

Stay tuned for the next commercial

If you take them seriously, TV commercials can ruin your life.

In case you are pooh poohing my contention that the idiot box can be a deadly weapon, here are some glaring examples.

Try stretching your coffee break with Juicy Fruit gum, and you'll be the first gum chewer with cavities on the unemployment line.

Use "Soft and Dry" anti-perspirant. Gillette hair spray for the dry-look and Pamper for your baby's dry, custom-fitted bottom. The wet head may be out behind with damp armpits and soggy bangs. But that's better than having all your skin fall off.

I gave my cold to Contac and got pneumonia. I came home to the lemony freshness of Fab, and my husband

walked out on me.

His parting shot was, "You never give me Nyquil and tell me to get into bed. The husband on TV gets some rest and he tells his wife he couldn't do without her."

The day before, he walked into the kitchen, started sniffing the mold and mildew and used a whole can of Lysol spray. Did I walk out? I took an Excedrin for my headache, a Repoz for my

nerves and kicked the dog.

FOR A GENUINE slice of life, I used to wait. Marcus Welby speeding to the bedside of an Indian who stubbed his toe doing a rain dance. Close on Welby's hurried trail to the reser-afan was Dr. Kiley on his motorcycle, wearing an anxious frown.

Fadeout: Commercial. A worried mother is taking her child's temperature as she prepares to dose him with Bayer's peach-flavored baby aspirin. She knows darn well her doctor doesn't make house calls, and it's pretty dumb of the kid to get sick on Wednesday.

The contest between waiting for a Welby-type medic to save your life, and knowing in your heart you can't get an appointment with your own doctor for two weeks when the hearse will drop you off at his office, is really depressing.

Many an old maid is munching her way through a case of Certs waiting for some guy to kiss her once. In the meantime, she's putting on 10 pounds a week so she tries Vic Tanny, thinking she'll come out looking like Farrah Fawcett.

Think of all the lonely spinsters in the world going up and down elevators waiting for guys to hand them a can of Alpo. Still others are hanging around laundromats expecting some dingbat to share a box of Tide. And how about the gals hovering around supermarkets till the tall, dark, handsome man they saw on TV comes along to take their Clorox away?

IT MAKES me want to cry. Only I don't know if I should use Puffs to soften the blow or Kleenex. Boutique with the green and yellow flowers that matches my complexion.

What about the young single girl who is considering marriage? What kind of a romantic image does she get out of watching the housewife cleaning her bathroom bowl; unplugging the drain which is stoppered up with coffee grounds, dog hairs, bubble gum and smelly grease; or racing to see if she can beat her TV opponent in the race to mop the filthy kitchen floor with the white tornado?

Let's take the mother-to-be. She sees a smiling maternal type singing away while her kid squeezes the toilet paper and another romping through the woods with her exquisite daughter, both their blond tresses bouncing in the breeze.

A TV mom is going into ecstasy because her genius kid noticed his Spiderman T-shirt smelled Downy fresh and her daughter is screeching, "My socks don't cling." All pregnant boob tube watchers are in for a shock. You'll find to excuse me, I just put Oil of Olay, Ponds Cold Cream and Vaseline Intensive Care on my face and body and slid off my chair. I'll put an ouichee Oramid on, and I'll be right back after the next commercial.

m.m.memos

As I came of age in Girl Scouting when I watched my daughter take her own troop to camp; likewise I feel I've completed the cycle in the matter of piano lessons.

Having listened to many practicing, trekked to many lessons and listened with total involvement to many performances, I was able to be an almost detached bystander when our No. 3 daughter put on a recital for 20 of her young pupils.

Piano lessons have been very much on the scene in our house as the girls grew up. I was one of those kids who wouldn't practice and has lived to regret it, so the opportunity to practice was made available to our children, and all availed themselves of it with greater or lesser prodding.

The time, effort and money invested produced no virtuosity and none were expected. What it did produce was four people who can find their way around the keys, enjoy all kinds of music and have musical understanding that will last all their lives.

As far as I was concerned, that was enough. But we also got a dividend for our investment. One excellent pianist who enjoys playing, accompanying and now teaching, even though she does not plan to make music a career.

And her recital was a fun time, at least for her mother. Her employer at the music store had generously opened it on a Sunday, set up chairs, provided doughnuts and even while rushing about to get ice for the punch I was able to feel the pre-recital tension of teacher, students and parents.

I sat with her teacher in the back of the room as the young pianists and organists (our daughter manages to stay a step ahead on that instrument) went up for their performances.

I can tell when they are nearly through because she says, "my companion said, I found myself trying to pick out the parent of each child, and I could do it often by the way shoulders relaxed as the composition ended."

By MARGARET MILLER



I wondered if they felt the pride I remembered as well as the tension. I was sure they did as I talked to them later while we served the punch.

And I concluded, in a moment of more pride than worry, that the generation gap has its advantages.

AMC reports net gain

The American Motors Corp. has reported net earnings of \$1.6 million, or six cents a share, for the third quarter of fiscal 1977, which ended June 30.

This compares with a net loss of \$3.9 million, equal to 13 cents a share, in the 1976 quarter.

Net sales for the 1977 quarter were \$880 million, compared with \$862 million a year ago.

For the nine months of fiscal 1977, ended June 30, American Motors recorded net earnings of \$3.3 million, or 18 cents a share, on net sales of \$1.7 billion. In the previous year, the company had net earnings of \$1.8 million, or 16 cents a share, on net sales of \$1.6 billion.

Chairman Roy D. Chapin Jr. and President Gerald C. Meyers said that results for the quarter reflect a slight upturn in wholesale unit sales of passenger cars during the spring months, together with record Jeep vehicle sales and profitable operations of AM General Corporation and other non-automotive businesses.

Chapin and Meyers said sales of domestic subcompact and compact cars should gain considerable momentum in the coming months, particularly with the new Concord luxury compact which will be introduced in 1978. Domestic wholesale sales of AMC passenger cars were \$2.594 units in

the fiscal 1977 third quarter, compared with 64,774 the previous year. Through nine months they were 143,665 units, compared with 266,823.

Jeep vehicles, domestic wholesale sales were a record 30,319 units in the third quarter, and a record 83,199 units through nine months.

A year ago they were 21,473 units in the third quarter and 68,906 for nine months.

AM General Corp., which manufactures tactical trucks, postal service delivery vehicles, urban transit buses and special chassis, has gained contracts worth \$276 million since the fiscal year began. The order backlog on June 30 was \$327 million.

Paul Fitzpatrick is on honor's list

Paul Thomas Fitzpatrick, son of Mr. and Mrs. D. J. Fitzpatrick, 3325 Shawassee, Farmington is among the top scholars at David Lipscomb College.

A graduate of Farmington High School, Fitzpatrick is majoring in Bible studies at Lipscomb. He has maintained an average of more than 3.5 during the last quarter and is included on the Dean's Honor Roll.

New Voices

MR. AND MRS. MARK O'LAUGHLIN, (she is the former Frances Engelbrecht of Farmington Hills) announce the birth of a daughter, Brienne May, on July 4, in Evansville, Ind. She joins a sister, Claire, and a brother, Ian, at home in Newburgh, Ind.

The infant's maternal grandparents are Mr. and Mrs. Curt M. Engelbrecht, of Farmington Hills, and her paternal grandparents are Mr. and Mrs. James F. O'Laughlin, of Bloomfield Hills.

MR. AND MRS. ALAN DROZ, of Novi, announce the birth of their son Matthew David, on July 18.

The infant's grandparents are Mr. and Mrs. Morris Clayet, of Margate, Fla., and Mr. and Mrs. Lewis Droz, of Southfield.

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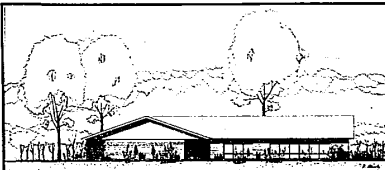
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