

Just Chattin'

Folks Still Get Bleary-Eyed
On New Year's Day, From TV

By W. W. EDGAR

THE LAST FAINT echoes of Auld Lang Syne have faded into the distance and one can't help reflecting on the great changes that come about in the manner of ushering in a New Year.

In the old days—before television—most of the celebration came on New Year's Eve when folks gathered in clubs, hotel dining rooms, lodge halls and the like to "ring out the old and ring in the new." This provided a colorful sight as they walked around the room, shouting and yelling, wearing multi-colored hats and blew in all sorts of noise-making contraptions. And by the time the New Year was officially welcomed, most of them were bleary-eyed and weary from the all-night stand.

But things have undergone a great change and now they don't become bleary-eyed until early on New Year's evening—and the last punt has been caught and the final bowl football game has been decided, and the big TV screen darkened.

In the old days—especially in the East, the lone activity was what was called a Mummer's Parade, in Philadelphia, and the Tournament of Roses Parade in Pasadena, California, neither of which could be seen unless you stood along the curb and witnessed it through blood-shot eyes.

THEN ALONG CAME TV, and during the past 10 years, the screens have been filled with football from noon until well into the evening—and the color is now on the screen instead of your neighbor's swollen eyes.

And because of this great promotion of football that, incidentally, helped to bring millions of dollars into the TV industry, the gridiron game also has undergone a great change. Where there was a time when the Rose Bowl game was all alone in the field, there now seems to be a bowl game in every section of the land—and you get them all in your own living room. Thus, most of the New Year celebration changes.

The wild, all-night parties, are slowly giving way to the TV football program, and when there was a time when Thanksgiving Day marked the traditional end of the season it is now extended to the "bowl games."

Few folks realize it, but Michigan has played a big part in the change. That is, the U. of M., through its famous athletic directors and coaches—the late Fielding Yost and H. O. "Fritz" Crisler—has helped bring about the big TV day.

It was Yost who wrote his name indelibly into the records with his "Point-A-Minute" team, who first saw the benefit of the Rose Bowl game. He accepted an invitation to take the Wolverines to the coast in 1902 and met Stanford in the "Rose Bowl." He not only accepted, but Michigan won the game, 49 to 0, and Stanford asked for an early end to the slaughter.

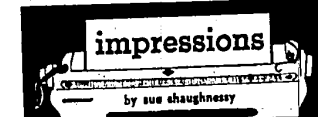
JUST 45 YEARS LATER, when TV was just coming into the field, Fritz Crisler, took the Wolverines to the coast and beat Stanford in the Rose Bowl, 49 to 0, in what now is part of the lore of the Rose Bowl.

The "wrong-way" run of Roy Riegels some years ago that helped conquer California is the most notable member of the Rose Bowl—and Brick Mulier's 65-yard pass is another. But the most humorous of all came at the close of the Michigan-Stanford game of 1947.

When it was noted that the Wolverines had a chance to equal the mark of Yost's team of years ago, they played inspired football and were a tickled lot when the final score read, Michigan 49, Stanford 0.

But as the team was moving into the dressing room one of the ardent spectators—and obviously a Stanford rooter—bawled over to Coach Crisler and blurted out: "You haven't improved a bit."

Well that was in 1947. Let's hope that 1987 will give us many things about which we can laugh at the finish.



impressions

by sue chaughnessy

Ever notice how the weather seems to reflect your mood and your energy?

On the days that you crawl out of bed and really don't want to face the world, that seems to be the day that the sky is overcast or it's pouring rain or the world is in the midst of a winter blizzard.

School teaching friends say that the weather affects the behavior of children also. However, if memory is correct, it isn't in the manner that you would think.

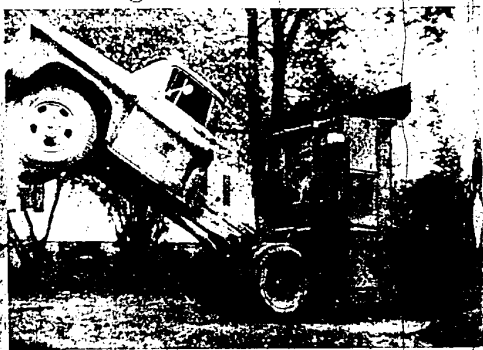
On dark, overcast days the young scholars are relatively quiet and attentive. However, when the sun is shining and it's a nice day pity the poor teacher trying to impart the mysterious knowledge of fractions and the horrors of a split infinitive to the students.

That observation really just reinforces the theory that children aren't really human beings. A friend, who has three, swears that they don't possess any human qualities until the age of seven.

However, back to the original topic. It seems that with the beginning of the New Year and the inevitable let down after the holiday season, that the weather turns somber. We might be wrong this year, and we hope so, but this is our observation.

Enough about the weather. The last time we commented on the foibles of the atmosphere the letter we received was upsetting to say the least. That's the funny thing about the newspaper business. Irate reaction is always prompted by something that seems harmless and relatively peaceful. The hot story rarely provokes a similar reaction. Thus we'll close with the thought of trying not to offend the readers just this once.

Exchange All Gifts Promptly



THE OBSERVER will pay five dollars for any picture used on the feature page. Send pictures to any Observer office clearly marked with name and address. The above came from Dorothy Aust of Livonia who said she doesn't know who was the more surprised the day she got her load of filth, the driver when he got dumped along with the dirt, or herself to be watching from her window viewing the unusual method of dumping.

In The Interest Of Science

By the time anyone reads this, I'll have been put through my paces as a guinea pig all in the interests of modern science and journalism. At 10:30 a.m. Wednesday, Jan. 4, I have an appointment at the Michigan Scientific Introduction Service in Ann Arbor. That's one of the modern services to meet people of the opposite sex.

Since this phenomena is one of the wonders of modern day society, The Observer has decided to examine the process. I am the lucky staff member who has drawn the prize assignment.

Sound exciting? Not really. Intriguing maybe, but not exciting. It all started when the boss called one evening at home and said, "Sue, how would you like a different type of assignment which will take some involvement on your part?"

I was interested in exploring the matter further. I answered cautiously. That might not be a positive enough answer for a junior staff member of any organization, but knowing this particular boss, I felt that caution might be the most prudent policy.

Needless to say, I was curious, but was informed that I should learn more about the matter at a luncheon meeting a week later.

The day arrived and around a table in one of the area's eating establishments, I was introduced to two young Madison Ave. type men, complete with button-down collars and pastel shirts.

They were Mike Fortuna, director of the three-year-old organization, and Garrie Roman, who holds the title of promotion coordinator.

Michigan Scientific Introduction Service or MSIS was described by the pair as an in-depth kind of service.

Applicants are screened and asked to fill out detailed questionnaires covering all types of topics and a follow-up is done after each date. Since the questionnaire is labeled confidential and everyone should have the opportunity of going through it without any advance warning, nothing more will be said about the questions.

I will add, however, that the introduction states that the form "Rather, something like a mirror, it will reflect your tastes, ideas and attitudes; in short, it will show the little things that make you the distinct and separate person you are."

In fairness, I must admit that it is a more extensive questionnaire than the ones distributed by most of the computer services.

Fortuna describes the current rash of computer services as "mail order houses" and emphasizes that MSIS is a personal service which follows up on its results.

The service must get some results because people use it. In fact, Fortuna estimates that approximately 20,000 people will use the service during 1987.

To accommodate all these people MSIS operates two offices—one in Ann Arbor and the other on Greenfield in northwest Detroit.

\$ \$ Investing Inquiries \$ \$ Retirement—What Do We Do?

(Mr. W. Young welcomes inquiries on investing. Send your questions to THE OBSERVER, "INVESTING INQUIRIES," 33050 Five Mile Road, Livonia, Michigan. The answers are the opinion of Laurence A. Young who is considered highly qualified on the subject.)

Q. Maybe you can help us. I am due to retire March 1, 1987. With Social Security plus my retirement plan income I can expect to receive around \$475.00 a month income. At the present time we have \$9,000.00 in a savings account plus a few government bonds. I was employed with Sears and I took full advantage of their stock-purchase plan to the point where I now have a little more than 700 shares. We still have a small balance on our home mortgage plus a capital. The \$35,000.00 you have invested in Sears now provides you with only \$700 a year in dividends. That same \$35,000.00 invested in good quality corporate bonds or utility stocks yielding 5-6% (which many are these days) would increase that \$700.00 a year dividend income to \$2,100.00 a year. This would raise your present annual retirement income from \$6,400.00 to \$7,800.00 a year. In pursuing this course you would have a relatively trouble free portfolio of securities providing you with an excellent retirement income.

A. First and foremost pay all outstanding debts plus leave yourself sufficient funds in the savings account for emergencies. Second, take a cold hard look at your Sears stock. Keep in mind that your situation is no longer suitable for a growth oriented stock. Your major concern now is to develop as much income from your funds as possible without sacrificing the safety of your home mortgage plus a capital. The \$35,000.00 you have invested in Sears now provides you with only \$700 a year in dividends. That same \$35,00.00 invested in good quality corporate bonds or utility stocks yielding 5-6% (which many are these days) would increase that \$700.00 a year dividend income to \$2,100.00 a year. This would raise your present annual retirement income from \$6,400.00 to \$7,800.00 a year. In pursuing this course you would have a relatively trouble free portfolio of securities providing you with an excellent retirement income.

GM New Car Sales Show December Dip General Motors dealers in the United States sold 132,777 new passenger cars and commercial vehicles in the second 10 days of December. Sales in the same 10 days last year totaled 130,038 units. Included in sales in the 10 days just ended were 135,686 passenger cars and 17,091 commercial vehicles, compared with 120,344 passenger cars and 17,691 commercial vehicles sold in the same period last year.

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WATCH FOR OUR AD IN JANUARY 11th OBSERVER

90 DAYS SAME AS CASH

GRAND RIVER AT WARWINGTON ROAD

CASUAL FURNITURE

Interior Decorating Service GR 4-4063

Open Mon. Thurs. 9:30 a.m. - 9 p.m. Tues. Wed. Sat. 9:30 a.m. - 5:30 p.m.

KRESGE'S

January Spectacular

A Wealth of Money - Saving Ideas!

HEAVY-DUTY PLASTICWARE

3 Days Only - Reg. 1.29-1.69

5-PIECE ASSORTMENT 99¢

Gold-decorated bonnet hamper, 28-qt. swing-top waste bin, 35-qt. waste basket, 6-gallon trash can, 18-bowl laundry basket.

Like 1st Charge 1st

SECURITY FILE BOXES

3 Days Only - Reg. 1.29-1.79

Low-cost protection for important documents, books, checks, etc. Bond box has recorder-keeper clipped to let personal file in 1 instant card.

Like 1st Charge 1st

WOMEN'S BAT-SLEEVE SWEATSHIRTS

IN EXCITING FRUIT COLORS

3 Days Only - Our Reg. 1.27

Your favorite cotton sweat shirt dished up with feminine flavor in pungent fruit colors, styled with elbow-length sleeves.

3 Days Only - Our Reg. 3.99

WESTERN CAPRIS

29¢

Mixed cotton stretch capris, regular or contoured waistband. Tan, light blue, black, plum, navy, 8-16.

3 Days Only - Our Reg. 2.59

3-6X NO-IRON PANTS

153¢

In permanent press boys' can't "play out" you'll "wear out" Polyester/cotton/spandex/nylon.

3 Days Only - Our Reg. 69¢

3-8 POLO SHIRTS

47¢

For girls and boys, knit in a fine quality cotton. Jacquard stripe and check patterns in a variety of color styles. Send.

Like 1st Charge 1st

Craft Master NEWBIRTH SERIES

3 Days - Our Reg. 2.37

Paint-By-Number 178

Includes 12" x 12" pre-designed panels and 24 oil paints.

3 Days Only - Our Reg. 39¢

JUNIOR AND ADULT BOXED PUZZLES

38¢

3 Days Only - Our Reg. 99¢

1,000-PIECE ADULT PUZZLES

73¢

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34¢

PERKED AND PERKED-LOOK EAR RINGS

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3 Days Only - Our Reg. 99¢

53¢

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★ CHERRY HILL PLAZA Cherry Hill at Inkster Rd.		
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