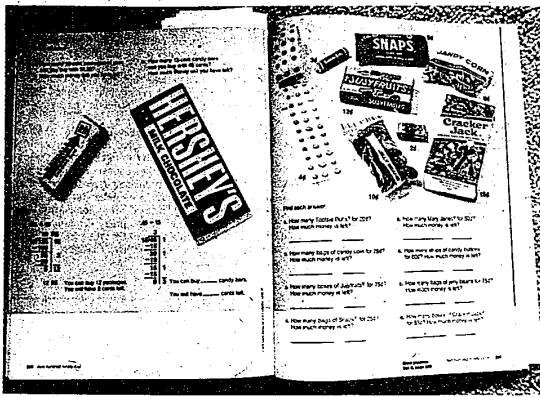
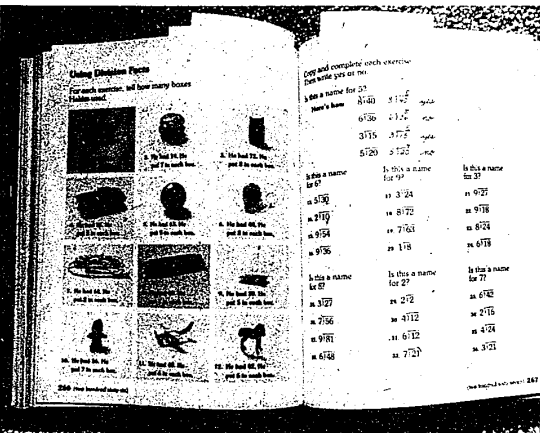


Textbook crusaders win battle of junk food problems

By JUDITH BERNÉ



Cracker Jacks, Jujufruits and Licorice Snaps (above) have given way to apples, carrots, potatoes and bananas in the new edition of the Scott, Foresman mathematics series (below).



Cracker Jacks, Jujufruits and Licorice Snaps have given way to apples, carrots, potatoes and bananas in the new edition of the Scott, Foresman mathematics series.

A single airplane prominently labeled "United Airlines" has been replaced by unmarked planes. Young math students are urged to add colored spoons of thread instead of Baby Ruths. And division problems utilize whistles, yoyos, harmonicas and balls instead of Twinkies, Pop-sicles and Parkay margarine.

"They really cleaned it up," says Elaine Miller with satisfaction.

The West Bloomfield housewife, co-founder of the Committee Against Textbook Commercialization, says all references to junk food and commercialization have been deleted in recently-released editions of the elementary school math series.

To Mrs. Miller and her friend, Jan Rolnick, it means the effort which began in the spring of 1978 to get the nation's largest-selling math text publisher to react to public pressure was successful.

"I want people to know they can make changes," says Mrs. Rolnick, a consumer activist from Farmington Hills. "It means anyone can change — even the leader. It gives me strength to go ahead with whatever the next issue may be."

MRS. ROLNICK co-chaired the drive which saw the women, their children and friends collect 1,500 signatures demanding that "the state of Michigan discontinue the use of public textbooks, educational materials and instructional systems as a medium for advertising and promoting junk food."

Signers deplored "depiction of commercial confections, candy, cakes, cookies and other junk foods as models and graphics in public school textbooks," which "effectively teach children dietary patterns that are harmful and hazardous to their health."

The committee claimed, "graphic portrayal of the high sugar, low nutritional items are not necessary and destructive to visual learning aids. They constitute free advertising prompted by the state directed toward a captive audience of children."

The women caught the attention of the then aspiring State Senator Doug Ross, D-Oak Park. Once elected, Ross arranged a meeting with then state Superintendent of Public Instruction John Porter.

THE DRIVE started two years ago when Mrs. Miller's son, Scott, was in third grade at the West Bloomfield School District's Green School.

Scott diligently brought home his tear-out math book pages every day for his mother to correct.

Scott was doing problems which involved such brand name products as Hostess Twinkies, Hershey's chocolate bars, Coca-Cola and even Prell shampoo, complete with illustrations.

"It didn't hit me immediately, because each page came home one at a time," Mrs. Miller recalls in a recent interview.

Cartoon characters appear in the new version. Muppet-type puppet characters are successfully substituted for Campbell Soup cans in terms of interest in the new book.

But the new way of teaching measurement isn't as gripping as the old which used Prell shampoo and Crest toothpaste. The women point out they could have used the shampoo and toothpaste without the labels.



Elaine Miller (left) and Janice Rolnick, Farmington school trustee, led the successful campaign that began in the spring of 1978 to get the nation's

largest selling math text publisher to react to public pressure.

THE INSIDE * ANGLE

YOU MUST HAVE been a beautiful baby can be more than a refrain in an old song — if your child wins the Baby Beautiful contest sponsored by the Farmington Area Jaycees. The contest promotes the Jaycees' Buckle Up Babies campaign that focuses on using car seats for toddlers and older tykes. If you want your baby officially named the most beautiful, send a photo (wallet size or larger), along with the baby's age and the name, address and telephone number of the parents. The nominee should be younger than 18 months. Send the nomination to Baby Beautiful Contest, 22731 Brookdale, Farmington 48024. First prize is a child's car seat; second is a \$35 gift certificate at a children's shop and the third-place winner receives a \$25 gift certificate at the same shop. Deadline for entries is April 22.

THE NEXT meeting of the Farmington Education for Educational Enrichment (FAEE) will meet from 7:30 to 9:30 p.m., April 17 in North Farmington High School. Allan L. McDonald, of the Dearborn Public Schools' gifted program, will speak on the education of gifted and talented students in the public school setting. The meeting is open to the public.

THE KENBROOK Elementary School PTA presents William J. Rowell, speaking on how to say no to your child without feeling guilty at 7:30 p.m. April 24. Rowell, who has a doctorate, is a licensed psychologist and member of the American Board of Professional Psychologists. His special interests are child psychotherapy, family therapy and educational and consultation programs aimed at supporting the development of effective families. The meeting will be in Kenbrook Elementary, 32130 Bonnet Hill between 12 and 13 Mile.

THOSE Gathering Place seniors are getting in shape to celebrate Earth Day, April 22, by walking through the area with naturalist Hardley C. Thornton. Thornton is the first consultant in environmental problems hired by Michigan, 18 years ago. He has set up all the outdoor education programs for the Farmington Public Schools and is a lecturer in his field. For further information call, Loreta Conway at 474-6115.

THE SOCIAL ministry committee of the Antioch Lutheran Church on 13 Mile and Farmington Road will conduct their second newspaper and waste paper drive from 8 a.m. to 4 p.m. April 20. Bundled or bagged newspapers (no magazines) can be placed inside the large storage van located on the church parking lots during those hours.

Persons who want to have their waste and newspapers picked up can call Bob Matz at 553-

0339. Funds obtained from the sale of the paper will be used to assist needy families pay their utility bills and obtain necessary home repairs. Persons interested in this home program are invited to attend a meeting of the church's committee at 8 p.m., April 28.

WORKING UP enough courage to tackle that big move to another state? The Better Business Bureau has a booklet just for you, called "Tips on Interstate Moving." The booklet offers advice on choosing a moving company and emphasizes the importance of getting estimates to determine the cost of the move. Prospective movers should learn well in advance of a move to choose a reliable mover, cut moving costs and prevent and insure against damages. The booklet provides information on how to handle the inventory, mover liability, and obtaining additional liability coverage. For a copy of this booklet send a self-addressed, stamped envelope to the Better Business Bureau of Metropolitan Detroit, 150 Michigan, Detroit 48226.

WOMEN looking to the '80s is the theme of a seminar conducted by the YWCA of Western Wayne County from 9 a.m. to 3:15 p.m. April 26 at the facility on 26279 Michigan, Inkster. The seminar registration and luncheon fee is \$10. Child care for the day is available for \$2. Advanced registration and workshop selection is necessary.

To register call the YWCA of Western Wayne County, 381-4110 or mail reservations to 26279 Michigan, Inkster 48141.

Karen Beckwith, a member of the political science faculty at University of Michigan-Dearborn, will be the keynote speaker. She will discuss a historical perspective of women's roles and issues. The workshop deal with the following topics: family manager, careerist, consumer, political activist, legal rights, medical integrity and self-fulfillment. For further information, call Corinne Vincent at 561-4110.

A BIG Angles welcome to Emily Beth Bibeau, daughter and fourth child of Mr. and Mrs. Paul Bibeau of Farmington Hills. The young Miss Bibeau, born at 10:20 a.m. April 9, weighed in at 7 pounds, 8 ounces. The baby was born at home, with father helping in the delivery. Both mom and daughter are "just terrific" according to an exuberant Bibeau. Bibeau, by the way is the attorney for Farmington Hills.

LARRY Loftquist, a 1965 graduate of Farmington High School has authored a musical composition which had its debut recently at Eastern Michigan University. Composer Loftquist is a music instructor at Boston University.

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