

TV watchers are their business

Television viewers demand more from media advertisers than they did 20 years ago. They complain about hokey comparison test advertisements and object to ads for hemorrhoids and depilatory products.

According to Richard Freeman, vice-president and midwest regional manager of Top Market Television, Inc. (TMT), consumers are more product-educated and won't tolerate the advertising tactics they did during previous years.

"Consumers read and research

products more today than they did 20 years ago," he said. "Advertisers promises must be more honest and forthright in order for the consumer to buy their products."

T.V. watchers are TMT's business. The firm studies consumer viewing patterns and is a subsidiary of the Washington Post Company, representing advertisers who want Post/Newsweek stations to tout their products.

Formed in 1975 and located in Troy, TMT is Post-Newsweek's national representative for WDIV (Channel 4) in

Detroit, WPLG in Miami, WFSB in Hartford, Conn., and WJXT in Jacksonville, Fla.

IT USED TO be that the 18- to 25-year-old group was a substantial part of the consuming market. Not so anymore, according to Freeman.

"The 18- to 25-year-old age group isn't very responsive or able to buy products. So advertisers have switched to the 25- to 49-year-old age group for their primary demographic group," he said.

Car companies have also altered their demographic groups. Previously, their ads were aimed at 25- to 49-year-old men. Now they are trying to woo women in the same age group, Freeman said.

"Ads for specific cars such as the Cadillac are aimed at women, whereas Cadillac tries to get men 35 years old and up," he said.

For young prime time viewers, advertisers usually try to buy spots on ABC, Freeman said, because it carries shows like Happy Days and Laverne and Shirley, which appeal to younger audiences.

Advertisers try to capture television viewers of all ages during prime time, Freeman said. This Christmas, however, several companies are taking advantage of feminism when trying to expand their target market.

For instance, Harvey's Bristol

Crepe is running a prime time spot featuring a woman telephoning a man, asking him if she can come over with a gift.

As the woman leaves her home, she explains that women never used to call men for dates. But now, since she is giving Harvey's Bristol Crepe as a gift, calling a man is now, somehow, an acceptable practice.

Local news shows are attracting viewers, making advertising space on the program more attractive to Freeman's clients. The number of news stories a station carries and the personalities involved make the program

"THE ANCHOR PEOPLE are important, as are the number of local news stories covered. Reporters who are recognizable stars in their own right help carry the show," he said.

Freeman added that the high number of television sports shows are getting out of hand, causing an alienation of women viewers rather than an increase in total viewers.

He said sports shows, especially professional football games, will taper off in number.

"The networks will be more prudent with them in the future," he said.

The number of television watchers in general may be declining, Freeman said, noting that more people are opting for movies or other recreational activities.

Community Center seeks its angels

The Farmington Community Center is looking for its 1978-79 angels this time of the year. "Big angels, a lot of medium sized angels, and hundreds of little angels are needed this Christmas season," said Alberta Taylor, executive director of the center.

The center, on Farmington Road, north of Ten Mile, which must continue to broaden community support to survive, has fallen short of its 1978 \$35,000 fund drive goal.

The board and directors and staff are in hopes that since all contributions are tax deductible, many of the center's friends have waited to make their donation at the end of the year.

Contributions are to be made payable to the center, and sent to 24705 Farmington Road, Farmington 48018.

The donation will keep the center the hub of activity it has been for the past nine years.

In 1978 the center hit 4 high offering a total of 315 classes and workshops on 196 subjects. There were about 6,400 persons

THERE WERE ABOUT 6,400 persons enrolled in those sessions, but a conservative estimate is that about 90,000 persons pass through the doors this year to participate in some special event or offering. The Ethnic Festival alone drew 6,000.

The board strives to make the community center exactly as the name implies; a hub or focal point for an activities, here to serve all ages and segments of the community with varied and balanced programs designed

to make living in the area more attractive and stimulating.

The budget for 1978 was \$248,000 and it will be higher for 1979.

Income from classes, workshops, rentals and special projects provides 86 per cent of the center's funds, but the remaining 14 per cent of operating funds, and any money for capital expenditures and improvements must come from the community at large.

"A misconception many people have," Mrs. Taylor states, "is that the Farmington Community Center receives tax monies of some kind, or some kind of United Fund support. This is not so."

"The center is operated by a small staff and a volunteer board of directors. The center could not be what it is without community backing in the form of volunteering as well as dollars."

"Together they bring a broad spectrum of cultural, educational and social activities to the Farmington area."

New Voices

MR. AND MRS. ROBERT NEWSOME, of Farmington, announce the birth of their son, Robert Matthew, born Nov. 18 in St. Joseph Mercy Hospital in Ann Arbor.

Artist looks up to the roof tops

By SUSAN TAUBER

In Daniel Morper's statement about his paintings, he said he "focuses on unusual aspects of the city," "captures details seldom observed," and "brings familiar views into fresh perspective."

The New York painter is correct in what he says. While everyone usually walks with their heads level looking straight ahead with their hands down, staring at sidewalks, Morper has been looking up, a lot.

His exhibit, the first in Michigan, at Xochipilli in Rochester, contains three oils and several gouaches (opaque watercolors) of tops of city buildings. The perspective of his work is that of a person stopping on the street and looking up, seeing the building tops, the sky and the shadows from the sun on the buildings.

The effect is realistic, almost what a camera would capture, described Barbara Tyson from the gallery located at 115 E. Fourth.

"He's taken something that surrounds us all and highlights it. The buildings aren't centered as they would be in a typical painting. They are off-center, similar to the view you would see if you just stopped on the street and looked up. His paintings show the juxtaposition of the buildings and the sky that you would see," Ms. Tyson said.

Morper has only been a full-time painter for three years. The 34-year-old man, born in Georgia and now living in Chelsea, N.Y., was a practicing attorney, having studied law at University of Notre Dame and Columbia University. He also studied art at

these two schools, in addition to attending Korcoran Gallery of Art.

MORPER'S EARLIER works on the same theme don't feature much sky, according to Ms. Tyson. They even contain plants in them, which his 1978 pieces on display don't have.

"He's just becoming known for his sky," said Ms. Tyson. His skies are very deliberately done. He can take a pink glow in the sky and with shading and smoothing of color, lighten up the pink glow to the blue glow. He adds an occasional cloud for tension. By the way he highlights the coloring, he gives the effect of the sun shining down on the building.

"He is an innovator," she added. Gil Einstein, the host of Morper's most recent New York show, said he has watched Morper's work for the last few years.

"He recently acquired his technical skills to go along with his thoughts," Einstein said. "He has an acute intelligence about painting and now has the hand to express what he wants."

Though Morper's buildings look realistic, Einstein explained they aren't painted exactly as we would see them.

"He restores them," Einstein said. "Morper cleans them up and paints the buildings the way he thinks they should look. They express his own kind of realism."

MORPER DOESN'T concentrate on one type of architecture, his exhibit shows a range from yellow art nouveau building to a gingerbread structure to a '90s building with stark, architectural lines.

Club Circuit

BROADHEAD FARMINGTON VETERANS OF FOREIGN WARS AUXILIARY raised \$300 for cancer aid and research from a card party.

Persons working with chairman Gladys Tolherst on the fundraising effort were Alberta Young, Mary Sipple, Irene Rodebaugh, Esther Workland, Alice Tripp and Florence Allen.

THE GATHERING PLACE members celebrated Christmas with a holiday dinner today in Mercy Center's drop-in spot for seniors.

Following tradition of past holiday seasons, the members did not exchange gifts, choosing instead to share with the less fortunate. Approximately 250 gifts are wrapped and on their way for the retarded adults at Northville State Hospital, to be given on Christmas Day.

Another huge box left the Gathering Place this month filled with hand-knitted mittens, slippers, scarves and hats, all made by the members and shipped to Farmington Goodfellows for them to distribute.

All craft classes are cancelled for the sessions generally scheduled for Thursday, Jan. 28, but bingo games begin as usual at 2 p.m. All painting classes have been cancelled for Wednesday, Dec. 27.

The Gathering Place is open from 10 a.m. to 3:30 p.m. every weekday. Guests are asked to use Gate 4 on Eleven Mile, just east of Middlebelt in Mercy Center complex.

Persons wishing the January agenda of regular classes and special events can pick up a free copy of The Gathering Place's newsletter, The Messenger, in Mercy Center.



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BONWIT TELLER

Christmas is stockings by the chimney and socks under the tree.

Anticipating happy discovery on December 25th. Our own cozy knee highs, gift boxed in tris—two solids, one argyle which incorporates colors of both. Predominant combinations are wine and navy, black and grey, brown and light brown or brown and camel color. Solids of cashmere-soft Nomelle® Orlon® acrylics, argyles of nylon. The boxed socks for one size, priced 9.25 Hosiery, First Floor

Sunday, Christmas Eve, shop Bonwit Teller 12:00 to 5:00 p.m. Weekdays, 10:00 a.m. to 9:00 p.m. Saturday, 10:00 a.m. to 9:00 p.m. 2701 Somerset Mall, Troy

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