

attention!!

We stare at the television like zombies. If someone comes into the room, they might think my roommate and I have been hypnotized. After following our blank stares, however, they will soon see that our gazes are not induced by a hypnotist. Instead, it is the black and white visions before us that have entranced us.

These visions are not of a canned laughter sitcom, nor of a national geographic special. No, not even some devastating news brief. What my roommate and I are watching with so much fervor are the incredible commercials that appear on the T.V. screen after every ten minutes of "real" programming.

I use incredible because of the outrageous extent to which advertisers go to gain the interest of the average television viewer. Never again will we see the honest "buy-our-product-because-it's-good" advertisement. Now, there are only commercials with one intent: sell, sell, sell — no matter how it's done. Proof of this can be seen in the outlandish ploys that several of the advertisers have resorted to.

Instead of selling the country's produce with the honesty of nature, we can find our raisins merrily dancing into an enormous box, singing about grapevines as though they actually did hear something of interest while waiting to be chosen by the best raisin company.

And now our produce is being used to sell everything from dishwashing soap to peanuts. Yes, you too can have a joyous lemon assist you with the dishes, or maybe you would prefer a peanut complete with top hat, cane and monocle to help you choose which peanuts you need for your next party.

Animal commercials have become increasingly popular within the last few years. Now we can see dogs so excited about their kibbles having

gravy, that they actually forget about their bad breath — which other dogs are terribly concerned about. And let's not forget that amazing chef and his knack for doggy dining. It's commercials like these that make us wish for the little covered wagon racing into the cabinet with a dog close behind.

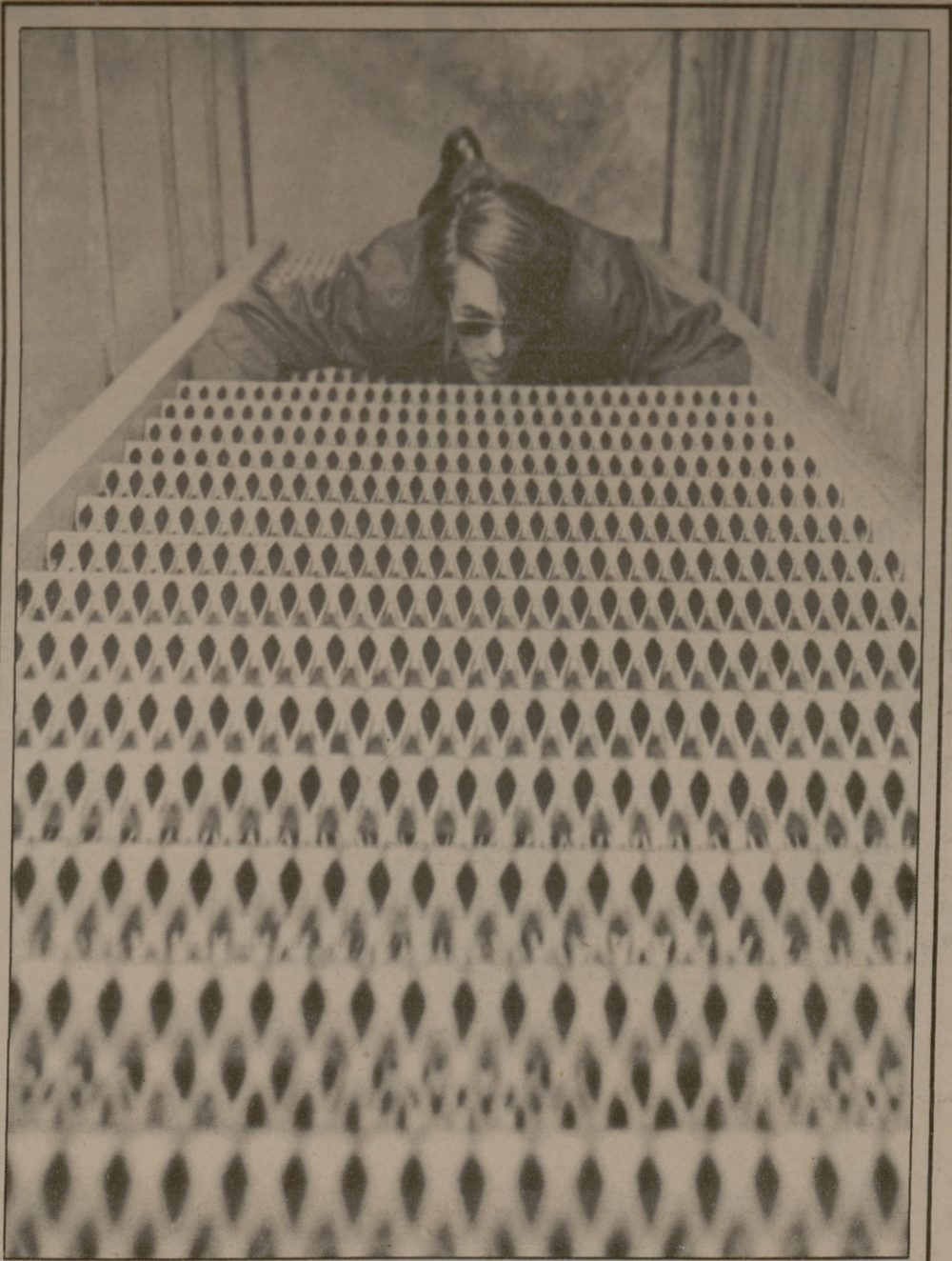
We mustn't fail to remember all the notorious cat commercials, the most popular being the ones featuring the belated Morris. Everyone knows he died, yet his voice, name and pseudo-self still live. Maybe that company should be a little more finicky in choosing which ads they're going to use. We all know Morris doesn't really have nine lives, but someone is obviously trying to convince us that he does.

And we can't forget the kitty cat who craves for his cat food, I've never known any feline to be so excited over a cat food named after a verb. Yet this cat eats like he hasn't seen food in weeks — and I wonder if he has.

As for the cartoon invasion, now you, too can have Garfield sell you an American Express card. Or maybe you want some pink insulation sold by that voiceless panther we all know and love. And we can't forget, no matter how we try, that the "Peanuts" gang knows all about our insurance needs. The list of cartoon salesmen is endless.

On Saturdays, between our favorite animated programs, we can be bombarded by an array of inspiring cereal commercials. Tempting us with a myriad of sugary breakfasts are everything from counts to captains. There is even a leprechaun that tells us that his cereal is magically delicious. And what about the child that says, "Silly rabbit, my cereal is for kids!" What he should be saying is "Silly viewer! Are you actually watching this?"

We now have determined



This week's attention!! photo was taken by Susan C. Akin, a sophomore speech communications major.

that our babies will stay dryer, our cars will run longer, and our floors will be shinier if we only listen to these helpful mini-shows that know exactly where our heartfelt needs lie.

If their carpet deodorizers can get my carpet to smell like roses in the dead of winter, more power to them. Because as long as I have the softest tissue for my ever-so-sensitive nose, then I know that life has been complete, and I can die in peace.

Christa Rotenberry is a sophomore English major.

Editor's Note: This attention!! page will be used each week as a forum for you, our readers. We encourage you to submit any original work that would be suitable for publication in At Ease.

Pictures should be black-and-white shots that are unique either in content, angle or technique. Columns, essays or poems should be no longer than 500 words, and should relate to an unusual experience, a new perspective on a common experience, or just about anything else you want to share with our readers. Please don't send us your gripes, complaints, or sermons on heavy-duty issues — send those to the Battalion's Opinion Page.

Don't forget to put your name and phone number on anything you send us. Then just drop it off at the Battalion, Room 216 of the Reed McDonald Building. Be sure to specify that it is for At Ease.