

European commercial gets slant from City Park's tranquility

By MARY GNIEWEK

Maybe you noticed a strange sight in Farmington City Park last week. The sleepy park that follows Shiawassee Road from Power west to

The premise is that kids are food experts who spend more time with refrigerators than just about anybody.

The spot will be dubbed in English, French and Spanish. Viewers will see the park and a long distance shot of the new senior citizen housing development on School Street.

"We were looking for a location that would be non-descript," said Georgeette Smart, who scouted out the location.

"Farmington with the building in the background in one shot looks European. Also it's a nice park and the people of Farmington were very cooperative."

Ms. Smart, president of Cinema Plus, Inc. of Southfield, wrote directed and produced the commercial. She drafted a real Southfield soccer team of 10- to 12-year-olds for the part.

"USING CHILDREN, soccer and food are concepts everyone can relate to," she said.

"The final product is beautiful. Our client is extremely happy."

Farmington City Manager Robert Deadman is also happy.

"I think it's very nice," he said. "It's always nice to get favorable publicity."

"The park is a pretty setting with a stream and woody setting behind it."

Deadman said Farmington was chosen because "It's the best town in the whole USA" before he admitted that it was also conveniently located for the Southfield-based production crew.

The city manager didn't watch any of the filming which began at 8 a.m. and wound up at 5:30 p.m.

Larry Karlo, Kelvinator's ad agency representative in Ceresco, near Battle Creek, said the commercial will be made available to Kelvinator distributors in several countries.

"Kids and soccer are a winning combination because of their international popularity," he said.

While the kids-turned-actors were treated to hamburgers after the filming, the three refrigerators loaded with chicken, fruit, vegetables and cheese were hauled to Producers Color Service, Inc. in Detroit where a second commercial was filmed on Wednesday.

That one featured a lion 'shrunk' by a photographic technique and put into one of Kelvinator's Leonard line refrigerators.

Kelvinator International is a division of White Consolidated Industries of Cleveland, Ohio. It manufactures a full line of household appliances.



Watching the technicians do their thing is always a good pastime when taking a break. Relaxing here are Larry Karlo (standing) and Scott Karlo. (Staff photo)

Farmington Road was invaded by a local production crew and actors.

As a result, TV viewers in western Europe and Africa will get a 30-second look at Farmington when Kelvinator International distributes its newest refrigerator commercial.

Here's the scenario. A kids' soccer team kicked up a storm, then beelined to three refrigerators stocked with food — yes, right there in the park, three refrigerators — and gorged themselves on ice cream, pop and apples.

Tom Smart focuses in to make a commercial for foreign consumption. (Staff photo by Randy Bost)



Taping a commercial for television takes a lot of time and direction as some area youngsters recently found when they volunteered for the duty. Directing was Don Reardon (crouching). Tom Smart is on camera. (Staff photo)

Children participating are (from left) Scott Karlo, Mike Rafferty, Guy Veenstra, Jonathon Bennett. Far right is food stylist Daax Wayne. (Staff photo)

INSIDE ANGLES

BY LOUISE OKRUTSKY

WITH ALL THE brouhaha over mandating music and humanities in Farmington's high schools, this might be a good time to see the music program in action. It will be concert time at North Farmington High at 8 p.m. on May 2, when the North musicians team up with their Harrison counterparts to perform Brahms' "Requiem" and other selections. The school is on 13 Mile near Farmington Road. If you miss that one, Harrison High on 12 Mile near Orchard Lake Road has two concerts scheduled for the near future. Call Paul Barber at 477-3311 for further information.

SPEAKING OF music, the Michigan Federation of Music Clubs recently conducted their 63rd annual convention in Southfield. A few Farmington area music supporters were on hand for the event. They are: Fern Barber (attending her third such convention), Carolyn Dinser, and Marilyn Jane Wallas (attending her fifth MFMC convention).

LET'S KEEP THAT music going. Only this time, push back the musical clock to 1970. Hear the strains of "Inna Gadda Vida" and "Bridge Over Troubled Water." Now that we're all in the mood, North Farmington High School graduates of 1970 take note: your class reunion will be Sept. 13 in Fairlane Manor. For further information call Pat Simons at 1-451-3423. (Remember, brush up on your imitation of the "Inna Gadda Vida" drum solo.)

IF YOU'RE a descendant of a German family from Russia intent upon tracing your roots, the American Historical Society of Germans from Russia will meet at 8 p.m., May 15 in room A205 of Lawrence Institute of Technology, 10 Mile at the Lodge in Southfield. The film "Germans from Russia" will be shown. The Germans came to Russia at the invitation of a homelick Catherine the Great but never quite assimilated into Russian society. They were subsequently persecuted and forced to flee the country. There will be a AHSGR convention July 7 to 13 at the Hyatt Regency Hotel.

A QUACK marching squad parades across Shiawassee near Farmington Road each morning from about 5:30 to 7 and each evening at about 6. The six ducks from the nearby Rouge have no idea its run down Shiawassee, and they quack and waddle their way through the cars. Rush hour motorists, true to form, have evidently decided to play dogdom with the ducks. So far, the score is: motorists one broken wing, ducks zero. Drivers ought to remember that the duck they might hit could be the one who insists upon laying eggs on Nancy Leonard's lawn. So far, Ms. Leonard has

managed to save two eggs for the makeshift incubator she's constructed. Racoons got the other five duck eggs. (It would be just ducky if the cars would slow down for the critters, IA adds.) IA wonders if the neighborhood could add to the duck crossing signs already up around town. How many neighborhoods have their own duck patrol, anyway?

TRI-COUNTY BRAILLE Volunteers, an organization of about 200 persons who transcribe magazines, newspapers, books and music into Braille, are looking for new members. Their spring meeting will be at 12:30 p.m., May 7 in the Farmington Hills Community Library, on 12 Mile near Orchard Lake Road. A small luncheon will be served before the meeting. For further information call the Tri-County Braille Volunteers' Fay Isackson at 542-7144.

RUN, RUN, RUN. Puff, puff, puff. No, Angles isn't reduced to copying first grade readers to fill space. It is warming up for the 4th annual Livonia Memorial Day Run for Freedom on May 25. The race is part of the Livonia Memorial Day Parade festivities. There is a five-mile road race and a one-mile fun race, sponsored by the Livonia Family YMCA in conjunction with Allied Veterans Committee, City of Livonia, Michigan National Bank-West Metro and Racquets Unlimited. Awards will be given to the five-mile overall male and female winners and the first three finishers in each age division. The divisions are: men and women 17 and under; 18-23-year-olds; 24-29-year-olds; 30-34-year-olds; 35-39-year-olds; 40-49-year-olds and 50 and older. Entry fee is \$5 for the five-mile road race and \$3 for the one-mile fun race, until May 18. The fee is \$8 for the five mile and \$4 for the one mile on the day of the race.

Entries received before May 18 will receive specially designed carry-alls. Make checks payable to the Livonia Family Y. Registration and check-in on the day of the race will be from 7:30 to 8:30 a.m. Race begins at 9 a.m. at the Y on 14255 Stark, Livonia. Showers, restrooms and lockers are available at the Y but runners should furnish their own locks and towels. Refreshments will be provided to all runners after the race. For more information call the Livonia Family Y at 261-2161.

FINALLY Angles wants to welcome itself back from vacation. Once again, IA headed out for Square Lake, playground of geometric figures. (IA had a choice: the lake or watching the Tigers lose — again. Maybe they ought to take a hint from the geometric figures' team and play with a square ball. It couldn't hurt.)



Set the pace in energized activewear for That Guy, and girls, too.

Sweats by E.B.E. make fitness great looking. With hard driving warm-up wear designed to go the distance. From work outs to after the games. Go ahead and give it your all in bright moving sport parts for guys and girls. Sizes S-M-L, from That Guy, all stores.* Here we show some winning combinations: Left: long sleeve, V-neck sweatshirt, \$18, elastic waist sweat shorts, \$12, over piped sweat pants, \$20, all of acrylic/cotton/nylon/Plus, durable nylon tote bag, \$15. Right: Jacket with multi-striped trim, \$40, knit sport shirt, \$16, and piped pull-on pants, \$25, all of cool, colorful cotton.

hudson's