

How TV Is Abused By Politicians

By TIM RICHARD

"You folks let us get away with terrible things," said B. Kenneth McGee, a man who makes his living running political campaigns.

He was talking about the political commercials on television to an audience at Schoolcraft College recently, and at least a few persons threw up their hands in horror at the mention of TV commercials.

"Ever since Bobby Kennedy, a candidate appears with his tie down and his coat off. You use a zoom lens on him, and he does a lot of talking to poor folks.

"You package the candidate and sell him," said McGee.

A CLEVELANDER, McGee recalled an Ohio congressional campaign in which a hard-hat worker appeared saying: "Why do I like — —? Because nobody pushes him around."

Said McGee: "It's left to the viewer's imagination if it's the blacks or the poor or whatever who are doing the pushing."

In a television commercial, he added, a candidate doesn't have to prove he can write or think. He doesn't even have to prove he can talk because a voice can be dubbed in.

But he said he's finding that "people are getting a little suspicious of TV."

If television is such a low-level method of communication, and if voters' emotions can be exploited so easily, what can be done to force a higher level of campaigning?

"Limit campaign spending," McGee answered.

IN RESPONSE to an audience question, McGee said he never conducts a dirty campaign unless the situation is desperate, and even then he sticks to the truth.

"A school millage campaign was the dirtiest one I've ever been in," said the veteran of several black vs. white candidates campaigns.

"There was the most jungle in-fighting in the school campaign."

"School board members, whatever they tell you, are not in it for those little kiddies. They're in school politics 'cause that's their thing."

Regional Drain Plan Unveiled

A 20-year water-sewer-drainage plan for southeast Michigan projects has been received by the executive committee of the Southeast Michigan Council of Governments (SEMCOG).

The \$2.4 billion plan is the outgrowth of months of SEMCOG staff effort in coordinating proposals from a wide variety of agencies and communities within six SEMCOG counties (Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne) and in liaison activity with state and federal agencies.

The U.S. Dept. of Housing and Urban Development (HUD) and the Environmental Protection Agency (EPA) required that the SEMCOG regional plan be defined as a prerequisite for continued federal assistance for such projects.

A DECISION by the State Water Resources Commission in September to require that the Ann Arbor-Ypsilanti area should plan to tie into a major interceptor system and single treatment plant at the mouth of the Huron River is incorporated in the plan.

Ann Arbor and Washtenaw County officials indicated they will ask a court to balk implementation of the plan and permit, instead, independent systems for that area.

SEMCOG's report included differing versions of short-range and long-range plans for development of water supply systems in northern St. Clair County and central Monroe County. Continuing studies are underway to resolve issues — principally whether Detroit Metropolitan Water District proposals for service or local governmental unit proposals will be adopted as part of the ultimate regional plan.

THE CURRENT SEMCOG plan for water-sewer-drainage systems by 1990 projects that most of the proposed construction needs (\$1.7 billion) will be for sewage disposal systems.



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TENDER WHITE OR ROYAL ROCK
U.S. GOV'T. INSPECTED YOUNG TOM 18 LBS & UP

Turkeys

33¢

LB

ROASTED
Hen
Turkeys
39¢
10 TO 15-LBS

NORBERT-WITH THE BUILT-IN THERMOMETER
Tender-Timed

20-LBS & UP 39¢	16 TO 19-LBS 45¢	10 TO 15-LBS 53¢
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SWIFT'S SELF-BASTING
Butterball

20-LBS & UP 49¢	10 TO 15-LBS 55¢	5 TO 9-LBS 59¢
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U.S. GOV'T. GRADED CHOICE
Chuck Steak **69¢**

U.S. GOV'T. INSPECTED WHOLE
Fresh Fryers **29¢**

ECKRICH REGULAR OR THICK
Sliced Bologna **99¢**
ECKRICH ALL MEAT JUMBO
Fun Franks **88¢**

VALUABLE COUPON
WITH THIS COUPON AND \$5.00 PURCHASE OR MORE
WHOLE BEAN-FRESH ROASTED
Spotlight Coffee
49¢
1-LB BAG

VALUABLE COUPON
WITH THIS COUPON AND \$5.00 PURCHASE OR MORE
LIGHTLY SALTED
Land O' Lakes Butter
58¢
1-LB PKG

MORTON MINCE OR
Pumpkin Pie
29¢
1-LB 4-OZ PKG

CHOICE OF GRINDS
Hills Bros' Coffee... 3 LBS CAN \$2.09

TWIN, FLAKE,
BUTTERMILK OR COMBINATION
Brown 'N Serve Rolls
389¢
12-CT PKGS

KROGER
Crescent Rolls **19¢**
6-OZ TUBE

EMBASSY
Salad Dressing **38¢**
QT JAR

ROMEO BRAND
Marschchino Cherries **29¢**
10-OZ JAR

KROGER 2%
Egg Nog **68¢**
1/2-GAL CTN

FROZEN
Birds Eye Squash **10¢**
12-OZ PKG

CLOVER VALLEY
Margarine **18¢**
1-LB ROLL

AUNT NELLIES BEETS OR
Red Cabbage **23¢**
1-LB CAN

HUNT'S
Tomato Paste **10¢**
9-OZ WT JAR

OCEAN SPRAY
WHOLE OR STRAINED
Cranberry Sauce
21¢
1-LB CAN

CANNED
Kroger Pumpkin **18¢**
1-LB 12-OZ CAN

COUNTRY OVEN
Potato Chips **43¢**
14-OZ WT PKG

KROGER
Sweet Potatoes **29¢**
1-LB 7-OZ CAN

HOME PRIDE 18" WIDE HEAVY DUTY
Aluminum Foil **39¢**
25-FT ROLL

KROGER FRESH
Whipping Cream
19¢
1/2-PT CTN

BIRDS EYE
Cool Whip
44¢
QT CTN

ASSORTED FLAVORS
Kroger Ice Cream **79¢**
1/2-GAL CTN

BLU BOY TOILET
Bowl Cleaner **69¢**
9-FL OZ BTL

CHEF BOY-AR-DEE WITH MEAT OR MUSHROOMS
Spaghetti Dinner **57¢**
1-LB 3 1/2-OZ PKG

ALL PURPOSE CLEANER
Lestoil **63¢**
1-PT 12-OZ BTL

Sunrise Fresh Fruits & Vegetables

BAKED OR CANDIED
FOR YOUR HOLIDAY TREAT
Candy Yams
10¢
LB

U.S. NO. 1 'A' SIZE Russet
Idaho Potatoes **69¢**
LB BAG

120 SIZE REDDI-RIPE PEARS OR J38 SIZE
U.S. FANCY RED OR GOLDEN
Delicious Apples **12 FOR 99¢**

FRESH
Parsley **10¢**
BUNCH

DIAMOND BRAND
Walnut Meats
88¢
POUND BAG

FRESH FLORIDA
Orange Juice **89¢**
GAL JUG

OCEAN SPRAY
Fresh Cranberries **29¢**
1-LB PKG

FRESH
Green Onions **2 BUNCHES 29¢**

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25	WITH ANY 2 KROGER DRESSING	25	50 APPLES
50	WITH ANY 1-LB PKG GOLD CREST CHOCOLATES	50	WITH \$2.00 PURCHASE OR MORE HOUSE PLANTS
50	WITH TWO 3/4-OZ OR LARGER GOLD CREST CAKE DECORATORS	50	WITH ANY PKG COLLARD IMPORTED
50	WITH 6-OZ JAR KROGER FREEZE-DRIED COFFEE	25	50 PITTED DATES
50	WITH ANY 2 PKG GOLD CREST NUTS		
25	WITH ANY PKG BIG MARG SANDWICH COOKIES		
25	WITH 2-LB PKG COUNTRY OVEN FIG BARS		
25	WITH 12-OZ JAR VITA HERRINGS		
25	WITH SIX 4-OZ CANS KROGER ORANGE JUICE		
50	With any pkg Clever Happiness or Miss Chival Hair Coloring		
50	WITH ANY 2 MORTON 1-LB 4-OZ MINCE OR PUMPKIN PIES		

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