

Cable TV show cashes in on positive attitude



MARY LINDA CALDERONE

It takes a winning personality to succeed these days whether it be in the real estate business or show business. Shirley Cash is a person with 30 years of experience in real estate, a member of four multi-listing boards and the first woman to own and operate an all-woman brokerage office in Michigan.

She has taken her positive attitude and has entered the ranks of being a talk show hostess and producer on Channel 12. The name of the show is "Cash Talks." Cash has produced 75 shows within the past 18 months, that's no small feat in itself.

A gamut of topics is covered from the political spectrum to the entertainment field. You'll meet Donna Romney, U.S. Senate candidate hopeful. Hear what's happening in Novi when Mayor Kathy McLellan is interviewed. Judge Edward Sonick of West Bloomfield discusses the "Smile" program, services available to children of divorced parents. Noted domestic violence expert, Judge Brian MacKenzie of Wall Lake speaks his mind on the subject. Be informed what the courts are doing to fast-track such cases, counsel the abusers and help the victims.

You won't want to miss seeing local actor, Robe Weiss, winner of the Cleo Award, a national award for the best commercial in the United States. The interview includes details of Weiss' 55-year career in radio and TV, from his appearance on the radio program "The Lone Ranger" in 1938 to the writer throwing pies on "Soppy Sales."

Find out what it's like to go to the Tiger Fantasy Camp for adults. Cash brings on her son, Steve, to tell you about his adventure there. Imagine being coached by Willie Horton and the "Bird." Get to know Michigan's pretty and single, for all you bachelors out there, let's let Aggie Usedly. Hear how she got the job and what it's like to draw the numbers on TV.

Then there is Cash's guest, Dr. Paul Donohue, syndicated newspaper columnist who appears in

250 publications nationwide. His writing pertains to health issues. I could go on but instead you can see for yourself on Channel 12, at 7 p.m. Tuesday and at noon Thursday. MetroVision of Livonia and Redford also carry the program. Beginning in July, "Cash Talks" will widen its viewing audience to West Bloomfield, Oak Park and Southfield.

Incidentally, Shirley is quick to remind us it takes a team to produce a TV show. She is grateful to her mentor, Joan Lillie, production specialist at MetroVision and her crew, Vito Accioli, Howard Swenson, Victor Small, Ken Glide, Bob Lichtman and Fran Dudas.

CHANNEL 12
Monday, July 4
No programming today.

TUESDAY, JULY 5

10 a.m. Summit University

11 a.m. Prayers, praise, praise

11:30 a.m. Life matters

Noon

Cash has produced 75 shows within the past 18 months, that's no small feat in itself.

Adventures with Pirate Pete

12:30 p.m.

Spontaneous seniors

1:30 p.m.

Pet pointers: dog examination

2 p.m.

Salon glamour and etiquette

with Gloria: skin care

3 p.m.

Cosmic connection

4 p.m.

Community kids

4:30 p.m.

Library check it out

5 p.m.

Crime watch

5:30 p.m.

Living with your addictions

6 p.m.

Seniors on the move: boxing

trainer

6:30 p.m.

Business and residential news

7 p.m.

Cash talks: Elvis II

7:30 p.m.

Viewpoint

8 p.m.

Salon glamour and etiquette

with Gloria: skin care

9 p.m.

Let's talk with Ben Marks.

3 p.m.

Wednesday, July 6

10 a.m. — Capitol report

10:30 a.m. — Madonna magazine

11 a.m. — Study in scripture

11:30 a.m. — Amvets

Noon — The way the truth and the life

12:30 p.m. — That's Italian

1 p.m. — The great escape: sailing

2 p.m. — Travel the movie trail

3 p.m. — Dickerman showcase: one flight up

3:30 p.m. — Paws with a cause

4 p.m. — Crisis in the modern family: children of the dream

5 p.m. — Impact video

5:30 p.m. — Groove session

6 p.m. — Senior messenger

7 p.m. — The word of life: seven sons of sin

7:30 p.m. — Cooking with class:

barbecue chicken

8 p.m. — My vote counts

8:30 p.m. — Lansing connection

9 p.m. — Speakers row.

Thursday, July 7

10 a.m. — Senior messenger

11 a.m. — Travelin' on: south-west

11:30 a.m. — Bagels and talk with Tracy and Phil

Noon — Cash talks: Elvis II

12:30 p.m. — Dickerman dance: steppin' out

2 p.m. — My vote counts

2:30 p.m. — Chi-aerobics: Lesson 14

3 p.m. — Business and residential news

3:30 p.m. — Viewpoint

4 p.m. — AIDS hits home

4:30 p.m. — A moving experience

5 p.m. — Shaazey Zedek Productions

6 p.m. — Seniors on parade

7 p.m. — Crisis in the modern family: children of the dream

8 p.m. — Nov news week

8:30 p.m. — Your money matters: investing your savings.

Friday, July 8

— Request your favorite community access program to be cablecast on Friday between 3 and 9 p.m. Call MetroVision at 563-7303.

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FINE FURNITURE WITHOUT THE FRILLS

A Look at What You Will Find

The rustic ambience is part of the appeal of Charles Furniture Warehouse. When Cyra Carn's customers drive their luxury cars to the Royal Oak warehouse, they're looking for good furniture and a good buy. They are not inconvenienced by the low overhead look of the well-built 1920's warehouse in Royal Oak - it suits them just fine.

"People come in here not knowing what to expect," says Cyra Carn. "Maybe they think the furniture will be in crates or something."

In fact, it's well-displayed and well-lit and Ms. Carn's low overhead is one of the reasons she is able to offer at least 35% off list price and attract so many well-informed customers.

The warehouse was opened 10 years ago and has expanded in size and number of manufacturers represented.

"The people who come here have shopped and can spot the best value. They know what's out there and they know they're getting quality and service at a very good price."



Cyra Carn at the Charles Furniture Warehouse

she said adding that about half of her new business is acquired through recommendations.

"The concept of no-frills quality really works. After completing a room, our customers return for advice and assistance on second and third rooms. Then their friends and other family members come to make purchases for their homes."

The warehouse isn't completely without frills. The staff

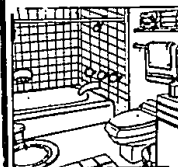
includes six experienced people who are adept at zeroing in on exactly what the customer needs. The arrangement is well suited to the busy person with little time to shop.

Now that most people are creating interiors that reflect their own sense of style, the range of furniture styles are diverse enough to accommodate taste and pocket book. There is something for everyone and many unusual accent pieces. Designers have created lots of choices.

"What matters most though," says Ms. Carn, "is not that you choose a particular style but that you create a home that has the look of today and is warm and inviting."

Charles Furniture Warehouse at 222 E. Harrison in Royal Oak discounts all furniture to at least 35% below list price and is open Monday through Thursday and Saturday from 10:00 A.M. to 5:00 P.M., Friday from 10:00 A.M. to 8:00 P.M. and Sunday noon to 4:00 P.M. The telephone number is 399-8320.

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St. Mary Hospital is affiliated with William Beaumont Hospital