with "Unwinnable
War?" The lecture is at Temple Beth-
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create an exhibit with the Maine Women's Awareness Week at Bowdoin.
It was the first day of winter vacation week and kids were rushing to the Ram Island Dance Company rehearsal line. I watched as the boys and girls ran by the school yard, covered in the snow and flipped themselves around the area. It was a flurry of activity, resembling a snowstorm.

Costa Costa beamed with delight as the dancers arrived. She was dressed in her usual blue dress and white scarf, ready to lead the way into the studio. She greeted each dancer with a warm smile and a hug, reminding them of the not-so-pleasant dusting.

The dance company is made up of many of which are presented as 20th century works by modern composer, Joan Whitney Payson. During their collaboration, the Ram Island dancers are shown in motion. The music is in a suit and coat, and the dancers move to the music, creating a Roulette and Kenneth Manko.

Costa Costa performed as the first woman to dance in this work, reminiscent of a high schooler while visiting a veterinary clinic but while watching the performance. It was a thrilling experience, reminding Costa of a high schooler.

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GIUSEPPE ROMEO, ET AL

A pick-up from Down Under

"People are more interested in art than ever before. There are more newspapers, more television, more culture - everyone is going to the movies. It's not just a question of understanding the significance of art in life."

That's how Australian artist Giuseppe Romeo said at the opening of the Australian exhibition at the Portland Museum of Art. Romeo (pronounced Romeo-joo) is visiting schools and colleges in Maine as part of the program to display his work in the United States.

Well, Romeo really sounded like he meant it, and his work, too. The most about this Australian artist is his sense of humor, no matter what he says. Giuseppe Romeo was born in southern Italy to Australian parents who emigrated to Multnomah in 1955, where he attended gym class in Portland's first grade. He is now a professor of Fine Arts at the University of Portland, where he teaches a course in the history of the Arts. The difference between the two people is that one has students, the other has more to do with music, dance, theater, and the other has nothing at all. It's just an interesting exchange of ideas and thoughts.

The exhibition includes 35 paintings at the Portland Museum of Art and 30 at the Maine State Museum. The paintings are on display through April 1.

Romeo's paintings do not share common themes or techniques. Many are dynamic, with a black line drawing and a feeling of energy. Some are humorous, others are mysterious. Many have figures. All are hand-made on canvas. Romeo says, "It's not just that the exhibition in the US is a great art show and not Australian art. It's more to the exhibition that those artists whose work is on display share a common theme of the human mind."

What I did get was an impression of the work. It's pretty much what I thought it would be. Some of the paintings are very humorous, others are very strange. There's more to making art than just painting a picture. People need to think about color, about national identity, and about the larger picture of the world. People also need to think about the meaning of art. People need to think..."
Write a job description that will help you get the job you want. Include information about the company, your qualifications, and any specific skills or experiences that are relevant to the position. Make sure your resume is well-organized and easy to read, with clear headings and bullet points to highlight your most relevant experiences.

Job Title: [Insert Job Title]

Company: [Insert Company Name]

Location: [Insert Location]

Salary: [Insert Salary Range]

Responsibilities:

- [Insert Responsibilities]
- [Insert Responsibilities]
- [Insert Responsibilities]

Qualifications:

- [Insert Qualifications]
- [Insert Qualifications]
- [Insert Qualifications]

To apply, please send your resume and cover letter to [Insert Email Address]. We look forward to hearing from you.

Thank you for considering our job opening. We are looking for a motivated and experienced professional to join our team.
Amble eastward from Henry's glance
to a hotel named for a guy from France,
and in a streetside shop you'll find a clue
that could be custom made for you.

Late Starters? Turn to page 6

THE CONTEST

1. **The Weekly Riddle**: A weekly riddle will appear on the Treasure Hunt page in Casco Bay Weekly. Each week there will be a prize on the air on WBLM (107.5 FM) and on Portland's newest TV station, NTV (Channel 24). The answer to each week's riddle will be one of the businesses sponsoring the Treasure Hunt.

2. **Treasure Map**: Once you solve that week's riddle, go to that sponsoring location to get the next week's piece of the treasure map. At the end of the 10-week contest, you will have all the pieces of the map.

THE PRIZES

The grand prize is a Carnival Cruise for two to the Bahamas from Hewins Travel, where vacations are HOT! Other prizes include an ensemble of blue and white-striped luggage from Portmanteau; a Papasan chair from Pier 1 Imports; a Sonesta Hotel Theatre Package (2 tickets to a show at the Performing Arts Center, a double occupancy deluxe room and breakfast, taxes and gratuities included); a $75 gift certificate from Abacus Handcrafters Gallery; a $100 shopping extravaganza from Casco Variety; a collection of the Academy Award-winning "Best Pictures" of the past 10 years from Videoport; a stylish Drizzle Partner pullover from Options; a $50 gift certificate from HuShang on Exchange Street; a $75 gift certificate from Dos Locos; a $25 gift certificate from Squire Morgan's; a $100 gift certificate towards custom-made draperies at The Custom Shop; and a Wristrock watch from Conceits.

Sponsored by Videoport, Options, Casco Variety, Portmanrue, Pier 1 Imports, The Canto Shop, HuShang on Exchange Street, Abacus Handcrafters Gallery, Squire Morgan's, Dos Locos and Conceits.
WINDS of CHANGE

in the heart of WESTBROOK

S.D. Warren has cloaked Westbrook in the steamy smell of money for decades. But the wind is shifting, and Westbrook's neighbors are beginning to smell environmental suicide. See page 8.

Michael Mariner delivers the mail in Westbrook where life marches on through a cloud of odor that outsiders find unbearable.
IN BRIEF:
Congress considers cleaning Casco Bay

A federal Coast Guard inspector has told the National Marine Fisheries Service that it needs to strip the area around Casco Bay of tiny plastic debris, an action that could cost millions of dollars at the time of its planned 2020 congressionally mandated assessment.

Jason Dionne has recently announced that he is running for Congress to clean up Casco Bay. Dionne has stated that he will make this a priority in his campaign.

Closing the back door

Med waste regulations on the way

The state is working to upgrade regulations that limit the amount of medical waste that can be disposed of in landfills or incinerators. The new rules, expected to be adopted in the coming months, will require facilities to follow stricter guidelines for the disposal of medical waste.

The new regulations are intended to prevent the spread of infectious diseases and protect the environment.

Tax cap talkers knock on Jockey's coffer

Property tax relief, one of this year's burning political issues, has been a hot topic at Augusta. The state is currently considering a cap referendum on the bill. Opponents say the cap would be a disaster for schools and local government.

Business owners have been vocal in their support of the cap, arguing that it would provide much-needed relief for struggling businesses.

Despite the concerns, the cap has gained traction in recent weeks. Opponents have been harsh in their criticism of the bill, calling it "a giveaway to the rich."