soft drink.

Chrm. Fred Turner, **McDonald's Corporation,** One McDonald's Plaza, Oak Brook, IL 60521, Phone 312-575-3000, McDonald's fast food.

Chrm. Joseph D. Williams, **Warner-Lambert Company,** 201 Tabor Road, Morris Plains, NJ 07950, **TOLL FREE: 1-800-223-0182**, Benadryl, Certs breath mints, Dentyne chewing gum, Listermint mouthwash, Trident chewing gum.

Chrm. Taiji Fukuda, **Mitsubishi Motor Sales of America,** P.O. Box 6400, Cypress, CA 90630, Phone 212-605-2000, Mitsubishi products, Petroleum, steel, textiles, etc.

Noxell, Bristol-Myers support ABC series with moral values

The fact that characters make decisions based on clear-cut moral values is one of the things viewers like best about ABC's FAMILY MATTERS. *TV Guide* points out, "While most of the 24 new network shows that premiered last fall have faded or died, FAMILY MATTERS...has been quietly thriving."

Reginald VelJohnson, who stars as the sitcom father, explained the show's surprising success: "I guess it's because at a time when families are struggling, having problems and communicating badly, our show depicts parents who are understanding and who talk to their kids."

The January 26 episode was typical: **no** profanity (rare these days, even in "family" shows), and a plot that created tension between family members. Eddie, the son, has a friend who—without Eddie's knowledge—prints a fake report card for Eddie and mails it to his parents. Eddie gets all As! When Eddie discovers the truth, and learns his true grades are four Cs and two Bs, he is in agony because he knows how disappointed his father will be. But he tells the truth. Dad, in turn, expresses pride in the son for being truthful.

Will prime-time's sleaze kings ever learn that a series based on moral values, well-written and well-acted, will be a ratings winner?

Among the advertisers on this episode were: Chrm. Richard L. Gelb, **Bristol-Myers Squibb Company,** 345 Park Avenue, New York, NY 10154, **TOLL FREE: 1-800-344-3177**, Clairol hair products, Drano drain opener, Excedrin pain medication, Windex glass cleaner.

Chrm. George L. Bunting, Jr., **Noxell Corporation,** 11050 York Road, Hunt Valley, MD 21030, **TOLL FREE: 1-800-638-6204**, Clarion cosmetics, Cover Girl cosmetics, Noxzema skin cream, Raintree skin cream.

Choose Life
The Winning Curriculum
FROM TRINITY BIBLE STUDIES
1-800-848-2131

J&J, PM/General Foods help NBC premiere sex sitcom series

NBC's CITY sitcom debuted January 29 with an episode written by Paul Haggis and produced by Stephen C. Grossman. The opening features Liz (mother) and Penny (daughter) discussing what Penny's going to do with her life after college. Mom suggests they share the apartment and be "girl friends."

Penny proceeds to feed Mom a fictitious tale about how she met a married man (can't recall his name) in a hotel lobby and wants to invite him home to have sex. The ruse continues throughout the 30-minute plot before Penny tells her mother it's a trick just to see how mom ("girl friend") will react.

At work, Liz's co-workers are obsessed with her sex life (or lack thereof). For example, as she leaves the office, Chuck remarks, "Hope you score tonight!"

"I wasn't going to do it," Liz replies, "but for you, Chuck, I will have sex with someone!"

Roger, another co-worker, advises her that she's cranky because she is in such great need of sex. These illicit sex jokes are couched in a weak plot about bodies bulldozed out of a cemetery.

Advertisers included: Chrm. Ralph S. Larsen, Johnson & Johnson, One Johnson & Johnson Plaza, New Brunswick, NJ 08933, **TOLL FREE: 1-800-526-3967**, Band-Aid adhesive bandages, Medipren, Shower to Shower body powder, Tylenol pain medicine.

Chrm. Hamish Maxwell, Philip Morris, Incorporated, 120 Park Avenue, New York, NY 10017, **TOLL FREE: 1-800-431-1003**, General Foods products, Kraft food products, Parkay margarine, Seven Seas dressing.

Lever Bros., Toyota put ads on movie with clergy caricature

ABC aired RICH MEN, SINGLE WOMEN on January 29. The movie's premise is totally hedonistic, lifting up people who use and deceive others to get what they want. The heroines (Susan, Paige and Tory) devise a plan of deceit to snag rich men for marriage—within 60 days. They move into a $7 million Malibu mansion which Susan, a realtor, is trying to sell. (Susan **alone** has permission to stay there for two months.) They do indeed meet and mingle with the wealthy.

They themselves host an extravagant party, but unfortunately, Susan's boss brings potential buyers to see the mansion during the party—at which time Paige's "date" for the evening proceeds to stroll naked among the party guests.

The realty clients are Rev. and Mrs. Brackley, a prime-time caricature of the clergy, complete with syrupy Southern accent. Mrs. Brackley remarks, "You know, I have heard **so** much about Malibu. It's practically Sodom and Gomorrah!"

"That's why they need us, darlin'," sneers the reverend. The Brackleys, though minor characters, are clearly and intentionally drawn as simple-minded, self-indulging, questionable characters.

Added to this are excessive profanity and occasional implied illicit sex (including the women's discussions about their new lovers).

Advertisers included: Pres. Y. Togo, **Toyota Motor Sales,** Post Office Box 2991, Torrance, CA 90509, **TOLL FREE: 1-800-468-6968**, Lexus automobiles, Toyota motor vehicles.

Chrm. Morris Tabaksblat, **Lever Brothers,** 390 Park Avenue, New York, NY 10022, **TOLL FREE: 1-800-223-0392**, Caress soap, Country Crock butter, Q-tips, Snuggle fabric softener, Surf detergent, Vaseline products.

Warner-Lambert, McDonald's ads on ABC priest show

ABC's FATHER DOWLING MYSTERIES offers an interesting look at the priesthood. While Fr. Dowling is the series hero, he and his detective sidekick (Sister Stephanie) leave one wondering just what a clergyman is expected to do. Barry Steinberg was producer of all three episodes reviewed below.

On January 11, the show opens with scantily-clad dancers in a nude bar. The dancer later comes to confession, and the same night dies in her car of exhaust fumes. Priest and nun set out to prove the death was not suicide; along the way they break into the dead woman's home, and, without permission, snoop around her dressing room at the bar. More nude bar scenes round out the hour.

On January 18, the good priest and nun hide a fugitive from the law (Sr. Stephanie's teenage brother who is, in all fairness, being framed by a crooked cop). This time, the nun ransacks a reporter's desk and the two super sleuths "investigate" and uncover a diamond smuggling operation.

In the January 25 installment, Fr. Dowling prays in the church in the opening scene, then proceeds again to leave the parish behind to get involved in police work, this time uncovering a crooked judge. Priest and nun go undercover to play a mob character and his woman. They interrogate a bartender, a judge, a DA's widow, etc. Always, they are smarter than the cops!

Fr. Dowling rarely appears at the church except for meals at the rectory. As for his parishioners, they clearly have little need of a spiritual leader.

Advertising on all three episodes were: Chrm. Fred Turner, **McDonald's Corporation,** One McDonald's Plaza, Oak Brook, IL 60521, Phone 312-575-3000, McDonald's fast food.

Chrm. Joseph D. Williams, **Warner-Lambert Company,** 201 Tabor Road, Morris Plains, NJ 07950, **TOLL FREE: 1-800-223-0182**, Benylin cough syrup, Dentyne chewing gum, Listerine mouthwash, Lubriderm Lotion, Rolaids antacid.

Campbell, GM, CBS degrade Christians

PAIR OF ACES, CBS's January 14 movie, had characters identified as Christians whose behavior represent everything but Christian principles. The story was written by Bud Shrake and Gary Cartwright and produced by Aaron Lipstadt and Cyrus Yavneh.

Capt. Rip Metcalf, the movie's hero, has his illicit lover Rose. He also presides and teaches—as if he were pastor—in a country church where he tells one man, "Take that d--n hat off in church!"

The other "Christian" is Bubba, a teenage football superstar portrayed as a religious fanatic who says angels of God told him to murder six teenage girls.

Advertisers included: Chrm. Robert J. Vlasic, **Campbell Soup Company**, Campbell Place, Camden, NJ 08101, Phone 609-342-4800, Franco-American foods, Mrs. Paul's frozen foods., Pepperidge Farm foods, Swanson prepared foods.

John O. Grettenberger (G.M.), **General Motors Corp.**, Cadillac Motor Div., 2860 Clark Avenue, Detroit, MI 48232, Phone 313-554-5144, Cadillac automobiles.

Lever Bros., Ford place ads on series obsessed with sex

The January 30 episode of THIRTYSOMETHING (ABC) suggests that everyone above age 15 is obsessed with sex day and night. Richard Kramer produced the Liberty Godshall script.

The opening scene features Michael Stedman coming home early to have sex with his wife Hope. They're trying to have a baby. A few days later, they are both discussing with friends whether or not they really love each other.

Other sex-heavy scenes include: Michael and Gary, also a series regular, discussing how often Gary had sex when they were teens. Gary is ecstatic with anticipation of the coming birth of his child to his lover; when friends suggest marriage, he counters, "Why should we ruin what we have with marriage?" (The show's weekly title frame shots include Gary in bed with another woman.)

Hope and two friends discuss sex as they shop for skimpy lace underwear with holes cut in strategic places. In another scene, Hope and Nancy, in a cafeteria line, discuss the weirdest places they ever had sex.

Hope drives Laura, the Stedmans' 16-year-old babysitter, to meet Jerome, whom she has dated about a month. Jerome's teenage buddy makes a pass at Hope.

Hope awakens in the middle of the night to find Laura and Jerome having sex in the Stedmans' living room. When she confronts Laura the next day, Laura pouts, "We used a condom."

Advertisers included: Chrm. Morris Tabaksblat, **Lever Brothers,** 390 Park Avenue, New York, NY 10022, **TOLL FREE: 1-800-223-0392**, Caress soap, Dove soap, I Can't Believe It's Not Butter, Mrs. Butterworth's syrup, Pond's skin cream.

V.P. Thomas J. Wagner, **Ford Division,** 300 Renaissance Center, Detroit, MI 48243, Phone 313-568-7500, Ford motor vehicles.

Pillsbury ads on show with strong pro-life character

A major character on ABC's CHINA BEACH series took a strong pro-life stand in the January 31 episode. The Carol Flint script was produced by Geno Escarrega, Fred Gerber and Mimi Leder. Nurse McMurphy, played by Dana Delaney, counsels with Holly, a Red Cross staffer pregnant by a soldier she'd just met. The women are stationed in Vietnam during the 1960s.

Holly insists, "I can't have this baby. I decided. Not now!"

McMurphy encourages her to consider offering the child for adoption.

"I don't want to have the baby.... It's my life," Holly continues.

"You can't just get rid of it," the nurse persists.

"I'm not," explains Holly. "I'm making a decision...." Holly continues with a monologue on the atrocities of the war, then concludes, "This war will be stuck to us."

"If you kill this baby," says McMurphy, "**that** will always be stuck to you!"

"No sweat," says Holly.

Aided by a prostitute, Holly has an abortion anyway. Still, the program featured prime-time's strongest pro-life statement by any series star to date.

Advertisers included: Chrm. S. Daniel Abraham, **Thompson Medical Company,** 919 3rd Avenue, New York, NY 10022, **TOLL FREE: 1-800-223-1248**, Aspercreme analgesic creme rub, Cortizone 5 itch medicine, Fiber Full tablet, Slimfast diet aid.

Chrm. Ian A. Martin, **The Pillsbury Company,** 200 S. 6th Street, Minneapolis, MN 55402, **TOLL FREE: 1-800-328-4466**, Burger King restaurants, Green Giant food products, Haagen—Dazs ice cream, Pillsbury mixes.

GM, PM/General Foods ads on sleazy sitcom

DOCTOR, DOCTOR on CBS relies primarily on illicit and perverted sex jokes for its "plot" development. The January 15 episode was written by David Blum and Terri Minski. This episode included Dr. Stratford seeing a fortune teller whose crystal ball reveals to her that his "love life is pathetic," and that he has a thing for a blonde lady doctor (describing one of his partners).

The 30-minute sitcom catalogued a bestiality joke, a male genital joke, an excretory joke, a sex doll joke and an illicit sex joke; this is typical of the series with one exception—the show often features Dr. Stratford's homosexual brother.

Advertisers included: Chrm. Roger B. Smith, **General Motors Corporation,** 3044 W. Grand Blvd., Detroit, MI 48202, Phone 313-556-5000, AC-Delco auto parts, Buick automobiles, Mr. Goodwrench service, Oldsmobile automobiles.

Chrm. Hamish Maxwell, **Philip Morris, Incorporated,** 120 Park Avenue, New York, NY 10017, **TOLL FREE: 1-800-431-1003**, General Foods products, Kraft food products, Minute Rice, Oscar Mayer meats, Post cereals.

Pepsi, Sears help NBC debut sitcom

The January 18 debut of GRAND (NBC) was, in reality, less than grand. The opening scenes are typical: Janice empties frozen juice into a pitcher and slurps the remainder from the can. (First laugh track.) She lights a cigarette, puffs and coughs. (Second laugh track.) She asks Etta, her unhappy teenager, if her classmates are making fun of her again. (Third laugh track.) She persists, "Did those snots call you a fatso-bimbo!?" (Fourth laugh track.)

The plot continues this level of "humor" with tenacity. Janice, whose husband Eddie disappeared three years earlier, cleans houses for a living. A cop comes into her one-room trailer to say he loves her and propose quick sex. Later in the show, hubby shows up and asks for a divorce so he can remarry.

Janice's clients include the elderly Mr. Weldon, who purchases a skimpy, see-through "uniform" for Janice to wear when cleaning. One scene has Janice pull a partially-chewed sandwich from her mouth