

# STREET SENSE

street seen

## Denise Susan Lucas

Our intrepid Street Scene reporter is always looking for the unusual and welcomes comments and suggestions from readers and entrepreneurs. Send those to this column in care of this newspaper, 36251 Schoolcraft, Livonia 48150, or call 591-2300, Ext. 313.



### Just fur you

Attending a special event? This luxurious black fox hat with coordinating black fox fling will transform any suit or coat into a look from Dynasty. The fur pieces are also available in white. The duo is available at Classique in Oakland Mall, Troy, or Tel-12 Mall in Southfield.

### Canned contours

From T-shirts to sweaters to formal wear, Stay-Put shoulder pads (\$9) are the ideal way to customize your entire wardrobe. Uniquely packaged in vacuum-packed cans, the foam pads will stay in place without pins, snaps or Vetro. The shoulder pads are available in two sizes and are washable. Also available is the Stay-Put strapless push-up bra (\$13) for a more enhancing silhouette. Can be worn with or without a bra. Exclusively at Images in Vogue, Vogue Plaza, 1919 S. Telegraph, Bloomfield Hills.

### Babar buffs

"The Adventures of Babar" was a hit at the box office this year with the sandbox set. Now, you can bring Babar into your home. Silvers (not just an office supply store) at Tel-12 Mall in Southfield has a series of Babar collectibles — T-shirts, lunch totes, rubber toys and safe and soft rubber car Babars. Prices range from \$9 to \$40.

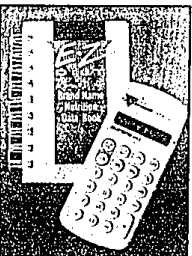


### For your eyes only

Eatex's Ezyone Repair Gel is a unique treatment that actually helps restore and repair the skin's appearance as it moisturizes and maintains the vulnerable skin around the eye for a smoother, less lined look. Within weeks skin damaged by age and sun exposure will begin to look smoother and less lined. It also helps reduce puffiness and dark circles. Ophthalmologist tested and fragrance free. Available at Lord & Taylor stores.

### Calculating diet

It's an electronic innovation. A quick and easy way to monitor your calorie, sodium and fat intake. The diet calculator allows you to keep a running total of your daily intake of calories. A nutritional data guide is included. Priced at \$19.99 at Sears Roebuck and Co.



## Best to play it safe dating

Dear Barbara,  
I am 35 and have been divorced for nine years. I have been raising my children and so have not dated much since my divorce. I am nervous about reentering the dating scene, mainly because of sex and the diseases it can cause.  
How long should I wait to sleep with a guy and how dangerous is it for me to sleep with more than one at a time?  
Thank you in advance for helping out. I like your column.

Scared in Royal Oak

Dear Scared,

Recently, a local paper reported that private detectives were being hired by Birmingham divorcees to follow prospective mates after they had left their intended's home. These women, the article said, were afraid

that their fiancés or boyfriends might be frequenting prostitutes in the after-hours.

Such then is the paranoia in our society, and worse, it is justified. In today's world, sex has become extremely risky and if the statistics about infidelity are correct, the risks when married are, while diminished, still present.

Only abstinence will keep you completely out of danger and I take it from your letter that you are ready to explore intimate companionship.

After abstinence, the next safest alternative combines condoms, confrontation and judgment. Don't ever have sex without using a condom is rule number one.

Then be forward and assertive about asking your partner about his past sexual history, whether or not

he has been tested for AIDS and/or venereal disease and whether he currently is intimate with only you or others as well.

If you agree to an exclusive relationship, you both might be tested at the onset and with trust between you, forego the use of a condom afterward. Again, judgment plays an ongoing role in the continual assessment of whether or not your partner is safe.

It is reasonable to understand that a widower who has been married for some years is a safer bet than a young bedonistic single who has been dating for those same years. But even at these extremes, individual differences can be paradoxical.

Of course, if you are intimate with two men, you double your chances for danger. With three, you triple it and so forth.



Barbara Schiff

Thank you for reading and enjoying this column.

Barbara

## FEAR & LOAFING

### Introducing Media Mania — Part 1

By Karl Nilsson  
special writer

P.T. Barnum once said, "There's a sucker born every minute."  
Unless you're running a leech farm, that's not good news.

With the peak shopping season coming up fast, Madison Avenue is working overtime to lighten your wallet. To avoid being clipped, it's important to understand the hidden psychology behind different categories of advertising.

1. Some ads appeal to our greed.

Laboratory tests prove that when the words "easy money" are flashed on a screen, a little understood gland in our neck releases a hormone that suspends all rational thought and prepares the fingertips to dial an 800 number.

A recent TV ad is based on this research. "Become a millionaire this fall..." with the Cash-O-Matic leaf shredder!

"Any lawn shredder can chop up leaves and twigs to make mulch for your garden. But even if you could sell every bag you produce for five bucks a hit, you'd still be a long way from retiring in Bloomfield Hills."

"Now, for just \$449, you can earn easy money right in your own backyard. Here's how it works. Leaves and shrubs go in the funnel and crisp green \$10 bills come out the other side. Obviously, to avoid being copied, we can't explain exactly how this happened, but believe me, there are plenty of luxurious homes in West Bloomfield filled with former skeptics just like you."

"Think of it. For the first time in your life, raking leaves will be a pleasure. Instead of dreading fall, you'll be out in the yard shaking the trees, vacuuming your neighbor's lawn and smiling all the way to the bank."

"For even faster riches, order the deluxe model, Cash-O-Matic II, for just \$549. Some easy loading chute, same electric start motor, but this beauty pumps out 20s instead of 10s."

"Call now and remember our motto: Rake up the leaves and rake in the easy money."

2. Some ads appeal to our sense of destiny.

Many of us feel fated to someday live a life of luxury. And what better way to get rich quick than by winning a contest we never entered. Combined with the impact of a telegram, the kismet approach is virtually irresistible.

"Congratulations! You have already won a prize! You are a guaranteed winner of one of the following grand prizes..."

A. Ferrari Testarossa.

B. \$50,000 in cash.

C. European dream vacation.

D. S coat hanger.

"Conditions: You must redeem your prize in person at the Tidal Wave Resort where you'll enjoy a brief five-hour tour of the underwater homesteads. Even if you've never paddled a glass-bottom boat before, you'll quickly get the hang of it as your SCUBA guide points out future golf courses and tennis courts. Choose your lot now, and when the swamp is drained, you'll be among



Karl Nilsson

the first to enjoy vacation living at its best.

"After a fascinating slide show by the Army Corps of Engineers, you'll be invited to join other lucky winners stacking sandbags along the creek bank."

"Due to all the fun and excitement, some older contestants may

collapse while waiting for their prize to be processed. Don't be alarmed. Should you choose to take a nap at our visitor's center (it's the building on stilts), hip-boots and mosquito netting will be available for a small service fee..."

3. Some ads appeal to our desire to be self-sufficient.

This survivalist mentality is what sells thousands of 4-wheel drive trucks to wimpy office workers. Ad men use it to sell just about anything.

"Worried about the rising cost of energy? Now you can do something about it. Stop paying those monthly utility bills and start generating your own power with our easy-to-build nuclear reactor."

"Everything you need to do on-line is included."

A. Large bag of glow-in-the-dark uranium pellets.

B. Control rods (so helpful in preventing annoying meltdown).

C. Concrete shielding (for your nervous spouse).

D. Wacky "Gone Fission" bumper sticker.

"With this step-by-step video, your home reactor will reach critical mass in no time! All instructions are in clear easy-to-understand language — Here's the deal, dudes. Heavy nuclei are bombarded with these far-out neutrons and like split into two particles of mass, producing really big kinetic energy, which provides totally awesome heat to drive steam turbines, which can run your guitar for free, if you dig that action. Accompanying the reaction is the release of up to seven wild and crazy neutrons, those party animal gamma rays, the always fun beta particles and just back from a world tour, the fabulous neutrinos..."

"Order now and receive two free bonus books — 'How to Disguise Radioactive Waste for Weekly Trash Pickup' and 'How to Extract Weapons-Grade Plutonium from Breeder Fuel, formerly titled How to Attract Unstable Governments to Your Next Garage Sale.'"

Got the picture? Yeah? The happy shopping.

Next week: Media Mania Part II.

THE JUNIOR LEAGUE OF  
BIRMINGHAM  
and  
JACOBSON'S  
Present

## HOLIDAY BENEFIT 1989

WEDNESDAY, NOVEMBER 15, 1989  
6:30 P.M. TO 9:30 P.M.

PER PERSON \$25.00  
PER PATRON \$50.00

FOR RESERVATIONS—  
CALL THE JUNIOR LEAGUE OFFICE:  
646-2613

## VIDEO VIEWING

Continued from Page 2

and Herbert Lom ("The Pink Panther" series, among many film credits) as the Pirate LeFarge.

Outside of their presence in credible roles are some highly incompetent performances in a script that is not to be believed. But there's plenty of sensationalism.

This chance to find out what's behind lurid ads and sensational video cassette covers is on the stands Nov. 6. Don't say I didn't warn you.

