

FAMILY FAIR

'Buy Me That Too' syndrome fought

By Chris Carpenter

Flaunting a disregard for advertisers and their products only a subscriber-based network can afford, HBO presents the children's consumer-awareness special *Buy Me That Too!* on Dec. 22. Children who can suffer through watching their favorite toys become objects of ridicule may also learn to what lengths companies will go to massage their brains, let alone their parents' pocketbooks.

Like a trustworthy nanny serving up a bitter spoonful of medicine, snappy host Jim Fife offers a heaping dose of evidence that paints a pitiful picture of products kids may think they can't live without. An electric toy hovercraft shown to conquer land and sea with ease on a commercial fails miserably in simple maneuvers on the show. Those who shell out the cash to purchase all of the New Kids on the Block paraphernalia shown on a single, 30-second commercial learn they are \$341.66 poorer, and as our host puts it, "Buying all of a group's stuff doesn't make you

Suburban Cable Weekly

cooler or more popular, it just makes you broke."

Everything from basketball shoes to breakfast cereal is blasphemed, as well as the people pushing them, who are shown to use sound effects, product placement and everything short of downright brainwashing to make a buck. How quickly the fish is hooked, we learn, has more than a little to do with how flashy the bait may be.

TV Listing Inc.



Reginald Owen is miserly Ebenezer Scrooge in *A Christmas Carol*, Wednesday on Cinemax.

December 23-December 29

CABLE NEWS

Gorbachev remembers 'Coups'

By Dan Rice

In these days when mapmakers are continually updating their world atlases to accommodate the crumbling Soviet empire, we should take time to consider that for many of those people freed from the yoke of communist oppression, this season will be the first in a very long time that they will be able publicly to celebrate the birth of Christ. Mikhail Gorbachev, the man most responsible for relaxing the Soviet Union's political stranglehold on Eastern Europe, speaks his mind concerning the recent military attempt to unseat him in *Coups in the Air*, the concluding episode of *The Second Russian Revolution*, airing Saturday, Dec. 28, on The Discovery Channel.

Maverick film director Robert Altman (*M*A*S*H*, *Nashville*) shared the unusual theories that guide his craft while in the midst of production on his recent film biography of the Van Gogh brothers, *The Making of "Vincent and Theo"*. With Robert Altman airs Friday, Dec. 27, on The Learning Channel.

TV Listing Inc.

Coupon must be presented at the time of estimate

MR. MUFFLER

38410 Grand River
In The New America's Auto Village



474-0036



Foreign & Domestic Cars, Trucks & Motor Homes

- Converters
- CV Joints
- Other Services
- Shocks & Struts
- Front-End Work
- Custom Pipe Bending

LIFETIME GUARANTEED

MUFFLER

\$27⁹⁵ Installed
Most Cars
Reg. \$39.95

Not Valid With Any Other Discount Or Offer
With Coupon • Expires 1/18/92

Computer 4 Wheel Thrust

Alignment

ONLY \$24⁹⁵ Most Cars

Rear Wheel & Shim Pack
Alignment Extra
Not Valid With Any Other Discount Or Offer
With Coupon • Expires 1/18/92

BRAKE SPECIAL

\$49⁹⁵ Front-OR-Rear
Most Cars
Reg. \$69.95

With Free Tire Rotation

Not Valid With Any Other Discount Or Offer
With Coupon • Expires 1/18/92

Premium Monroe

GAS SHOCKS

Installed
18" Most Cars
\$16⁹⁵ EA.

Not Valid With Any Other Discount Or Offer
With Coupon • Expires 1/18/92

