HAIL TO THE COMMERCIALS

- by Roger Sanders

During : most of the television programs on today, there is a brief interlude called a commerical. Now that's just fine and dandy if you like to see someone with an upset stomach or a throbbing headache, or if you like to look at a woman lathering with a substance which is certainly not soap.

One of the meritorious qualities of commercials is the fact that they give us just enough time to get a glass of water or to do some things which I will refrain from mentioning Many here. commercials are even fun to witness. However, some commercials degrade the actors in them. For instance, there is this boy who splashes one through muddy water just to tell his mother that he had twenty per cent (20%) fewer cavities. Then the announcer tells us that the toothpaste he used to obtain this staggering percentage "... has been shown to be an effective decay preventive dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care." Many commercials are absolutely ridiculous. Nowadays women can have a viant in their washing machine by using this certain detergent which is power-packed with action. However, about the only time he makes his presence known is to scare the living daylights

out of

the neighbors. Another thing that women are tickled over ia a "living bra." myself, I'd be AS for afraid to wear one, but then again I don't guess it would serve its purpose on me anyway.

Well, I reckon I have beefed enough about the "one-minute spectaculars," but let me leave this thought with you: if you feel tired, run'down, listless, and don't know which way to turn, the cause may be attributed to. the fact that you have been watching too many television commercials just as I have.

APRIL BIRTHDAYS

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