



Marj and Charlie Eirschele watch a commercial being filmed in the back yard of their house on Macomb Street in Farmington. The spot was for Open Pit Barbecue Sauce.

RANDY BORST/staff photographer

Ad shot in city yard

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96 pieces of food — 30 pounds of hamburger, 36 full babyback ribs, and 24 whole chickens, quartered.

Judy Peck Prindle of Los Angeles, a food stylist who flew in specifically for the taping, worked with Diane Long, a Farmington Hills resident who is also a food stylist. Prindle was hard at work using a Ronson butane torch to brown the he-man sized burgers to a camera-ready color.

"This enables us to control the color so that they don't look too black," Prindle said.

Complete silence is required so the Eirscheles' telephone was turned off briefly. A neighbor's chainsaw and some screaming kids sent Roberts into a momentary fret.

The Eirscheles' home was built in 1941. Marge Atchison Eirschele has lived there since 1959 and raised four children with her first husband until he died. When Charles Eirschele, a long-time neighbor and good friend married Marge in 1973, after his first wife died, he moved into the house. He has three children.

At least 35 people showed up for the commercial taping, which began at 7 a.m. The Eirscheles' garage was cleared out and three stoves were moved in, along with 96 pieces of food — 30 pounds of hamburger, 36 full babyback ribs, and 24 whole chickens,

"WE KNEW each other real well before we got married," Charles said.

He marveled at the food preparation, which included using a cattle rod to add grill marks to the food.

"Did you see that strawberry pie out there? That's real. That's not artificial," Eirschele said to his wife.

The production company began work June 5, two days before filming, re-arranging patio equipment and moving planters, Marge said.

Marge Eirschele is a member of the Farmington Garden Club. The

Eirscheles' back yard has been on two of the club's garden walks.

"During the garden walk last year, when it was 103 degrees, we had over 400 people come through here," Charles said.

Marge described the garden as an English Garden with old-fashioned flowers like peonies, irises, sweet rockets, poppies, shrub roses and herbs. The back yard also has a tree-house.

"I guess I'm just overwhelmed," Marge said.

And, yes, the Eirscheles' use Open Pit.

Hills: Suspend licenses of liquor law violators

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referring to Mayor Terry Sever's request to contact the LCC and request the state Legislature to get tougher.

"I think all of us are appalled the same people are selling to minors," Soronen continued.

Sever accompanied police on their June 2 undercover operation. An 18-year-old aspiring cadet was used as a decoy. The decoy attempted to buy alcohol without identification. Stores where he was able to buy without identification were cited. By the end

of the night, Sever said, the decoy was able to buy 40 cans or bottles of beer, without identification.

IF THE only major penalty requirement before the LCC is on the third violation — when a special hearing is required for license suspension or revocation — police would be forced to have far more than the five undercover operations conducted since October 1986 to have tough penalties levied against violators, Sever said.

As with past liquor sweeps, police cited stores under both state and local liquor laws. Police cited licenses for violating LCC regulations barring sale of alcohol to minors and employees for violating city ordinance.

Licenses either sign a waiver for

the LCC or face a hearing before the commission, which levies fines or penalties. Penalties levied by the LCC vary depending on each individual case and past record.

In January, city officials mailed letters to LCC chairwoman Patricia Knox urging maximum penalties for

liquor law violators.

Dolan and other members of a House of Representatives Republican policy committee in April hosted

a public forum about drunk driving in Farmington Hills. A report on the hearings is expected later this summer after a series of hearings around the state.

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