



"If It Fitz. . ." Is that stomach acid?

By Jim Fitzgerald

Actor George Kennedy tugs in a TV commercial for Tums. He drops a Tums into glass jar, which, he says, contains stomach acid. Where did he get that stomach acid?

My wife asked me that question. I wish she hadn't. I usually try to ignore TV and radio advertising. Whenever they pay attention to those ads, they start me to thinking about things I don't want to think about.

For instance, U.S. News & World Report keeps saying in the radio: "We spare our advertisers unimportant readers." Think about that. The publisher of that magazine is claiming people who don't read it are unimportant. I don't read it.

It's not nice for a big magazine to tell me I'm not important. It's snobbish. Jobs make me angry, and I'd rather not think about them.

The only magazine I read regularly is Newsweek, and when I start at the back and never make it to the front. At the barbershop, I flip through Playboy or Penthouse, but I don't like the clothes — too clinical — and I can't read the words because I can't wear my glasses without getting my eyes cut. Actually, I look at a magazine so I won't have to talk hockey with the barber. I'm afraid I might

let it slip that I think hockey is a stupid game, which could cost me my ears.

I do read every page of at least two newspapers every day, and I read all sorts of paperback books. I don't like to read hardcover books because I feel guilty when I smear chocolate on them. This makes me a slob, but it doesn't make me unimportant.

I'm not saying U.S. News & World Report is a bad magazine, I'm saying I don't read it. There are thousands of magazines I don't read, but U.S. News & World Report is the only one that calls me unimportant. Not only that, it uses me in its advertising, without my permission.

The cost of magazine ads is based on demographics — not only how many people read the magazine, but also how rich they are, or how tweedy. When U.S. News & World Report brags that "we spare our advertisers unimportant readers," it is saying you can run an ad in the magazine without worrying about me reading it. The idea is that if I did read your ad, I would be too dumb or too gabardine to buy what you're selling, so you shouldn't have to waste your money sending your message into my leisure suit.

There is nothing wrong with specialty magazines aimed at special audiences. It makes sense to advertise yachts in Yachting magazine, which is read by yachtsmen, rather than in People magazine, which is read by people. People can't afford yachts, and yachtsmen don't

have time to read People because they're too busy spending two years before the mast, in tweed yard-arms.

But Yachting magazine doesn't go on the radio and call me unimportant, and use my unimportance to lure advertisers. Neither does People magazine. (I read a People magazine once, and on Page 22 I asked my barber if we could go somewhere and play hockey.) I don't see why U.S. News & World Report has to denigrate me in its advertising, and I don't like to think about it.

I also don't like to think about where George Kennedy got the jar of stomach acid to drop Tums in. It seems to me that if stomach acid could be manufactured outside the stomach, it wouldn't be stomach acid. Maybe it would be battery acid. What do I know?

There are laws against false advertising, so Kennedy wouldn't dare say that was stomach acid in the jar if it were really battery acid. And if stomach acid can come from nowhere except a stomach, where did Kennedy get it? How did he get it?

Before he became a Tums salesman, George Kennedy was seen most frequently in disaster movies, and he always survived while all those around him became corpses. I will leave you with that thought. You will think it the next time you see that Tums commercial, and you will realize how easy it was for me to become unimportant.

Onward and Upward.



PUPPET PLAY -- In conjunction with National Library Week last week, all the students at Campbell Elementary viewed the puppet play, "A Fine Mess." The four puppeteers were intermediate students Darla McKee, Jeff Healy, Sally Warju and Terry Leino. The puppet theatre was set up in the intermediate school library.

Candidates back out from forum

A disappointed Jerry Hudson Monday afternoon was forced to cancel his scheduled meet-the-candidates for sheriff night which was to have taken place Monday, April 28, in the Cass City High School gym.

The five candidates for Tuscola county sheriff had been scheduled to appear, but Monday, four of them backed out.

Hudson, of Elmwood Road, Cass City, got the idea for the meet-the-candidates night at a discussion with fellow coffee drinkers at a local restaurant about who was running for sheriff.

No one else wanted to get involved, so Hudson took it upon himself to organize the session. He was going to pay for rental of the gym himself. "I figure it's one civic duty I can handle," he said prior to the cancellation.

Had the program gone over well, he had hoped to organize candidate nights in the Fairgrove, Millington and Kingston areas -- one a month -- prior to the Aug. 5 primary.

Possibly, candidates for other offices would have appeared at the future sessions.

In order to get all the candidates to promise to come to the Cass City meeting, Hudson had to promise they would not have to debate each other.

Each was to have a maximum of 20 minutes to give his background and his plans for the sheriff's department, if elected. They were to then respond to written questions from the audience, directed at a particular candidate. There was to have been no opportunity for them to respond to each other's comments.

That was the plan, but Monday, the plans fell apart.

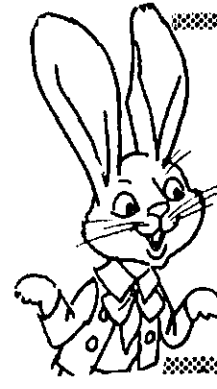
Undersheriff Bruce Tait and Deputy Paul Berry had to attend a law enforcement meeting the same night in Caro. Bernard Lenda, an investigator in the county prosecutor's office, simply said he couldn't make it and Millington Police Chief Herbert Clancy said he wouldn't start campaigning until July

That left only Earl Scott, a Caro truck driver and Independent Party candidate for sheriff four years ago, running this time as a Republican, willing to attend.

Having only one candidate present didn't make much sense, so Hudson cancelled the meeting.

A dispatcher for the Chesapeake and Ohio railroad and part-time farmer, Hudson said he may try to reschedule the candidates' night later, but he had his doubts. At least one of those running for sheriff told him he won't appear on the same platform with other candidates.

"I figured I was doing the right thing," Hudson concluded.



Rabbit Tracks

By John Haire

(And anyone else he can get to help)

This is Tuesday and the temperature as this is written is at least 85 degrees. What a wonderful day. Just bet you a cookie that it will be cold and damp by Saturday. Why? Saturday is the opening of the trout season in Michigan and any fisherman will tell you that it's always horrible then.

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It's easy to get to Chicago. Even if you miss a scheduled flight. The 7:45 a.m. plane pulled out as we pulled in last week.

All that did was delay us the time it took to drive to Metro in Detroit where scads of flights go nearly anytime of the day.

Don't ask me how the scheduled flight from Tri-City was missed. (It was easy, really.)

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The reason for the trip to the Windy City was to see the latest gadgets available to printers and publishers.

I won't bore you with details but within a very few years the prediction here is that this shop and virtually all shops will be composing by laser beam.

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After reading a metro Detroit writer's opinion that Hy's of Canada was a favorite place in all of Chicago to eat, naturally we went there. Naturally, we went without reservations. Naturally, we didn't get in. (What else can you expect from a guy that missed his plane?)

Silver lining department: We went across the street where Dwight Loeding, our press foreman, said that he found the best ribs he had ever tasted.

Sorry, I can't remember the name. (What else can you expect from a guy that missed his plane?)

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Tom Herron never bugs me about free publicity for his business but he's a tiger when it comes to getting projects of the Chamber of Commerce across.

His latest is the garage sale promotion by the Chamber. The trouble is, says the Chamber president, that folks just don't realize the pulling power of garage sales all over the community. It draws crowds and everyone does more business. That's the only reason the Chamber is promoting it . . . it's a service to the community and the Chamber probably will lose money presenting it.

Normal Wear
Chappel's
Men's Wear and
Normal Wear Rental
Phone 872-3431

ARM AUCTION!

Located 3 miles South, 1/4 mile East of Ubyly on Bay City-Forestville Road on:

FRIDAY, APRIL 25

Commencing at 11:00 a.m. Sharp B&C Lunch Wagon on the Grounds

23 mature Holstein cows T.B. and bangs tested, pregnancy checked by local veterinarian. These cows are all from artificial breeding, large and well typed.

TRACTORS: John Deere 4020 gas, power shift, cab, 15.5x38 tires and duals, dual outlets, completely overhauled; John Deere 4020 diesel, wide front, 18.4x34 tires; Super MT diesel, wide front, new tires; John Deere No. 112 riding lawn mower, electric start, electric lift.

EQUIPMENT: Massey Ferguson No. 124 baler w/thrower, hay preserver, used only 2 seasons; Gehl No. 72 flail chopper; International No. 40-4 row planter; New Idea manure spreader; Hay conditioner; John Deere 5 bar side rake on rubber; 4 bar side rake on steel; 2 bale thrower racks on New Holland 8 ton running gears, extended tongues; New bale thrower rack on new 8 ton running gear; Snack rack on John Deere 8 ton running gear; 200 gallon trailer type sprayer; implement trailer; flat rack with grain sides on running gear; John Deere 12 foot tandem disc; John Deere 12 foot harrow; International 20 foot cart harrow, like new; 12 foot weeder; Windpower 25,000 generator, PTO on cart, used once; Jewelry wagon.

MILKING EQUIPMENT: 300 gallon Solar bulk tank w/Copeland compressor; Surge SP 22 vacuum pump; Surge SP 22 vacuum pump; 4 Surge milkers; Step saver w/receiver jar; hose dryer w/80 feet of hose; 2 tote pails, 2 stainless steel strainers.

FEED: Quantity of baled hay and straw; quantity of silage; quantity of ear corn.

MISCELLANEOUS: 20 foot mow conveyor with 1/2 h.p. motor; 16 foot 4 inch auger; fanning mill; snow fence; emery stone; quantity of steel posts; quantity of lumber; heat hauser for D17; fencer; quantity of cylinders; quantity of bags; hay forks, rope; 20 inch barn fan; 40 cow trainers.

Statements made day of sale take preference over printed matter.

NOT RESPONSIBLE FOR ACCIDENTS AT SALE OR STOLEN ITEMS -- ALL SALES FINAL

TERMS: Cash or checks with proper ID. Nothing removed until settled for.

CLERK: Osentoski Auction Service

George and Diane Grifka, owners

AUCTIONEERS: David and Martin Osentoski

Phone Cass City 872-2352 or Bad Axe 269-9303

The Haire Net

A team that loses more than it wins can be successful.

This interesting view was expounded the other day by Roland Pakonen, athletic director at Cass City High School.

It came in answer to a question about the abandoning of junior high football a half dozen years ago and whether the policy contributed to the absence of winners during that time.

No winners during a period when basketball, golf and track produced outstanding teams.

Pakonen said that junior high football forced students who were slower in the growth cycle from the program. Bigger boys physically punished these boys at this stage and they were out of the program before they had a chance to learn if they could play.

He cites the increased numbers of seniors playing as proof. There are twice as many today as there used to be, he points out.

Using this yardstick, the logical extension is to abandon traditional interscholastic competition and substitute an intramural program. That way everyone that

wants to could play.

That won't happen right away of course. But 10 years down the road, who knows?

That may be all that is left. Not because of the numbers participating but because of the cost of it all. At the same time he defended the school's athletic policy, Pakonen said that he could see curtailment of the program in the future because of the energy crisis and the cost.

Maybe we are headed down the same street as the European schools where high school athletic competition is virtually unknown.

It would be another forced adjustment because of world conditions in general and inflation in the United States in particular.

Remember how it was a month ago when Cass City was winning in the state basketball tournament. That was a special time in the community. You didn't have to be a fan or even know anything about the game to be caught up in the excitement.

If this goes by the board, all of us will be the losers. Regardless of the number of players that are participating.

CUSTOM SERVICE

On Do-It-Yourself

EQUIPMENT RENTAL

- Post Hole Digger
- Power Lawn Roller
- Stump Removal

Jim McDonald

Phone 872-3432

Advertise It In The Chronicle.

SPECIAL MEETINGS

Cass City Missionary Church
4449 Koepfgen Road

April 27 - May 6

Sunday

11:00 a.m. and 7:30 P.M.

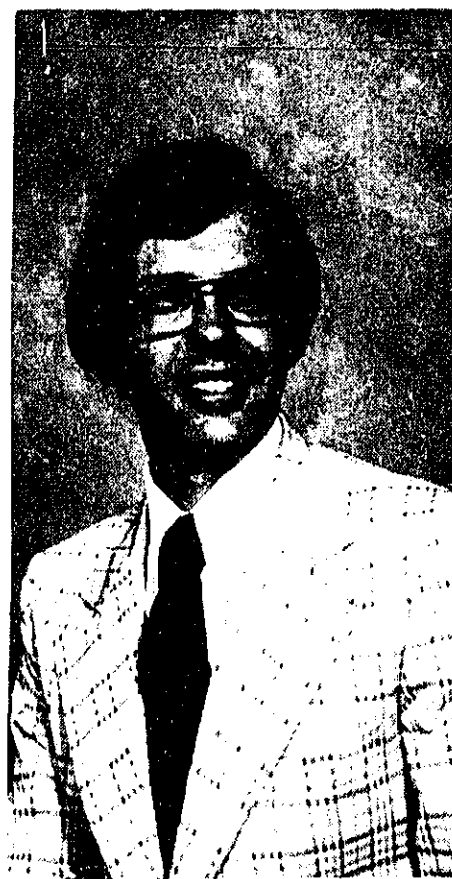
Week Nights

at 7:30 P.M.

Rev.

Jerry Ulrich

Evangelist



Rev. and Mrs. David Burrows
Ministering In Music