

# HELP!

## Help Find The Plain Corn Flakes

By **JOAN MONAHAN**  
Staff Writer

During this month of February, we honor the birthdays of two of our founding fathers - Mr. Lincoln and Mr. Washington. How often I've wondered in pondering the inventiveness of modern America just what many of our ancestors would think - could they but peek into our 20th century lives. Old George's jaw would probably drop if he viewed us, skiing on man-made snow, shooting rockets skyward, or removing ice cubes from the refrigerator. Abe would do a double-take over our wash-and-wear duds, helicopters, and transistor radios. Amazing these things are, all our modern facilities and advantages in 1966.

However, with all the impressive array to be viewed in the appliance departments, in the auto showrooms, and at the airports, it is particularly in the aisles of the local supermarket where American ingenuity and salesmanship comes to the fore. Let us take, for example, the aisle innocuously labeled "cereals". Stroll along - and imagine the reaction of Martha Washington!

Amidst the vast maze of enormous boxes whose contents have "settled" down to fill half the box, we find: Cocoa Puffs, a creation drowned in cocoa; Wheat Honeys, wheat delights coated with honey; Froot Loops, the technicolor sugar-coated monstrosities in pink, yellow, orange, and green, yummy yummy!; and Krispy Kritters - most of these are just plain old CEREAL colored, but there's a smattering of pink elephants saves the morning. Nothing is sacred, and everything is flavored colored and coated. Even the good old standby, the traditional Corn Flakes, has succumbed. Dehydrated bananas, strawberries, and every other manner of fruit render them palatable.

Needless to say, the far-reaching arm of Madison Avenue really helps in the promotion of all these goey morning treats. For quite some time there were extensive promotions on TV and in magazines for a new cereal "soon to be available". Sample boxes were delivered to the door, and children were rapt watching Captain Crunch in pirate garb cavorting across the television screen. However, the Captain took a few months to reach the market shelves and, according to one supermarket manager hereabouts, kiddies were screaming and throwing tantrums while frantic mommies raced among the brands looking in vain for the newest of the lot.

For the average mother concerned with vitamins and nutrition, it's a real A.M. battle of wits. Speaking personally, I'm about "medium" on any average morning - not really grumpy, but hardly Pollyanna either during the 7:00 onslaught. I start the day with the best of intentions, however - a good breakfast to start a good day. Oatmeal, anybody? Who'd like eggs? French toast?

No such luck. My darling, bright-eyed morning creatures head straight for the dry cereal shelf and out it comes, marching on parade, that fantastic, abominable, disgusting looking collection called breakfast cereals. They swing me right into the grumpy camp, but fast. Let's call a spade a spade - bowl of candy, anyone? All of the varieties "do" something to my insides. However, as I sit glumly clutching my nice, hot sensible, unsweetened cup of coffee, there is one brand which gets a very, very special evil eye. Bring on the honey drippings and the dehydrated bananas; even the pink elephants are barely toberable. But don't, PLEASE don't, ask me to gaze upon Lucky Charms in the early hours. That's the one featuring bits of cereal sparsely scattered amidst charm-shaped bits of pastel marshmallows. As a mother of three, I can take quite a bit, you betcha - but pastel marshmallows languidly lolling in a bowl of milk - ugh!

Cereals are bad, yes indeed - but they are surpassed only by the "cracker" department. We could go into a lengthy tirade about the sizes and types found here, too. Let it suffice to say that there is not a shape in the world which has not been discovered, from octagonal to hexagonal, from spades and hearts to rectangular to goldfish. Plain old Ritz stands lonely amidst the flavorings of modern day cracker-y. There's sesame and cheese, pizza and anchovy, vegetable and beef, and last but not least "Chicken in a Biscuit". Where, oh where will it all end? Lead me, oh lead me, to the plain Corn Flakes and the Saltine crackers.

## Plains Couple Returns From Concert Tour

Mr. and Mrs. Charles Harold Bihler of Tack Circle, Scotch Plains, have just completed a four-concert tour singing with the Rutgers University Choir and



CHARLES BIHLER

the Philadelphia Orchestra, under the direction of Eugene Ormandy. Along with noted soloists, the group performed the Beethoven "Mass in C" in the Academy of Music in Philadelphia, at Rutgers University in New

Symphony Orchestra in April. Mrs. Bihler is a graduate of Douglass College and was an assistant manager of the choir at one time. She has taught English at Scotch Plains-Fanwood High School.

Mr. Bihler, a graduate of Rutgers College, was Manager of the choir at one time. President of the Plainfield Choral Society, he is also Director of Music at the First Presbyterian Church of Dunellen and is vocal instructor at Terrill Junior High School.

## Club To Meet At Overlook

The Union County Club for Parents of Diabetic Children will sponsor a meeting at 8 p.m. Thursday, February 17th at Overlook Hospital, Summit, for diabetic children over 12 years to meet with Dr. S. J. Cohen of Westfield.

Dr. Cohen, medical adviser to the club, will hold a discussion period with the children while the parents meet separately. A joint session for refreshments will follow.

J. B. McCartney of Plainfield, president, said that all parents with diabetic teen-agers are welcome to attend with their children.



MRS. CHARLES BIHLER

Brunswick, and in Carnegie Hall in New York.

During the past several years, the choir has performed major choral-orchestral works with the New York Philharmonic, the Baltimore Symphony, the Symphony of the Air, the American Symphony Orchestra and the London Symphony, as well as the Philadelphia. Under the direction of F. Austin Walter, the choir will also perform Kodaly's "Psalmus Hungaricus" with the London

## Jr. Women Plan Dance

The Fanwood Junior Woman's Club will sponsor its annual dance, "Hula Holiday" Saturday, February 19th, at the Twin Brooks Country Club in Watchung.

Mrs. Stephen Tyrol, general chairman, is aided by Mrs. S. J. Fusco, posters; Mrs. Brian Hepburn, door prizes; Mrs. Philip Kleinhaus, tickets; Mrs. Patrick McHugh, programs and Mrs. James Murray, decorations.

A polynesian theme will prevail with a fish net drop against a Hawaiian waterfall. Colorful tropical flowers will adorn each table. Leis will be given to all guests.

Music will be provided by the Electronics Quartet led by Mr. Ray G. Barton. They will be dressed in native costumes.

Proceeds will go to various local charities.

## LEGALS

New Jersey State Department of Civil Service Examinations Announced closing date for filing applications, February 25, 1966. For applications, duties and minimum qualifications, apply to Department of Civil Service, State House, Trenton, New Jersey. SPECIAL APPLICATIONS must be obtained from New Jersey State Department of Civil Service.

Open to citizens, 12 months resident in Scotch Plains Township.

Clerk Stenographer, Salary, Contact Municipal Authorities for salary rates.

Clerk Typist, Salary, Contact Municipal Authorities for salary rates.

Examination will be held Saturday, March 26, 1966. Candidates will be notified where to appear.

Scotch Plains Times, February 3, 10, 17, 1966  
Fees: \$7.00

## TOWNSHIP OF SCOTCH PLAINS NOTICE

Notice is hereby given that at a regular meeting of the Township Committee of the Township of Scotch Plains, held on Tuesday Evening, February 15, 1966, The 1966 Local Municipal Budget was duly passed on second and final readings.

TOWNSHIP OF SCOTCH PLAINS  
HELEN M. REIDY  
Township Clerk

Scotch Plains Times, February 17, 1966  
Fees: \$4.20

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