Clorox, Lever support family sitcom when coach trades daughter to star quarterback

"Contemptible" and "reprehensible" are words *Arkansas Gazette* writer Paul Johnson uses to describe ABC's JUST THE TEN OF US. The September 29 episode, produced by Henry Johnson, Rich Reinhart and Nick Lerose, makes a good case for his critique. In the teaser, Coach Lubbock's young son calls him "lardbutt." Coach joins the profanity, demanding of a priest, "What the he-- are you doing?"

Lubbock, coach at a Catholic high school, persuades one of his over-sexed daughters to go out with his quarterback. Johnson stated, "...as long as the QB didn't have a buxom blond bimbo to relax his tensions, he couldn't keep his concentration during the football games.... The daughter, of course, is depicted as tall, blond, stupid...and ready for sex every waking moment." Coach makes his other three teens do homework while he helps the sex pot sneak out to satisfy his star. When his wife accuses, "You pimped your daughter!" he admits it—in a context to allow more teen sex jokes.

The four girls are depicted doing this cheer: "Father, Son and Holy Ghost! Kick that ball between the posts!"

In another scene, after a big victory, his wife (also a dumb blond) sprints happily up the stairs in her nightgown, laden down with junk food to celebrate with her victorious hubby. One of the daughters remarks sarcastically that mom will probably be pregnant again before the snacks are gone.

Advertisers who thought this sick "humor" appropriate for family viewing included: Chrm. C.R. Weaver, **The Clorox Company,** Post Office Box 24305, Oakland, CA 94623, Clorox 2, Fresh Step cat litter, Kingsford charcoal, Liquid-Plumr drain opener, Soft Scrub cleanser, Tilex cleaner.

Chrm. Morris Tabaksblat, **Lever Brothers,** 390 Park Avenue, New York, NY 10022, Aim toothpaste, Ragu' foods, Shield soap, Snuggle fabric softener, Surf detergent, Wisk detergent.

Mennen, Kellogg ads on CBS's sitcom with frontal female nudity

A woman's breasts are fully exposed in the September 18 debut of THE PEOPLE NEXT DOOR, a CBS sitcom. The ludicrous premise of the series centers around Walter, a cartoonist whose imagination comes to life. Hence the set-up for a wedding scene, in which Walter imagines one of his bride's attendants nude—and, of course, her dress and underclothes are whisked away on screen.

Other crudities include a scene in which Abby, the bride-to-be, enters the room where Walter is hanging a moose head on the wall. "Here it is our wedding day," she observes, "and you're screwing a pair of antlers!"

"It's nothing," he responds. "They're practically screwing themselves!"

One especially ugly theme centers around the character of Aunt Sissie (Abby's sister) who repeatedly mocks and ridicules Walter's daughter Aurora, about six years old, for having an overbite.

Advertisers who helped bring this perverse new family to prime-time include: Chrm. L. Donald Horne, **The Mennen Company,** Hanover Avenue, Morristown, NJ 07960, Afta after shave lotion, Baby Magic shampoo, Hawk cologne, Lady Speed Dry deodorant, Skin Bracer toiletries, Speed-Stick deodorant.

Chrm. William E. LaMothe, **Kellogg Company,** One Kellogg Square PO Box 3599, Battle Creek, MI 49016, Apple Jacks cereal, Corn Flakes cereal, Mini Wheats cereal, Mrs. Smith's Pies, Product 19 cereal.

Kellogg, RJR Nabisco advertise on NBC show discrediting evangelist

Though he never appears as a character on screen, TV evangelist Billy Bob Thomas is viciously attacked by the "sane" and "rational" characters of NBC's LA LAW on a September 14 rerun. It was a typical network caricature of the clergy: Rev. Thomas is clearly a fraud. Writers were Terry Louise Fisher and David E. Kelley; producer was Scott Goldstein.

A wealthy woman who retains the LA LAW law firm wills $30 million to Rev. Thomas. Pushed by her greedy, adult children, her enlightened attorney (LA LAW's Stuart Markowitz) talks her out of giving her millions to a "pulpit thumper."

She then employs another lawyer, wills the money to Markowitz and dies. In a bizarre scene, the attorneys on both sides of the debate engage in a battle of verbal insults and literal physical assaults. The lawyers—professionals to the core—call each other crude names and toss around more profanity than would be heard in a barroom brawl—all in order to slander an unseen, unheard preacher.

Advertisers included: Chrm. William E. LaMothe, **Kellogg Company,** One Kellogg Square PO Box 3599, Battle Creek, MI 49016, Crispix party mix, Just Right cereal, Nutri-Grain cereal, Rice Krispies cereal, Salada decaffeinated tea.

Chrm. J. Paul Sticht, **RJR Nabisco,** Post Office Box 105642, Atlanta, GA 30348, Bubble Yum chewing gum, Fig Newtons, Life Savers candy, Morton's frozen foods.

McDonald's Monsanto on anti-Christian ABC episode

The September 6 episode of ABC's CHINA BEACH tells of Lt. Colleen McMurphy, an Army nurse in Vietnam in the '60s, and her return to Kansas for her father's funeral. It was a poignant picture of McMurphy struggling to deal with the death.

On the negative side, however, is a long scene in which McMurphy and her brother Brandon return to the cemetery after the funeral. During this time, they pass a bottle of booze back and forth between them, and Colleen climbs up on a marker which supports a six-foot cross. This conversation then occurs:

COLLEEN (irreverently, draping her arms over the horizontal cross piece): And God so loved the world that he gave us his only begotten son—

BRANDON (mocking, reeling about drunkenly): Have mercy!

C: —that we might live on into eternity!

B: Say it again!

C: "I am the resurrection and the life," he said.

B: That's what he said!

C: "He who believeth in me shall never die!"

B: Hallelujah, Honey!!

C: All the boys whose names I can't remember—the ones without arms and legs and testicles...I want them back!

Colleen, apparently drunk, then falls to the ground flat on her back. As Brandon tries to help her up, she giggles, "I've fallen from grace!" She then dives into the flowers on her father's grave, digging into the fresh dirt.

"You really are drunk, aren't you?" Brandon asks.

"I wish I was," says Colleen, suddenly alert. "I'm cold sober." And indeed she appears so, as if her desecration of the cross a few minutes earlier had been either tasteless contempt or calculated sacrilege.

Advertisers included: Chrm. Fred Turner, **McDonald's Corporation,** One McDonald's Plaza, Oak Brook, IL 60521, McDonald's fast food.

Chrm. Richard J. Mahoney, **Monsanto Company,** 800 N. Lindbergh Blvd., St. Louis, MO 63167, Equal sweetener, Metamucil laxative, NutraSweet, Wear Dated carpet.

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— Don Wildmon

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In a recent interview aired on Dr. James Dobson's "Family News in Focus", Guild founder Ken Bliss stated, "These charter members will set us up so that we can be a viable influence. Instead of Hollywood just influencing the church in America, all of a sudden, the church will be influencing Hollywood... unless Christians band together in a guild of this nature... it will never happen!" You can be a part of this influence by joining the guild today.

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