

The many voices, faces of Michael Carroll

Story: CRAIG PIECHURA
Photos: MINDY SAUNDERS

In advertising, he's known as the "voice in the void." When ad agencies need an off-camera voice to tell you to "see your metro Detroit Chevy dealer" or want a character voice like "Sagebrush Zub" the Levi prospector for a radio spot, they call on Michael A. Carroll, 35, of Southfield.

Carroll moved to the area four years ago from Akron, Ohio.

Advertising voices such as Carroll, Rube Weiss and Paul Kaplan find a surprising share of work in a market like Detroit, occasionally landing national announcing jobs in New York.

While you never see Carroll you've undoubtedly heard him say "Detroit Edison, the power is in your hands." Or you've may have heard him tout Kodak Colorburst cameras in national ads.

"At one point in time I figured if I had to say 'Master Charge and VISA accepted' or 'plenty of free parking' one more time I'd lose my mind," Carroll said. "But you stick with it for the same reason you keep writing and a ballplayer keeps hitting balls. It's your job."

Many off-camera announcers or radio personalities are seen but not heard because they don't look like they sound (i.e. sounds sexy, too's dummy). Carroll, a good-looking man, doesn't fit the announcer stereotype.

When asked why he isn't seen on screen, Carroll jokes that it could be because he has a beard and advertisers don't like to show men with beards.

"American men with a beard?" says Carroll, sliding into the voice of a stuffy executive. "Stockholders would have none of that. Why stockholders don't even have hair."

ALTHOUGH KNOWN almost exclusively for his voice in local and national commercials, Carroll will finally show his face in an upcoming series of public service announcements for the Michigan Department of Transportation.

Carroll will portray Mark Twain in the spots, reminding Michigan motorists that haste makes waste and the need to conserve fuel is greater than ever.

You may remember Mark Twain with a droopy mustache and white coat and tails. Well, in these spots Twain has a full beard, dyed white for effect, because Carroll has a full beard that he didn't want to shave off.

In playing Twain, he uses a scratchy voice that cracks and quivers. The voice is very close to Hal Holbrook's interpretation of Twain on Broadway and television. Carroll doesn't mind the comparison, calling Holbrook's one-man show "fantastic, fabulous."

But the role isn't a new one to Carroll. He played the riverboat bard in Ohio schools and in the Ohio Air National Guard after receiving permission to do the character from Holbrook and Mark Twain's estate.

One reason Carroll usually is "invisible" is that he gets enough announcing jobs that he doesn't have to stand in line to audition for jobs as a commercial actor.

An announcer never has to worry about breaking a leg, close-ups or showing their best side.

HOWEVER, they too encounter their share of occupational hazards — like laryngitis and overly-aliterative copy written by ad agencies.

"Try to say 'wooden wicker wire rack' a few times and see if it doesn't make you crazy," Carroll says, "or 'crunchy crock-cured deli dills.'"

Words like "regularly" and "particularly" regularly and particularly trip him up. When he's faced with an unusually sticky string of tongue-twisters, Carroll practices by talking with a cork in his mouth to limber up the lips and larynx.

Strictly speaking, Carroll says announcers should avoid smoking and drinking, but he does both. Chocolates or milk are also mists to avoid "or you get all glommy."

Carroll says there are four basic voice types in commercials. There's the straight voice, which Carroll calls "Mr. Nowhere," without a hint of characterization.

There's the over-excited "hype" voice that tells you to "See your Ford dealer NOW!" There's the deep, dramatic, sensuous voice that's used when the product or image is elegance. And then there's the goofy voices like "Dr. Wild" or "Sagebrush Zub" where accents run rampant.

Announcers doing spots for far-away places must learn the regional pronunciations of words and local landmarks if the spot is to be taken seriously, Carroll said.

"We just finished some spots for 'your Oregon Oldsmobile dealer,' Carroll said. "You learn not to say 'Ore-ih-gone,' you say 'Organ.'"

Most of the voice work Carroll does, including the Olds spots, is recorded at Ron Rose Studios in Southfield. The modern facility is sandwiched in between Duglass Du-

glass restaurant and Farrell's Ice Cream Parlor, north of 12 Mile and west of Southfield Road.



MICHAEL CARROLL



SHERI LYNN ROBINSON

North student selected state pageant finalist

Sheri Lynn Robinson, a North Farmington senior, has been selected as a state finalist in the 1980 Michigan National Teenager Pageant.

The finals will be at Eastern Michigan University May 16-18 in the Hoyt Conference Center.

The Michigan pageant is the official state finals to the Miss National Teenager Pageant aired on national television.

Michigan's winner will receive a \$500 cash scholarship, a Barbara Modeling scholarship and an all-expense

paid trip to Atlanta to compete in the national pageant.

Miss Robinson is active in cheerleading, volleyball, forensics, choir and theater. She has served as president of the French Club, is a member of the French Honor Society and is vice-president of the National Honor Society.

She was elected governor of Michigan Girls State and represented Michigan last summer as a senator at Girls Nation in Washington D.C.

She is the daughter of Mrs. Joanne Robinson, of Farmington Hills.

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As the nylon line gets shorter, tap the trimmer on the ground. The line automatically extends. So go to it. Trims and edgers. For medium to large lawns.

WEED EATER \$49.99
Attack grass and weeds. Its nylon line cuts them down to size. Ditchy and safe. Battery recharges overnight. It's convenient and always ready to use. Cordless.

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To help celebrate our merger, we're offering you a choice of pretty and practical Regal cookware and other quality products FREE. All you have to do is make a qualifying deposit in any new or existing savings account at First Farmington Savings, Division of Detroit & Northern Savings. Then, choose your gift from the appropriate group — FREE. Hurry in and make your selection, as we expect a big response to this special offer.

Group I Select any item from Group I FREE when you deposit \$300 or more:

- A. Federal Glass 12-Piece Super Rocks Glassware Set. Elegance is the word for this set of glassware. Serve your guests with Glacier Super Rocks glasses and earn their admiration as a host or hostess of distinction. Each glass holds 12 oz. of cool refreshment.
- B. 3-Piece Stainless Steel Storage Bowl Set with Covers. Regal's revolutionary storage bowls are great for keeping foods fresh, leftovers tasty! In gleaming stainless steel, with plastic covers to keep in freshness. Set comes with small, medium and large sized bowls for all your storage needs.

Group II Select any item from Group II FREE when you deposit \$1000 or more:

- C. 10" Gourmet Pan. Be it gourmet delights or everyday meals, this pan will prepare your favorite foods to mouth-watering perfection. Extra-heavy aluminum heats evenly without "hot spots", and the all-new SilverStone-lined interior gives you no-stick cooking and cleaning.
- D. Betty Crocker Cookbook. From appetizers to zucchini, it's all in this comprehensive cookbook that features kitchen-tested recipes for any meal or snack. Handy reference sections provide special hints for any cook, from beginner to experienced, to make your cooking easier and more delicious.
- E. 11" Square Griddle. Handy griddle does it all — baking, grilling, broiling and frying. And the SilverStone-lined interior assures you of no-stick cooking and cleanup! Made of extra-heavy aluminum for even heating, sloping sides for easy access.

Group III Select any item from Group III FREE when you deposit \$5000 or more:

- F. 2-Quart Porcelain-Clad Cast Aluminum Covered Casserole. Genuine porcelain with two-tone decorative stripes make this casserole as lovely to look at as to cook with. SilverStone-lined interior minimizes cleanup. extra heavy aluminum construction assures even heating.
- G. 1.4 Cup Poly Rip Coffee Maker™ Automatic Coffee Maker. Make delicious coffee in less than 1 minute per cup! There's a water window for easy filling and a removable pump to make cleaning easy. Too economical to use, this coffee maker saves on coffee, comes with a full 3 year warranty!
- H. 5 1/2 Quart Poly Rip™ Automatic Electric Slow Cooker. Let us cook for you. In Slow or "Terra" it up a little faster. Made of sturdy, lightweight, heat-resistant polypropylene. Giant 5 1/2" cooking well is lined with Teflon II for no-stick, no-sour luxury. Comes with see-through lid and handy cord storage.

Special Regal Cookware Offer

This Regal cast aluminum 7-piece cookware set looks and cooks so good that it's exclusively approved by Betty Crocker Kitchens. This set features genuine porcelain exteriors with two-tone decorative rings. SilverStone non-stick interiors for easy care; classic design. Porcelain handles and knobs; and heavy aluminum for perfect heat conduction. To get this set of fine cookware, make a qualifying deposit and pay the small charge listed.

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\$300	\$59.95
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Savings Plans

Type of Account	Minimum Term	Minimum Amount	Annual Interest Rate	Effective Annual Rate
Passbook	None	\$1	5 1/2%	5.61%
Certificate	1 year	\$100	6 1/2%	6.66%
Certificate	4 years	\$100	7 1/2%	7.71%
Certificate	6 years	\$100	7 1/4%	8.05%
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6-Month Money Market Certificate	26 weeks	\$10,000	Interest rate quoted weekly. Call for current rate.	
2 1/2-year Money Market Certificate	2 1/2 years	\$100	Interest rate quoted monthly and compounded continuously. Call for current rate.	

Offer expires May 16, 1980

at 22725 Orchard Lake Road, Farmington, MI 48024
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Office Hours: 9:30 AM - 5:00 PM Monday - Thursday; 9:30 AM - 7:00 PM Friday; 9:30 AM - Noon Saturday

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