

## Suburban Life

Lorraine McClish editor/477-5450

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## Computerized adoption

## Veterinarians join to find homes for orphaned critters

By Lorraine McClish  
staff writer

A couple of playful kittens romping within a display cage in the lobby of Hillsdale Veterinary Hospital immediately draw the visitor's attention, along with an adjacent sign that asks a sec-

ond chance in life for the homeless.

The animals, the cage and the sign all have counterparts in about 80 metro area hospitals and clinics who are affiliated with Humane Society of Southeastern Michigan, an organization that came into being with the help of the computer.

"Finding homes for the unadopted critters has always been a part of just being a veterinarian," said Dr. David Whitten. "Before the computer it was hit and miss. Now we're organized. Our goal is 100-percent placement, and I think at last count we had found homes for about 600 through the computer. I

see two or three leave here every week. The kittens go like hotcakes. I can't tell you how many people have walked in here with one and left with two, but, sorry to say, the puppy business isn't that good."

Member-organizations of the computerized animal placement service act as mini-shelters for unwanted kittens, puppies, dogs and cats, which provide sanitary housing, feeding and loving care until the pet is adopted.

Each member keeps the placement service updated weekly as to the animals it has up for adoption. In turn, the member receives a computer print-out each week listing what animals are available for adoption and where they are.

THE PRINT-OUTS are available for the asking.

A pet-shopper reading the list will find the animal's breed, age, color, its approximate weight when full grown, and some comment as to its personality or peculiarity.

Under the personality column the shopper will find comments such as "extra toes," or "aficionados," or "spitless," or "stub tail" or "sweet with heavy fur."

"We wouldn't be in business very long if we tried to pawn off any mean barn cats that weren't people-socialized," Whitten said. "The personality evaluation is what is making it possible to shoot for our 100-percent placement goal. We want satisfied customers who tell their friends how satisfied they are with their new pet."

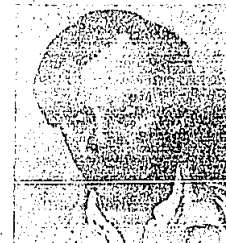
In addition to the evaluation as to the pet's temperament, the participating veterinarian further insures a satisfied

customer by giving the pet a professional physical examination and all necessary vaccines and worming. This assures the placement of only physically and psychologically healthy animals.

"We donate whatever in time and money it takes, and we also give free transportation to get a pet from here across town to the east side who is going up for adoption. We also keep a critter way beyond the amount of time he might ordinarily be given to live," Whitten said.

DONATION to the society for the pet is \$15. After seven days in its new home, it is offered a free examination by the participating hospital.

Neutering of all adopted pets is mandatory at the proper age, and a neuter deposit paid at the time of placement will, along with a discount, be honored by all participating hospitals in the co-



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society have been approved by the American Animal Hospital Association and, as accredited by Michigan Veterinary Medical Association.

The totally new concept in placing animals was created to fill what its founders term "an obvious void in animal welfare." The society is about 18 months old, based in East Detroit, and headed by Dr. Lee Morgan.

The society is based on the belief that unwanted pets should be given a second chance, and that placing healthy pets avoids the needless destruction of unwanted animals.

It believes that the adoption of a pet involves a long-range commitment to the proper care and treatment of an animal, and that spaying or neutering is one way of preventing the serious surplus problem.

It also believes that humane education is the key to responsible pet ownership.



David Butler, a recent North Farmington High graduate, is one of three veterinarians who work in Hillsdale Veterinary Hospital. One of But-

ter's jobs in the Southfield pet hospital is to care for unwanted pets while they are waiting for homes.

RANDY DORST/staff photographer

## Mini-shelters for homeless pets

Families who are shopping for a pet are invited to stop in at any of the 30 participating veterinarian offices which are affiliated with Humane Society of Southeastern Michigan to see the animals that are up for adoption.

Shoppers are also invited to ask for the weekly computer print-out that lists all of the pets in the metro area waiting for a home.

Nine participating veterinarians are within the Observer & Eccentric News circulation area:

• Beech Road Veterinary Hospital, 29805 Six Mile, Redford

• Beverly Hills Veterinary Association, 32331 Southfield Road, Beverly Hills

• D'Adamo Veterinary Hospital, 30800 Joy Road, Livonia

• Hillsdale Veterinary Hospital, 20325 Northwestern Highway, Southfield

• Kerkhove Animal Hospital, 5225 Wayne Road, Livonia

• Long Lake Animal Hospital, 5044 Jobo R, Troy

• Nine Mile Road Veterinary Hospital, 24070 Nine Mile, Southfield

• North Branch Animal Hospital, 17630 12 Mile, Southfield

• Rochester Veterinary Hospital, 2215 Crooks, Rochester

## No change in gender roles

## Advertisers adhere to sex stereotypes

American women are using more alcohol, tobacco, sporting goods and business products than they used to, while men now purchase more clothes and beauty products. Advertising probably reflects these changes, right?

Wrong. Research reported in a University of Michigan publication shows that sex typing of product use in advertising did not change at all between 1960 and 1979 — 19 years that saw enormous gender role changes in U.S. society.

Paula England, a sociologist at the University of Texas at Dallas, and Teresa Gardner, U-T sociology graduate, studied more than 2,000 ads appearing in January issues of Time, Vogue, Ladies' Home Journal and Playboy between 1960 and 1979. They found considerable sex typing in ad portrayals, and "no change between 1960 and 1979 in the extent of sex differentiation in portrayals of age, activity, occupation or product use."

RESULTS ARE presented in "Current Issues and Research in Advertising," edited by Claude R. Martin Jr. of the U-M School of Business Administration and James H. Leigh of Texas A & M University. The book is published by the U-M Business School's Division of Research (two vols., 453 pages, \$15). Some of the findings, in terms of age, activity, occupation and product use:

— AGES: Women appearing in ads were consistently younger than the men; this double standard of aging did not lessen between 1960 and 1979. The age distribution of women depicted in ads is much younger than American women overall or the magazine's female readership.

— ACTIVITIES: Ads show men and women in very different activities. Women are more apt than men to be modelling fashions and cosmetics, or engaged in domestic work (though neither sex is often portrayed doing housework). Men more often are shown on the job, in recreation outdoors, or at leisure indoors. Sex-typing activities in

ads did not decrease during the period they studied, England and Gardner report. That ads did not increase portrayals of employed women during the period was unrealistic, they contend, given the dramatic increase in American women's employment during the 1960's and 1970's. Ads also failed to register the smaller increase in men's interest in fashion and involvement in housework.

— OCCUPATION: When ads showed people on the job, occupational portrayals were more sex-segregated than the U.S. work force, and the advertisements showed no reduction in occupational segregation between 1960 and 1970. However, ads were ahead of social change in one area: they showed a higher ratio of women to men as managers than is actually observed in the U.S. work force.

— PRODUCT USE: Magazine ads showed men and women using very different products, a sex differentiation that did not decrease during the period. Men modeling clothes or beauty aids seldom appeared in ads, and not a single male was shown using a housework aid. Nor did the ads reflect "the slow but discernible real trends" toward men's increased role in housework, or their interest in fashions and cosmetics use.

"It would be naive to recommend against any sex differentiation in ad portrayals on the grounds that it is stereotypical," the authors conclude. "We expect that ads will reflect the sex differentiation in society. But we have found that on all four dimensions of portrayal we examined, the sex differentiation in ads is either greater than what is observed in American society, or is not decreasing in ads despite the existence of data indicating decreases in sex differentiation in Americans' behavior."

"WE CONTEND THAT this 'reality gap' does not create the interests of advertisers or the public." For example, the authors point out that the gap be-

tween the younger age of portrayals and the average age of female readers "is so great as to risk that women will fail to identify with the ads." They also note that, according to all available ev-

idence, the public prefers realistic portrayals.

Another researcher in "Current Issues and Research in Advertising" found that children's exposure to tele-

vision food advertising increased their snacking and lowers their nutritional intake. Ruth N. Bolton, marketing authority at the University of Alberta, Canada, says children who viewed TV programs embedded with commercials for highly-sugared foods increased their choice of both advertised and non-advertised sugared foods. Bolton says exposure to TV food advertising influenced the diet of more than 250 children in her sample in three ways:

• It significantly increased the number of their snacks.

• The extra snack the children averaged each week increased caloric intake by about 1% percent and reduced nutrient efficiency by about the same amount.

• Children apparently are influenced to prefer the low-nutrient, high-calorie foods advertised on television. Bolton acknowledges that since the children in the study were typically well-nourished, it is unlikely that the few additional snacks "would seriously affect their nutritional and physical well-being."

## Potter turns tour guide for Plum Tree guests



Glick in Farmington after being a guest of the New Zealand Society of Pottery, and with new studio workspace, John Glick opens Plum Tree Pottery for four tours Sunday, July 22.

John Parker Glick, a nationally known artist with studios in Farmington, has returned from a trip to New Zealand where he was the invited guest at an annual conference of the New Zealand Society of Pottery.

Inspired by that trip, and with new studio workspace just completed after 18 months of construction, Glick opens the doors to Plum Tree Pottery for tours Sunday, July 15.

Tours begin at 10 a.m., 11:30 a.m., 2 p.m. and 3 p.m. at Farmington Community Center, Tichen, at \$5 each, or \$18 for a family, are available only in the center, at 24705 Farmington Road.

Detroit born, Glick graduated from Wayne State University with a bachelor of fine arts, and took his master's of fine arts degree from Cranbrook Academy.

His Plum Tree Pottery has been in existence since 1955, and is the source of many one-of-a-kind forms, thrown on a wheel, and fired in a gas kiln. All of his time is spent on a one-of-a-kind commission basis.

His works are displayed in many galleries and museums, and he has been a frequent recipient of awards and honors for his work. He is a member of the American Ceramic Society.

He has authored articles published in Studio Potter Magazine, and in 1970 was the subject of a Sue Marx film commissioned by Michigan Foundation for the Arts called "John Glick: An Artist and His Work."

HE IS CALLED on frequently as lecturer, demonstrator and exhibitor. In the past year or so he has exhibited in "Cranbrook Ceramics," "American Crafts in Iceland," in Rijswijk Social Museum, Iceland, and "American Clay Artists," in Philadelphia, Pa.

During his stay in New Zealand he gave a two-day demonstration and lecture in Dunedin and a one-day workshop for potters in Auckland. As a result of his participation in the New Zealand Society of Pottery exhibit, two of his pots were purchased for permanent collections in that country's public galleries.

As tour guide through Plum Tree Pottery, Glick shows how the pottery is made and the finished products. He also shows the new studio workspace.

Those who have not seen Glick's work will find the tour most interesting. Reservations will be taken by calling the center, 477-5450.