



"If It Fitz..."

New stars for beer ads

By Jim Fitzgerald

Now that the election is over, the hottest news in show-biz circles is that ex-congressmen will soon join ex-athletes in TV beer commercials.

The best-known athletes are professional baseball, football and basketball players. While they are playing their sports, they are forbidden by league rule to advertise alcoholic beverages. This is so the nation's youth won't get the impression that the best way to pitch a no-hitter is to go out and drink beer with the boys the night before the big game.

This prohibition doesn't apply to big-league man-

agers and owners, such as Billy Martin and George Steinbrenner. They can accept money for moonlighting beer while still active in their regular jobs. Apparently, there is no harm in the nation's youth believing the joyful consumption of beer helps a manager flash the bunt signal, or helps an owner fire a manager for flashing without a raincoat.

Congressmen are more similar to active athletes than to team managers and owners. Several times a week, congressmen are required to stay awake in a public forum, and they must always be prepared to star in FBI movies. Certainly this nation would be damaged if TV commercials told our youth that the government leaders who perform these important functions frequently close their work days by behaving boisterously in saloons frequented by such questionable characters as Mickey Spillane who, as everyone knows, invented the belted raincoat solely to impede bunt signals.

Obviously, it is good policy that congressmen, the same as athletes, be required to retire before accepting roles in TV commercials advertising beer. The beer most ex-congressmen will huckster is not yet on the market, but insiders report it will be called Alibi Beer.

Such a brand name is a natural because several congressmen, recently retired or expected to retire soon, have blamed booze for making them available for employment in beer commercials. An ex-congressman could be filmed sitting at a bar explaining to Mickey Spillane that Alibi Beer not only refreshes the pal-

ate, but it also cleanses the conscience and absolves all gusto.

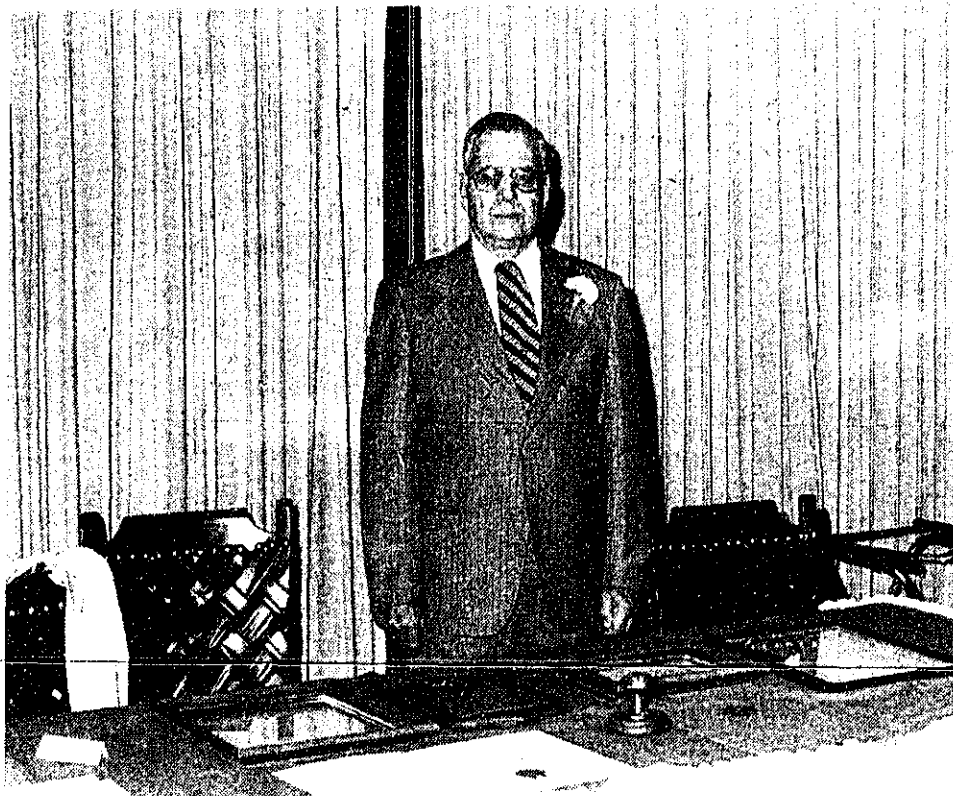
It is probably true that most congressmen drink more whisky and gin than beer, but that shouldn't hurt their chances of retiring into Alibi Beer commercials. Right now, federal regulations forbid the advertising of hard liquor on TV, but federal regulations can be changed by influential lobbyists, most of whom are ex-congressmen.

An enterprising ex-congressman will regard beer commercials as simply the first step toward a more sophisticated career as experienced spokesman for the National Whiskey Association. If used correctly in such a role, an ex-senator with silver hair could become the biggest spokesman in advertising, bigger even than Orson Welles, a circumstance which would have the side benefit of encouraging space travel because there would no longer be room on Earth for the Goodyear blimp to land.

Not incidentally, politicians other than ex-congressmen could be used well in Alibi Beer commercials. For instance, the speaker of the Texas State House of Representatives, Bill Clayton, was recently found innocent of charges he took a \$5,000 bribe. Clayton explained that he accepted the money only because he didn't want to embarrass the alleged briber who offered it only to impress a third person present, who later became an FBI informant. Thus, Clayton used a person for an alibi, not a beer.

Suggested commercial dialog: "I used to use people to absolve my gusto, but now I use Alibi Beer, and all the people around me are new, not used."

Ex-athletes sometimes do athletic things in beer commercials, such as shooting pool balls, so viewers will realize they haven't lost the ability that made them famous enough to sell beer. Similarly, an ex-congressman advertising beer on TV could prove he hasn't lost his touch by stealing something, such as bunt signals from Billy Martin.



RETIRING SHERIFF Hugh Marr was presented with numerous plaques and other mementoes at his retirement dinner Friday, some of which are on the table in front of him. He has been sheriff since 1963.

200 fete Sheriff Marr at retirement dinner

About 200 persons paid tribute Friday evening to retiring Tuscola County Sheriff Hugh Marr.

The testimonial dinner, held at Sherwood on the Hill in Gagetown, was organized by women office employees in the department.

Marr, who has been sheriff longer than anyone in county history, since 1963, retires Jan. 1.

Among those presenting greetings were Bernard Grysen, executive director of the Michigan Sheriffs' Association, Robert Russell of the Michigan Department of Corrections, Capt. Lawrence Miller of the Michigan State Police, Sanilac County sheriff Ross Dundas and Huron County Sheriff Richard Stokan.

Commendations from the state legislature were presented by Sen. Alvin DeGrow and Rep. Loren Armbruster.

Cass City Police Chief

Gene Wilson spoke in behalf of Tuscola county police chiefs.

Elwood Sharp presented Marr with a lifetime membership in the Tuscola County Sheriff's Posse. Paul Nagy, chairman of the Tuscola County Board of Commissioners, gave him a plaque.

Appreciation by the department staff was expressed by Undersheriff Bruce Tait, who presented the county's top law officer with a plaque.

Some of the proceeds from ticket sales were used to purchase Marr a gold watch, which was presented by Detective Larry Walker of the sheriff's department.

Tuscola County Advertiser publisher Rudy Petzold presented "greetings from the people."

Master of ceremonies was County Commissioner Ken Kennedy of Millington.

Invocation was given by Rev. William Most, chaplain of the Michigan Sheriffs' Association. Rev. Robert Lazar gave the benediction.

Marr, in his brief remarks, said the credit for what had been achieved during his time in office should go to the personnel in his department, not to himself. "I think the party should have been for you people, not for me."

He reminisced that when he first became sheriff, the department was one big happy family. "I think of the years, how happy we were."

But with the coming of the union representing the staff, "Sometimes I think the union took the dedication out of it."

A widower, Marr introduced his daughter and son and their families.

He ended his brief remarks with a plea that after the divisive campaign to pick his successor, "I hope the department gets back together. I hope things heal up so the people get what they pay for."

\$250 chain saw stolen

Susan James of 3175 Cemetery Road, Kingston, reported to the sheriff's department Friday that the chain saw belonging to her husband, Dennis, was stolen the previous day.

Valued at \$250, it had been sitting outside on a picnic table when taken.

Lloyd Bryant of 6392 Houghton Street told Cass City police last Thursday that someone shot a BB into his picture window Halloween night, Oct. 31.

The BB remained lodged in the glass. The window was

valued at an estimated \$200. Fritz Neitzel of 6327 Houghton Street reported to police the evening of Oct. 31 that someone broke the lower window in his front storm door. Loss was put at \$25.

George E. Lynch of 6894 Garfield Street reported to police at 5:20 p.m. Sunday that neighbors had shot two holes in his front picture window with a BB gun.

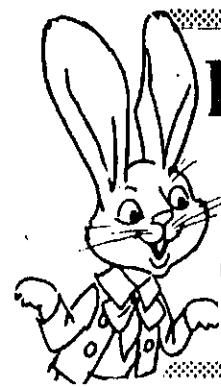
The neighbors were advised by police there is a village ordinance prohibiting discharge of an air gun within the village limits. The

neighbors and Lynch agreed to work out reimbursement themselves and with their insurance companies.

Police arrested Scott R. Ackerman, 23, of 4677 Kennebec Drive, last Wednesday on a warrant charging him with larceny under \$100.

He is charged with attempting to walk out of Coach Light Pharmacy Nov. 3 with a magazine without paying for it.

He was taken to the county jail, where he was later released on bond, pending appearance in district court.



Rabbit tracks

By John Haire

(And anyone else he can get to help)

Ohio residents don't know how lucky they have it. On a week-end trip to Cleveland I stopped before entering the Ohio Turnpike, a toll road, to fill up with gas. To my surprise it was \$1.199 for no-lead.

A real bargain, I figured. Wrong again. When I got to Cleveland, no-lead was selling for as little as \$1.129. They tell me much of the difference between the price in Michigan and Ohio is the tax.

As usual the Chronicle wants a picture of the first hunter with a buck who reports in. We'll take a picture, too, of a buck with an extra big rack or some other unusual characteristic. All successful hunters will be listed in our annual "Buck Luck" column.

I should have known it. When I talked about the weather in this column of trivia last week it was almost inevitable that I would hear from readers in the "good weather" states. Mr. and Mrs. John Garety penned a note telling that the weather was 40 degrees in the morning and 80 degrees in the afternoon in Arivaca, Arizona.

The note didn't ruin my day but it could have... except that the Garety's also said, "We enjoy the Cass City paper here." That's music to any writer's ears.

After only 8 of 21 bus tires sold by bid Monday, Board President Geraldine Priekorn suggested that a garage sale be held to disperse some of the surplus items about the school.

The board president was speaking half in jest, but there could be valuable items that she is unaware of.

Principal Bob Stickle said that several of the desks used in the Intermediate School are probably worth more than the school paid for them. The reason? They qualify as antiques. I've seen desks just like them in antique shops, he explained.

There was gambling at the school board meeting Monday and I was part of it. Bids by two bidders for a used bus tire were identical and the board decided to flip a coin to see which bid was to be accepted.

I was the flipper and Joe Viney was the winner when heads appeared on the coin.

Christmas decorations will be up on Main Street earlier than ever before this season. The village acted after hearing a request by Cass City Retail Committee.

There are two reasons for the early start. One is that merchants feel they should be up before Thanksgiving and the other is that the time between Thanksgiving and Christmas is shorter this year than usual.

Square dance Saturday

The Rocking Eights Square Dance Club will hold a dance Saturday at the Sacred Heart School on Frank Street in Caro.

Caller will be Jay Elum-baugh.

A potluck meal will be served after the dance. All members are to bring a dish to pass.

All square dancers are welcome. Anyone who would like to watch is also welcome.

Correction

The parents of Chenoa Maxwell and Von Mulligan, shown in a photograph in last week's Chronicle, are Alfred and Cheryl Maxwell. The last name of the parents was incorrectly reported last week.

I WANT TO THANK ALL THE VOTERS OF NOVESTA TOWNSHIP

That voted for me in the general election. I count you as friends, as you did not believe all the false rumors that were told and trusted in me.

HENRY ROCK

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GOODYEAR

The Haire Net



When times are booming and it's "let the good times roll" we all tend to swim along on the crest.

It's not until we start to pinch a little that we turn our attention to doing the things that we should have been doing all along.

Providing jobs through expansion is one of them.

Not that we've been doing nothing at all you understand.

Our industrial park is as fine an industrial site as any available. Our development corporation has been functioning.

Working in our favor are the steps taken to make the community a nicer place to live for us already here. The expansion of the park and the hospital. The new subdivisions and the updating of our schools. All are positive plus factors.

What's been lacking is a sense of urgency. Everyone may not have been working, everyone may not have been succeeding in business but generally things were pretty good for most of us.

The current slump in Michigan changed that. Cass City, along with the rest of Michigan, has suffered lay-offs and now the need for more job opportunities is real again.

The movers and shakers are again asking what can be done to help Cass City help itself.

It recalls the days before Walbro and General Cable moved in. Persons went all

out to secure industry then. We're not as concerned now. The need is not yet as great. But it's acute enough so that there's a concentrated effort to get the plant parade moving in our direction again.

The need would be even more urgent if the Thumb didn't enjoy a diversified economy. The good year that farmers in the area are experiencing helps cushion the effects of reduced employment in the plants.

Given the increased awareness of the need and the product we have to sell it will be surprising if new plants don't locate here.

There's a trend to move small plants from urban areas and the problems associated with them. That's to our advantage. When we try to compete with a neighboring state chances are we may be at a marked disadvantage.

Taxes in Michigan are generally higher, especially the unwieldy unemployment compensation tax, than they are elsewhere.

So if we prosper it may well be that we will do so at the expense of our neighbors within the state.

It would be nice if the people at Lansing would finally move to correct the tax inequities in the system.

But if we waited for that to promote Cass City chances are that it would do none of us reading this any good.

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• Includes 6 lb. wood-splitter with 32" handle and 4 lb. wedge
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SAVE 10.00!

Push Button LATCH

Reg. 1.00

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• Aluminum finish 228 452/V333(1-10)

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Aluminum

KNOB LATCH

For outswinging doors.

7/8" to 1-1/8" thick

208 135/V777(1-10)

207 289/V666(1-10)

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