

# FEAR & LOAFING

## Media Mania Part 2

By Karl Nilsson  
Special writer



Karl Nilsson

Are you a sucker for ads that sound too good to be true? Ads that promise "surplus Jeeps for 50 bucks" or "buns of steel in two weeks?"

As a kid, did you send in your allowance for X-ray glasses? As a public service to consumers who purchase time-share condos in Nicaragua, we continue our series on the hidden psychology lurking behind today's advertising.

1. Some ads appeal to our sneakiness.

Everybody wants to get away with something sometime. Shrewd marketing targets this dark side of human nature. "Why should you have to obey speed limits designed for the 'average' motorist when it's so obvious that you possess vastly superior skills and reaction times? An important person like you can't afford to waste time driving safely. That's why we published 'How to Beat a Traffic Ticket.'"

"With this handy guide of 101 excuses, you'll learn to talk your way out of any ticket — right on the spot. Consider this actual example . . ."

"OFFICER: 'All right hot shot. What's the hurry?'"

"OFFENDER: 'Thank goodness you pulled me over. I'm a medical courier. Lives are at stake. I'm rushing to the hospital!'"

"OFFICER: 'Let's see some identification.'"

"OFFENDER: 'It's a matter of national security. Senator (insert appropriate politician) stuck his foot in his mouth during a speech and swallowed an Odeur-Eater. My blood contains the only known antidote . . .'"

"OFFICER: 'I apologize. Please follow my police escort . . . and stop on it.'"

2. The early pioneers had to rely on their own ingenuity. Smart ad planners still tap into that stubborn streak of independence.

"Tired of paying exorbitant medical fees? Moms, if you can follow a simple sewing pattern, you can easily perform surgery on your family. Start with our beginner's kit, the 'Do-It-Yourself Fonnalotomy' and in no time you'll be removing major organs like a pro."

"This kit includes everything you need to adapt everyday kitchen utensils for advanced surgical procedures. Listen to these satisfied users: . . ."

"I used to watch every medi-

cal show on TV, never dreaming I could be the hero in the mask and gloves. Now, we have our own hearty-sounding drama right here on the dining room table."

"I never knew a turkey baster made such a good stomach pump. Thanks!"

"Your hotline number is a real peach. During my first attempt at plastic surgery, I stitched my hubby's face on backwards. A quick call to your operators straightened me out in no time."

3. Some ads appeal to our vanity. Everyone dreams of a shortcut to health and beauty. Advertisers cash in on our lack of willpower.

"Are diets too depressing? Is exercise too much work? Now, you can eat absolutely everything in sight, live a totally sedentary life and still look slim and trim."

"The secret is the 'Up-Tight-Body-Wrap,' guaranteed to lose 50 pounds on your first visit. Here's how: Specially soaked elastic tapes lighten and tone your skin. As they dry, they shrink away excess inches like magic."

"Let's face it, nobody cares what you weigh, it's how you look that counts. Thanks to body wrapping, many of today's most slender fashion models actually weigh over 400 pounds. Skinny as a rail, these cover girls can collapse the average armchair."

"The ancient art of body wrapping started with Cleopatra. In fact, the pyramids were not royal tombs, but beauty parlors. The so-called mummies were simply undergoing treatment when their beauticians stepped out to watch Yul Brynner argue with Moses."

"Today, their beauty secret can be yours. The results are wonderful, marvelous, magnificent, and . . . well, a bit temporary."

"CAUTION: An unfortunate side effect of speeding across of collude down to the density of a black hole is the occasional exploding fatso. In isolated cases, the highly compressed fat cells spring back to their original size without warning."

"This creates a few hazards. Your size five party dress will burst like a balloon. Your once modest mu-mu will cover less topography than a hanky. When your hips expand to full width, you could be trapped in a phone booth or wedged in your car."

# STREET SENSE

## Forget the matchmaking

Dear Barbara,  
My husband and I have a very dear male friend who was dating a lovely lady, whom we both like, for almost three years before he moved to one of the southern states. She broke up with him prior to his move because she felt there was no future in their relationship.

I know that this lady would really have liked this relationship to continue and I also know that this male friend missed his old girlfriend.

My husband says let them be because this male friend, who is a long-time divorcee, is totally afraid of commitment, but being somewhat of a typical female, I would like to see them together.

Please advise.

come intimate with him, he is married and he and his wife just had a baby. He tells me their relationship hasn't been the same since the birth of his baby and that he really feels something strong for me!

Unfortunately, I consider myself to be someone with high moral standards. But you only live once and I feel since I have never really had a long-term relationship with a man, I'm worried that if I pass this opportunity by, I will never have a chance at intimacy again.

Please give me your advice on this matter.

Don't Confused,  
Dear Not fall for this man's tired old line. Keep your high moral standards. Since you only live once, try to develop yourself into a person who will have more chances for intimacy in the future.

Dearest Barbara,  
I have a boyfriend that I enjoy being with, but this past Saturday (it was Sweetest Day), we had a date and he never showed up. He didn't even bother to call. We were supposed to go to dinner and then a movie. This is not the first time I sat, all dressed up real pretty, waiting for him to show up after he made the date.

He does take me to his brother's

house a lot — it's so full of smoke (I am allergic) — but it seems he will not spend a penny on me. How would you have handled Sweetest Day? He said he was sick, but he went SCUBA diving the next day. I feel I want him so badly. So do I have problems or does he?

Crazy about him  
P.S. We are both 25 years old.



Barbara Schiff

ings having to accept deprecating behavior.

Great strides have been made in women's status through their efforts. They are the small percentage who are carrying the ball for you and others like you who continue to tolerate belittlement.

If you have a question or comment for Barbara Schiff, a trained therapist and experienced counselor, send it to Street Sense, 36251 Schoolcraft, Livonia, 48150.

And for those of you who tried unsuccessfully to get in touch with International Soundex Reunion Registry in Carson City, Nev., try calling (702) 882-7755.

Kill two birds with one stone. Respect your husband's judgment and do the right thing all at once. Stay away from this potential mess.

Dear Barbara,  
I read your column faithfully every week. My problem is this: I never really had a long-term relationship with a man, but recently a new person was hired in the firm I work for, and I find myself spending a lot of time with him.

We are both very attracted to each other. He says he would like to have a physical relationship with me, and although I'm very tempted to be-

## Zulus find there is life after lawsuits



After some serious legal haggles, the past three years have gone relatively smoothly for the Zulus which released its first LP, "Down on the Floor," earlier this year.

Continued from Page 3

still figuring out structures and intricate legal things. We know each other so well at this point, that it makes it easy to work. It's a lot easier to write now than when we first started."

"Down on the Floor" is an intriguing debut, ranging from a surprisingly U2-like opening cut to Husker Du-like cage-of-guitars fade-outs. On many songs, the Zulus generate a crisp, heavy mix of big guitars, clanky drums and dramatic vocals which sounds like Led Zepplin might have, if Zepplin had ever stumbled across existential angst.

Bangor is pleased with the response to the album.

"Usually, the most negative reaction we get is it that people think we're stronger live, but people that have never seen us seem really happy with it," he said.

Bangor also was very happy to work with Motown.

"It was really fun; it was inspiring," he said. "I think he's a gifted person, and I think he had some really good ideas for the record. There were things that he brought to the songs that we'd never seen ourselves."

BANGOR HAS difficulty when asked to cite bands or performers that have influenced the band.

"I could list dozens of people, but four of us in the band, there are a lot of overlapping influences going on at the same time," he said. "And I don't think the ones you want to proclaim as your strongest influences really are."

But while the band can not unite behind any single influence, they are like-minded on a different matter.

"One thing this band totally agrees on is that we hate our record cover," Bangor said. "A lot of people like it; I find it really effective. It's like decoration with no point whatsoever."

While this tour is focusing primarily on the Zulus' recorded output, Bangor is looking forward to working on the next LP. It will be interesting to see what the Zulus can do without interference from the legal system.

The Zulus will open for the Pixies Friday, Nov. 17, at St. Andrew's Hall, 431 E. Congress, Detroit. For information, call 961-MEET.

## 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.

Seiko Instruments THE KITCHEN WHIZ

ounce	28.35	gram	28.35
cup	236.6	milliliter	236.6
quart	946.4	liter	946.4
gallon	3785.4	liter	3785.4
inch	2.54	centimeter	2.54
foot	30.48	centimeter	30.48
yard	91.44	centimeter	91.44
mile	1609.3	meter	1609.3

## If ever there was a whiz

How many pinches in a milliliter? The Kitchen Whiz can tell you. Now for the 1990s, the Kitchen Whiz is a food preparation conversion minicomputer that converts recipes, metric weights and measures and also converts temperatures. This multi-functional computer is also a clock and timer as well as a calculator. By Seiko Instruments, \$39 at Sears, Livonia, Novi and Troy.

## Keep summer's glow

Lancome Conquet du Soleil is self-tanning lotion for the face and body. The new look of the sun with none of its harmful penetrating effects. This lotion will create, deepen or even-out a golden tan automatically. Available at Hudson's, Jacobson's and Saks Fifth Avenue.



## k.d. lang and the reclines

### — Michigan Theater Ann Arbor

Three-quarters of the way through the k.d. lang and the reclines show at Ann Arbor's Michigan Theater, three women in the back of the auditorium shouted, "Elvis is alive, and she's beautiful."

The generous heckle, typical of the capacity audience's almost fanatical support for the Canadian singer, was not without foundation.

At her best, k.d. lang performs like a direct descendant of the King and the late Patsy Cline. She has been blessed with a powerful, soulful country voice that rivals Cline's, but she tempers it with a playful, self-deprecating humor. Like Presley, she can be enormously entertaining even while allowing campy stage moves to obscure her voice.

These are clearly happy times for lang. After a short introductory instrumental displaying the talents of her six-piece band, lang ran for the wings and kicked things off with a Pete Townshend-like leap to the microphone. Her joyful rendition of "Big Big Love," replete with Elvis-style hip-shakes, immediately won over the crowd.

lang calls her music "torch'n'twang," and it's a fair label. While lang injected a Cajun tune and a polka into the set list, for most of the evening she concentrated on moving skillfully from ballads to rave-ups and back again.

The staging for songs from "Shadowland (lang's collaboration with Patsy Cline producer Owen Bradley) featured lang slowly strutting against an inky Western starscape. By contrast, on her cover of the '60s heart-wrecker "Johnny Get An-

gry," lang threw punches at the air before mimicking the song's lyrics for all their ersatz emotion and crumbling to the stage in an intentionally overwrought collapse.

The show closed with an amazing demonstration of lang's ability to successfully cover songs that by all rights shouldn't be covered, lang's rendition of Roy Orbison's "Crying"

MICHIGAN THEATRE  
NOV. 19 - 8:00 PM  
FORD AUDITORIUM  
NOV. 22 - 7:30 PM  
MACOME CENTER  
NOV. 24 - 7:30 PM  
ROYAL OAK THEATRE  
NOV. 25 - 7 & 9:30 PM

WJR  
Kitchen Whiz

At her best, k.d. lang performs like a direct descendant of The King and the late Patsy Cline.

was rewarded by a well-deserved standing ovation.

Her performances of "Three Cigarettes in an Ashtray" and "Walking After Midnight," both originally made famous by Cline, worked as stirring tributes to the late singer and as testaments to lang's own interpretive genius.

lang is only 28 years old, but she is well on her way to earning her comparisons to Patsy Cline and Elvis Presley. She rivals her predecessors in vocal power, material, charisma and, to some extent, even fan hysteria. One is left wondering how much better she can possibly get.

— John Logie

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