

briefly speaking

CHRISTMAS CARD WORKSHOP

The Visual Arts Association of Livonia is offering a three-session workshop on designing a pen-and-ink Christmas card. The dates are Friday, Nov. 6, 13 and 20 from 10 a.m. to 1 p.m. in Jefferson Center, 9501 Henry Ruff, Livonia. Participants will learn techniques of pen and ink to design the card. Class fee is \$30 for members and \$35 for nonmembers. Arrangements can be made to have the card printed. For more information, call Marge Masek, 464-6772.

PALETTE AND BRUSH EXHIBIT

The Palette and Brush Club annual fall art show will be held at the First Center Office Plaza, 26913 Northwestern Highway, Southfield. The show opens Nov. 9 and continues through Nov. 20 and is open for viewing from 9 a.m. to 6 p.m. Monday through Friday.

WEAVERS EXHIBIT

The Michigan Weavers Guild is presenting its sixth biannual exhibit and sale Thursday, Nov. 5, through Saturday, Nov. 7, at Orchard Mall in West Bloomfield, Orchard Lake Road north of Maple.

Along with sale items, there will be weaving and spinning demonstrations. The public will be encouraged to participate. A new attraction will be a fashion show featuring one-of-a-kind handwoven garments and gift section.

More than 100 weavers are expected to participate. Show hours are 10 a.m. to 7 p.m. Thursday through Saturday and noon to 5 p.m. on Sunday.

LA CORDA ENSEMBLE

Brunch with Bach and Others at 12:15 p.m. Sunday, Nov. 1 in the Father Joseph Strzelcwick Family Center in Milan will feature the LaCorda String Ensemble. For more information, call 439-7517. The center is located at Ann and North streets. La Corda is known throughout the Detroit area for their classical and popular repertoire and currently appearing at The Whitney for Sunday brunches.

TED CHARVEZE

Native American artist Ted Charveze who works exclusively in gold and fine gems, will be at The Stone Flower, 580 N. Woodward, Birmingham, 5-9 p.m. Friday, Oct. 30. Also present will be his daughter and protege, Elizabeth

Charveze Caplinger, in her first showing in the Midwest.

BRASS RING

Fair Lane Music Guild will present the talented Brass Ring group of five musicians drawn together by a love for brass chamber music. The concert will be at 7:30 p.m. Sunday, Nov. 1, in the Pool, in Fair Lane mansion on the Henry Ford estate on the University of Michigan-Dearborn campus located off Evergreen, between Ford Road and Michigan Avenue. Tickets are \$8 for general admission; \$6 for senior citizens and \$5 for students. For more information, call 563-4399.

PHOTOGRAPHIC HISTORICAL SOCIETY TRADE FAIR

The Michigan Photographic Historical Society will hold its 18th annual trade fair from 10 a.m. to 4 p.m. Sunday, Nov. 1, at Bonnie Brook Golf Club, just off Telegraph Road south of Eight Mile Road.

This is one of the best collector's shows left in the country, specializing in antique cameras, hard-to-find usable equipment, images and literature concerning them, plus other collectibles in the photographic line.

In honor of Michigan's 150th anniversary, and the society's 15th anniversary, the event will offer an exhibit of photographic items "Made in Michigan," borrowed from members' private collections.

Admission is \$3 with ample free parking. Lunch will be available.

GEM SHOW

The Midwest Faceters Guild will host its fourth gem and jewelry show, Friday-Sunday, Oct. 30 to Nov. 1 in the Dearborn Civic Center, east of Southfield on Michigan Avenue.

FILM CLASSIC

The film "In the Heat of the Night," an American classic, will be shown at 1:30 p.m. and again at 7:30 p.m. Wednesday, Nov. 18 at Madonna College. The afternoon showing will be in Room 154 and the evening viewing in Kresge Hall. A racist Southern sheriff, Rod Steiger, and a black detective, Sidney Poitier, are forced to cooperate to solve a murder case. The event is open to the public, free of charge. For information, call 591-5197. Madonna College is located at 1-96 and Levan Road in Livonia.

Painter/professor to display work

The most recent paintings of Harold Linton of Southfield, a professor of architecture at Lawrence Institute of Technology, will be on display at the I. Irving Feldman Galleries in West Bloomfield through Nov. 30.

The exhibit, at 6917 Orchard Lake Road, is open to the public at no charge. Gallery hours are Monday through Saturday from 10 a.m. to 5 p.m.

Linton's exhibit, "Between Matter and Spirit," includes 14 large canvases that explore color, relationships and arrangements. These arrangements reflect many of the patterns Linton sees in nature.

"I believe that art and architecture should re-

flect the colorful world in which we live," said Linton.

Striving to make an abstract statement that emphasizes rhythm, spatial interval and color structure, Linton mixes and layers thousands of colors to achieve his goal.

Linton is a prolific artist whose work has appeared in numerous galleries throughout the country. He is the author of a nationally distributed textbook called "Color Model Environments," and also the author of a book called "Color in Architectural Illustration," due to be published soon.

For more information, call 855-6667.



A classical Halloween

"Bewitched Classics — A Musical Masquerade," with the Musicians of the Detroit Symphony Orchestra, will be held at 9 p.m. Saturday at Orchestra Hall. The audience may come disguised for the occasion. Above, three of the musicians model some of the out-

fits they will be wearing for the colorful event, from left, Bob Murphy, Catherine Compton, center, and Victoria King. A special party will follow at the Gnome Restaurant on Woodward, a block north of Orchestra Hall.

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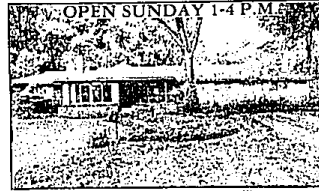
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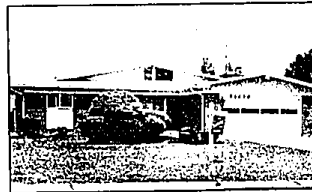
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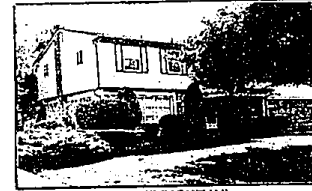
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1. Give the reader specific information. Pretend you are someone reading the classifieds. What would you like to know about the item or service you are advertising? Be sure to add details such as price, condition, brand name, lot, features and benefits. Be accurate. Don't embellish your ad with misleading information. Stick to the facts and read the few ads!



2. Include the price. Don't waste your time or a potential buyer's time. If you advertise the price of the item or service you offer, the people who respond to your ad will be those who are seriously interested. Survey show that readers are more interested in those items and services they know are within their price range.



3. Avoid abbreviations. Don't make a potential customer work too hard. Although you may be tempted to cut down on the length of your ad by using abbreviations, remember that many people don't understand such abbreviations as EOE (equal opportunity), WFL (with full time), and WFL (with full time). Let the time to figure them out. A confused reader is a lost business. Get the most for your money and use complete words.



4. Include phone number and specify hours. Be sure to let potential customers know when and where to call. Surveys show that even a person is very interested in your item or service, he or she will not call back after the first attempt. Stay near the phone during the hours you indicate you will be available. Don't risk missing a sale!



5. Run on consecutive days. Your ad won't get results if you don't see it. Therefore, it is important to let up a consistent and complete ad schedule with your telephone salesperson or outside sales representative.

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