

editorial opinion

Carl Stoddard writes

Ready-to-wear fantasy forms from form letter

Do you get mail like this? "Dear Mr. Stoddard," the letter began. "I'm writing to ask you a personal favor."

Wow. The president of a men's wear company was asking a favor of me. Me. And I didn't even know him. But the letter was personalized—they filled in the blanks with my name—and I felt an obligation to read on.

"I'd like you to try—absolutely free and with no obligation to buy—the two pairs of (brand name) Guaranteed Permanent Press Flannel Slacks I'm sending to your address.

"These are the amazing slacks that give you new slacks for any that ever lose their press. You won't believe your eyes. Mr. Stoddard."

That intrigued me. I had never seen a pair of "amazing slacks." Especially flannel amazing slacks.

"You'll like the firm, no-curl (brandname) waistband. The (brandname) nylon zipper that stays up; can't snag, jam or stick. The man size pockets fore and aft. The way they FIT—just right for you in waist, length and hips."

JOYCE KILMER'S praise of trees was nothing compared to the praise they heaped on these amazing flannel slacks. And most amazing of all—these slacks would fit me just right. Incredible. How do they do it?

"Yes! You'll like all this PLUS our GUARANTEE of a full year's normal wear or NEW SLACKS FREE!"

I liked that word free. I liked the one year guarantee, too, but I wondered if it would run out after 12,000 hours of wear.

"Still, I want YOU to be the final

judge," the company president wrote. "Whether you return the slacks or keep them, I'll thank you for the privilege of sending them for you to try free!"

What a nice guy, I thought. "Then after you've tried them, if you decide you WANT them, here's the best news of all: THEIR LOW, UNBELIEVABLY LOW PRICE!"

THE SLACKS. I mean the amazing slacks, were only \$17.95 for two pair. They were touted as "the greatest Flannel Slacks you've ever worn!"

Well, thinking back on it, that wouldn't have been much of a trick. I had never worn great flannel slacks. I'd never worn any flannel slacks. Although I did once have some flannel pajamas.

"All I need is your order form—but I need it FAST! Our supply of these miracle (brandname) PERMANENT PRESS Slacks isn't large, and in these handsome new colors and at this price, they'll go in a hurry!"

THE LETTER ended with this urgent message: "To be sure of yours, better AIRMAIL your free Trial order form TODAY, hadn't you?"

I hadn't and I didn't. Basically, I'm a trusting person. But I dislike the hard sell and I hate exclamation points and capitalizing words.

But they keep sending me these letters. Some place, somewhere, they have my name and address tucked into a computer listing.

I don't know why they have my name. I wonder if it has anything to do with the automatic avocado pitter or the plastic socks I ordered by mail?

From our readers

No racial slur

Editor: Philip H. Power's recent attempted literary assassination of Oakland County Prosecutor L. Brooks Patterson made these points:

1. Patterson is politically ambitious
2. Patterson's recent "no plea bargaining" policy on person's caught carrying a concealed weapon is good, but the state should do the job
3. Patterson's statement that much of Oakland County's crime is caused by Detroiters is a racial slur
4. Patterson serves public opinion, not truth

I CAN UNDERSTAND how much it must grate Mr. Power to see bright neo-liberals getting attention for doing a good job. Power's liberal editorials have shown him to be paranoid in the area of law enforcement.

Perhaps Mr. Power is not accustomed to the intelligence of the average Oakland County resident. These readers are going to begin to question the credibility of writers who attempt to scare out politicians by accusing them of racial motives.

Patterson's statement at the Troy Chamber of Commerce meeting was that in the previous week, nine out of 10 warrants for carrying a concealed

weapon were issued to Detroit residents. Power's attempt to make this a racial slur lacks integrity.

The editor's insinuation that Patterson's every move is political is an insult to the intelligent reader.

THE STOCKHOLDERS of this newspaper should investigate the reasons for the demise of many of this country's newspapers.

Editorials such as Mr. Power's certainly will bring you no new advertisers.

JOHN V. DAVIDSON
Troy

Your ecology calendar

Ecology-minded persons who wish to save cans, bottles or newspapers for recycling may use these facilities:

To prepare glass, thoroughly wash the containers, remove all metal caps and rings from the glass and separate the glass by color.

To prepare cans, clean only. Paper need not be removed.

Newspapers should be tied in bundles with heavy string or rope or secured in heavy paper bags.

• BIRMINGHAM-Daily newspaper pickup with regular trash. Newspapers must be bundled separately.

• BLOOMFIELD TOWNSHIP-Behind the township offices, 4200 Telegraph Road, just south of Long Lake Road. Between 9 a.m. and 1 p.m., Saturdays. Glass and clean cans are collected each week. All aluminum items accepted. Newspapers collected on the last Saturday of each month.

• GROVES ECOLOGY CLUB-Bundled or bagged newspapers and cardboard will be collected from 7 a.m. to 5:30 p.m. Friday and 8 a.m. to 2 p.m. Saturday the second week of each month at the high school's front parking lot.

• LATHRUP VILLAGE-At the Public Services Building, 19101 Twelve Mile Road, adjacent to the

high school. Newspapers are collected 10 a.m.-2 p.m. by volunteers the first Saturday of each month.

• PONTIAC-Oakland County Recycling Center, 550 S. Telegraph, 9 a.m.-4 p.m. every Saturday. Groups bringing in more than 500 lbs. of glass will receive \$10 per ton for glass.

• SOUTHFIELD-In the old city offices, 26000 Berg Road at Ten and One-half Mile, one block east of Telegraph.

• TROY-At the DPW Yard, 4685 Rochester Road, from 9 a.m. to noon on the first and third Saturday of each month.

HENRY M. HIGAN, JR., Co-Publisher
PHILIP H. POWER, Co-Publisher

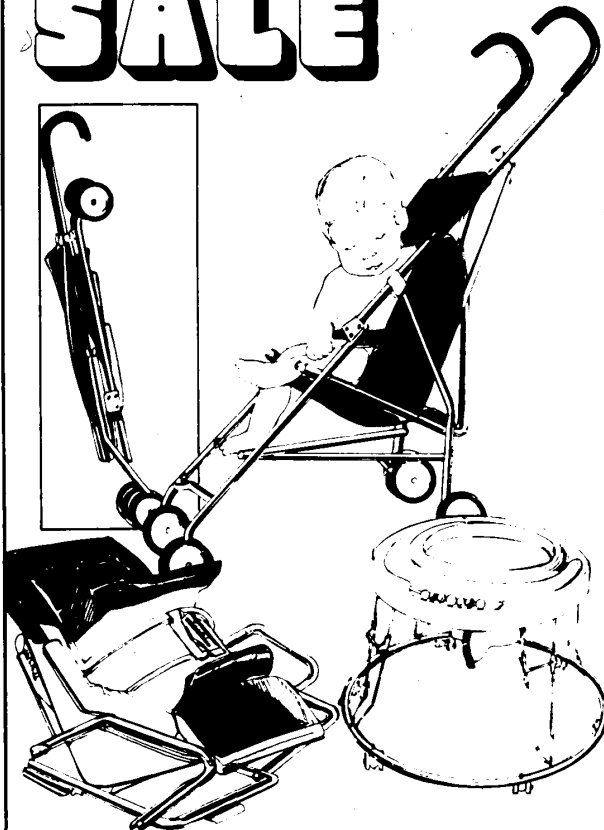
R. T. THOMPSON, Executive Editor
MICHAEL R. MARCELLINO, Editor
CANDACE CROSBY, Newspaper Manager
NICHOLAS SHARKEY, News Editor
WYLIE GERDES, Acting Managing Editor
ARTHUR SHAFER, Marketing Director

Member of
MICHIGAN PRESS ASSOCIATION
SUBURBAN NEWSPAPERS OF AMERICA
NATIONAL NEWSPAPER ASSOCIATION

CROWLEY'S

20% OFF

BABY SALE



\$19.99

UMBROLLERS' COMPACT STROLLER

Regularly \$25. Weighing just 5 lbs., it supports 100 lbs. Folds up like an umbrella and has a wash-clean fabric seat.

\$20.99

BOBBY MAC CAR SEAT

Regularly \$27. Keeps baby safely in place. It has a nylon shoulder harness, leatherette seat with tubular steel frame.

\$9.99

ROUND-ABOUT PLAY/EAT TRAY

Regularly \$13. Of yellow molded plastic it has tray space and colorful play beads to keep baby occupied. Adjustable seat.

\$19.99

SWIVEL WHEEL STROLLER

Regularly \$25. Baby takes a ride. This features a windbreaker, 3-position footrest and handle, basket, safety strap and ball bearing wheels. Marigold/yellow, sassy sea/green.

\$11.99

JR. CAPTAIN'S ROCKING CHAIR

Regularly \$16. Any child will be lulled to sleep in this beautiful black-finished captain's chair with gold detailing.

Manufacturer's Furniture (#63) at all eight stores.

