

Commercial writing offered at 'Ridge'

Students will study and write billboards, food packages, automobile owners' manuals, and the directions on maps, among other things, in a new kind of English course this fall at Oakland Community College's Orchard Ridge Campus, 1-580 and Orchard Lake Road, Farmington Hills.

The new course, "Commercial Writing, English 284," will be offered Tuesday evenings from 7-10 p.m. for three credits.

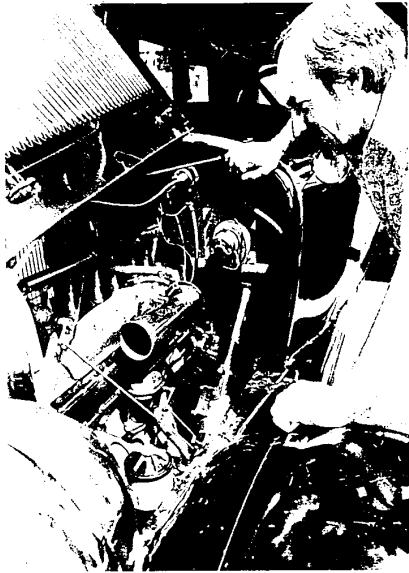
"Our subject matter is the writing that goes with commercial art," says Ted Rancont, assistant professor of communications and originator of the course. "We hope to give students a start on a marketable skill and life-long protection against brainwashing."

"We are surrounded by commercial writing," Rancont continues. "Our language and our tastes are formed by labels, brochures, and advertising more than by serious literature. Some of the best, and worst writing in the country today is going into TV commercials, for example. This is where things are happening in English. It's also where good writers can make money."

"Whether a student wants to be a professional writer or not, he's going to be a consumer of commercial writing all his life. He should have some standards."

Rancont, a public relations consultant and freelance commercial writer himself, hopes the new OCC course will help establish and eventually raise standards.

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Bruce Wheeler checks out his 1928 Studebaker

Wheeler family lives up to name

The Bruce Wheeler family takes its name literally.

Four Studebakers, two "Brand X" cars, a motorbike and two bicycles make an any hour traffic jam at their Inkster Road residence, on the border of West Bloomfield and Bloomfield townships.

All but the Studebakers are mere necessities of life, as far as Wheeler and his wife Maggie are concerned. Around them, all aspects of their life style revolve, including hobbies, social life and traveling.

The Wheelers are the proud owners of a 1928 Studebaker President, a 1953 Loewer Coupe, a 1962 Tourismo and a 1963 Avanti.

THREE OF them are "at home," the '53 model resides in a barn near Clarkston.

"We like Studebakers," Wheeler understates. He thinks the cars are the best designed and best engineered.

"They were ahead of their time," he said of the company's final collapse in 1966.

Most of his leisure time is spent either working actively on the cars or shopping for parts.

"This means all the time he doesn't spend eating, sleeping or at work," according to Mrs. Wheeler.

BUT, SHE is hardly a "car widow." For her, the Studebakers are almost an equally important part of life.

"She spends lots of time cleaning and polishing the insides," reports son Church, 11.

Mrs. Wheeler can't trace a love of cars back to early childhood. "Only since I learned to drive," she said.

"If Bruce and I ever split up, we'd argue about custody of the cars," Mrs. Wheeler laughingly acknowledges. "The three kids

would have to take second place."

MANY OF the couple's friends are Studebaker owners and Mrs. Wheeler describes "a common bond" among car collectors.

"I don't know anyone who has just one Studebaker," she continued.

She reports good friends in Royal Oak who have 20, and another family in Southfield who has eight.

Both Wheelers say that it is not always the purchase of an added car which is the problem, but the storage.

"You have to learn to park like a puzzle," Mrs. Wheeler laughed.

Many of their family trips are to Studebaker or other antique car meets. Families from all over the country will gather to "show" their cars and exchange parts and information, Wheeler said.

AT A RECENT meet in South Bend, Ind., home of the original Studebaker Co., the Wheelers received a second prize for their oldest Studebaker.

Earlier in the year, at a Detroit Avanti Run, their 1963 Avanti won first prize for economy, chalking up 30.2 miles per gallon.

The whole family enjoys the occasions when they spin out in their '28 model President.

"It drives just fine," Wheeler reports.

"The biggest problem is having to worry about people who want to see what kind of car it is," according to his wife.

"THEY WILL cut in front of you or behind you, just to get a glimpse," she declared.

"But you always get a smile from people," her husband hastened to add.

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