



LISA GREEN and Jenifer Wilkenson look over a Kiwanis bird house contest entry. (Photo by Ralph Evert)

## Kiwanis launches contest

The Farmington Kiwanis is encouraging all Farmington boys and girls ages 8-15 to enter the bird house building contest ending April 1.

Judged by Hartley Thornton and Mr. and Mrs. Joseph Dodd, the contest will offer prizes in several age groups and categories.

Bird houses and bird feeders are

judged in two categories, as well as age groups.

Winners will receive trophies, and all entries will receive a certificate of entry.

The houses will be judged on attractiveness to birds, appropriate coloring and materials, proper design, ingenuity and provisions for cleaning and reuse.

Bird feeders will be judged on ingenuity, originality, and imagination in the uses of material and construction.

Reference materials are available at schools and the Farmington District Library.

The contest will be judged April 6, at 10 a.m. in the Farmington Community Center, 19 Mile and Farmington Rd.

# Local college student gets into marketing

By VALERIE J. SITKA  
Special Writer

It's a lot of fun interviewing consumers to find out why they buy the things they do.

That is the opinion of Richard L. Lukey Jr., 20, Beaumont Advertising Agency's marketing services director and son of Mr. and Mrs. Richard L. Lukey Sr., 2012 Eleven Mile Road, Farmington Hills.

Lukey, a senior advertising major at Michigan State University, is working for Beaumont in an administrative function and is responsible for coordinating its consumer research activities.

His duties involve supervising market research, copy testing, ratings evaluations, establishing a research library to serve the agency, making census reports and compiling fee rate cards for all active media in Michigan.

BEAUMONT IS a student run organization which has recently undergone reorganization and has gone professional. The agency contracts with clients to handle their advertising needs for a specific fee.

Lukey said the students largely work on a volunteer basis. He feels the working knowledge they acquire will be "useful in either attaining fu-

ture assistantship positions in the MSU advertising department or in advertising careers after graduation.

"J. Walter Thompson, Leo Burnett and Grey Advertising Agency, three of the largest U.S. advertising agencies, have all expressed their anticipation in hiring Beaumont employees if the agency continues to flourish as projected," Lukey added excitedly. "We have everything going for us—access to extensive research and library materials, a good computer, proximity to large cities such as Detroit, and 40,000 MSU students from which we can draw top minds and creative talents," said Lukey.

Lukey, a well articulated and ambitious student administrator, is very interested in consumer behavior research and is extremely anxious to build the reputation of Beaumont. He plans to work with the agency for several years while studying toward his Ph.D. and is very hopeful for the future.

"WHAT WE NEED are two or three showcase accounts. These would be financially strong companies willing to invest in a large campaign and willing to take a chance with our new-born agency. A break like this could really send us on our way to the top," said Lukey enthusiastically.

Sitting back in his casual off-campus apartment, Lukey pointed out that any account undertaken would not be simply handled by the advertising department.

"We will be involving other MSU departments for services such as musical backgrounds, artwork, copywriting, packaging, acting in commercial productions and computer programmers for determining the appropriate marketing mix. Our resources are endless."

Lukey predicts Beaumont will soon have no state competition outside metropolitan Detroit, but will be competing with the best agencies in the country.

"A list of MSU graduates of the last 10 years would read like a 'Who's Who' in the field of advertising," Lukey continued. "We have extremely creative students and hopefully the people of Michigan will take advantage of this talent before it moves out."

Lukey first became interested in advertising through his late grandfather, who owned Radio Advertising Agency and was public relations and promotional director for WCKY radio, Cincinnati, for more than 20 years. Lukey hopes many of his grandfather's associates and contacts will be able to help him launch his own career.



### Nifty Weather Machine<sup>TM</sup>

#### Headquarters

FAST, DEPENDABLE SERVICE

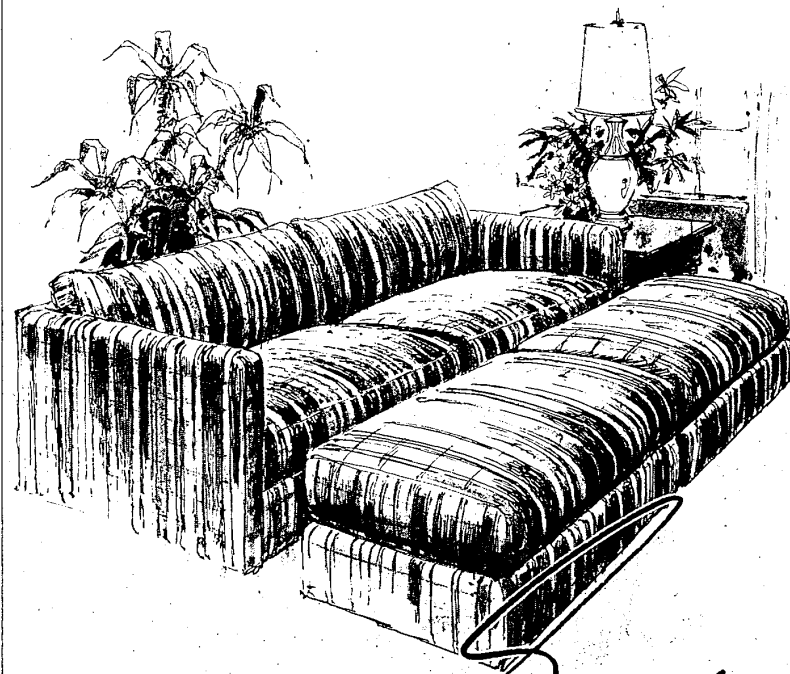


HEATING  
AIR CONDITIONING

338-9255 642-7150 542-3850

• Electric Air Cleaners  
• Power Humidifiers

Residential/Commercial



## Rest up. While we've put the price of this exclusive group down to \$499.

### This week in our showroom. Next week in your living room.

Our sofa plus ottomans can create a warm inviting room that's also strikingly dramatic. They do this with crisp contemporary lines... extended into bold, earth-hued stripes.

And because everyone seeks out their deep-seated, up-footed comfort, they're superbly tailored in super durable Hercuton and filled with plush poly/dacron.

Best of all, they're specially priced to save you \$238! The 90" sofa along with its two matching ottomans are just \$499.

Of course you'll find them exclusively at Englander Triangle. You'll also find them in stock for immediate delivery, since we've stocked up on this group and thousands of other fine upholstered pieces, for our sofa 'n chair fair.

So come to the good stuff store.

And relax... right away.

### sofa 'n chair fair

This week in our showroom.  
Next week in your living room.

*Englander Triangle*

BIRMINGHAM / ROYAL OAK / NORTHLAND / EASTLAND / WESTLAND / ANN ARBOR (2333 South State Road, 1/2 mile North of Briarwood Shopping Center) / PALM BEACH (WORRELL'S)  
OPEN 10 A.M. to 9 P.M. (BIRMINGHAM TUES. AND WED. UNTIL 5:30)