

Ads help communication -- Ross Roy exec

Advertising plays a crucial role in the vast communications network that sustains society, members of the Birmingham Rotary Club were told Monday (April 15).

L. James Schneider, senior vice president of Ross Roy, Inc., advertising agency, told Rotarians that advertising gives individuals, citizens' groups, nonprofit organizations and commercial businesses a chance to express their views.

"The tendency," Schneider said, "is to think that most advertising is commercial in nature, and it is. But advertising is also used by many public-service and self-interest groups — to say nothing of government itself — to present their position and further their goals."

Schneider noted that such diverse organizations as the Treasury Department, the Department of Commerce, Keep America Beautiful, The Sierra Club and candidates for public office all find advertising a highly effective vehicle. "Even the critics of advertising buy full-page ads to preach about the evils of our consumer society," Schneider said.

SCHNEIDER SAID that advertising, in addition to providing information, also serves as the economic underpinning for the entire structure of the free press.

"Most of us like to think we pay our fair share when we plunk 15 cents down on the counter for newspaper or mail in our subscription for our favorite magazine," he said. "But we don't. Almost all the revenue for broadcast journalism and something like two-thirds of the revenue for print journalism comes from advertising dollars."

A subscription to TIME magazine, he observed, would cost something like \$15 a year instead of \$14 if there were no advertising in it.

He said that if government agencies were to adopt restrictive measures that forced advertisers to cut advertising outlays, by 20 percent, all but

the very largest newspapers in the nation would have to curtail operations.

A decline of 12 percent would be enough to eliminate profits of the commercial radio and television network.

"IF THE PRESS failed, could democracy survive?" Schneider asked. "Surely not as we know and cherish it. The government would have to subsidize the press — or maybe go into the business of disseminating news, itself. The very idea of a government news agency is anathema to most Americans."

Schneider said, advertising also plays a critical role in the nation's marketing system by bridging the gap between buyer and seller in the country's dynamic system of supply and demand.

"The consumer, of course, has a

choice," he said. "He can buy or not buy a specific product or service, as he sees fit. But before he can exercise his options, he must know what his choices are. That's where advertising comes in. Advertising fits into the marketing system by telling the consumer what's available."

Schneider affirmed that the cost of advertising is reflected in the sales price of a product. "Nevertheless," he said, "advertising tends to reduce the price of a product because it allows a manufacturer to tap a mass market. Volume production results in lower unit costs."

"But the benefits of mass consumer acceptance, generated by advertising go well beyond price. Mass production translates into mass employment and the creation of personal income — worthy goals in themselves."

Boat Mart Sale

21 FT. CREST PONTON.....\$1195.

15 FT. ALUMINUM CANOE.....\$175

17 FT. ALUMINUM CANOE.....\$185

Reinold and Rinker built boats

Boat Mart
2711 Grandview • 535-2700
Mon.-Wed. 10-6 • Fri. 10-5 • Sat. 10-11

AUTO FACTS

by Bill Miller

Spark plugs have to be changed in some cars as early as 3,000 miles, and some may last for 20,000 miles. City driving takes much more out of cars and out of spark plugs since the stop and go seems to create more wear and tear. The recommended time for changing them is ten thousand miles or six months, whichever comes first. However, a city driven car may need changes more often.

Keep the new car look — use the equipment used by the professionals... MILLER'S SOUTHFIELD AUTO PARTS, 24210 W. Ten Mile Road., Southfield and at Northwestern Hwy., Farmington has everything for the do-it-yourselfer. For expert car repairs see your local service station. However, if you are an inveterate do-it-yourselfer or limited budget requirements, then MILLER'S is the place for you.

HELPFUL HINTS: Spark plug insulators must be clean and unbroken.

Albie's Restaurant

THE BEST AMERICAN ITALIAN FOOD YOU CAN AFFORD

22215 FIVE MILE ROAD, JUST E. OF MINGHAM • 425-4730

MON.-THURS. 11-11
FRI.-SAT. 11-11
SUNDAY 11-11

GOLDEN LANTERN

• CHAR-BROILED STEAKS • WEIGHT-WATCHERS • BUSINESSMEN'S LUNCHEONS • CRISP SALADS • QUICK COURTEOUS SERVICE • CARRY-OUT SERVICE

63251 FIVE MILE ROAD, JUST E. OF FARMINGTON RD. OPEN 7 DAYS 421-1012

Merri-Bowl 1st. Annual **BEST BALL DOUBLES***

The newest, most unique tournament in town. Use best score each frame!

\$1,000.00 GUARANTEED FIRST PRIZE

CALL 427-2900

MERRI-BOWL MERRIMAN at FIVE MILE LIVONIA

WORK SHOE HEADQUARTERS

WE SPECIALIZE IN FIT!

Sup. cure for 5 blisters

Sizes 5-18, IN STOCK, NO WAITING AAA-EEEE

RED WING SHOE STORE

25545 FIVE MILE RD., DETROIT
PHONE KE 3-1256

Early Bird Special!

GIANT 24" KINGSTON POOL
With Blue Antiqued Vertical Plank Wall Design!

COMPLETE DELUXE POOL PACKAGE
Reg. \$849

Deluxe hydraulic balanced Hi-Rate Filter-Automatic Surface Skimmer - Safety Pool Ladder - Deluxe Bottom Vacuum - Complete Testing Kit. Optional 6" Center Depth at no Extra Cost.

\$599

QUADRUPE TREATED AGAINST CORROSION!

OPEN DAILY 10-6 SAT. 10-5 SUN. 11-5

Viscount Pools
The Pool People

LIVONIA: 34750 Plymouth Rd. ANN ARBOR: 2450 W. Stadium WINDSOR: 7649 Tecumseh Rd. E. TAYLOR: 23649 Eureka Road.

BONANZA GIRLOIN PIT

MONDAYS ONLY OUR LUNCHEON SPECIALS SERVED 11 a.m.-3:30 p.m.

CHAR-BROILED CHOPPED BEEF \$1.09
BONANZA TOAST

CREAMED VEAL CUTLET BAKED POTATO \$1.19
BONANZA TOAST

Both items also include your choice of Salad, Cottage Cheese or Jello

SENIOR CITIZENS! No Charge for your Beverage on Mondays!

BUSINESS PEOPLE

ROBERT D. MCKEEHAN of Farmington Hills has been named pricing-manager for Standard Oil's Great Lakes region headquartered in Detroit. Prior to his appointment, he was manager of marketing services in the Detroit regional office.

ROBERT V. CALLAHAN of Troy has been appointed investment officer of the trust investment division of Manufacturers National Bank of Detroit. Callahan was formerly with the Marine Midland Bank, Rochester, N.Y.

GEORGE F. JACOBSEN of Troy was recently appointed controller and corporate secretary/treasurer for S. J. Tutag & Co., manufacturer and distributor of pharmaceuticals and generic drugs in Detroit.

Jacobsen is a certified public accountant whose business and professional background include five years in public accounting with the office of Arthur Young & Co.

JAMES E. MASIAK of Troy has been appointed project engineer of the noise control consulting division of H. L. Blachford Inc., Troy.

HOWARD M. HESS of Franklin has been named the first director of the Division of Engineering Technology in Wayne State University's College of Engineering. Prof. Hess has been director of special events at WSU for the last 19 months.

RICHARD L. TROYANEK of Farmington Hills has been elected vice president and chief engineer of Ram Meter, Inc. of Troy and Ferndale. A graduate of Wayne State University, Troyanek is a registered professional engineer.

ALLAN S. JACOB of Rochester has been named vice president and production manager of Ram Meter, Inc. He joined the company 10 years ago as project engineer.

ROBERT J. DIETZ of Southfield was recently named an associate at Gannett Fleming Cordery and Carpenter of Michigan Inc. Dietz, a former Camp Hill, Pa. resident, is transportation project manager in the firm's office in Detroit. He joined Gannett Fleming in 1966.

LINDA GOODMAN of Troy was recently appointed director of public relations for Weight Watchers of Eastern Michigan Inc. She will assume the responsibility for media relations, promotion, direction of the franchise paper communications programs and community relations.

DON F. ZULLO of Farmington Hills was recently promoted to vice president of Four Roses Distillers Co. Zullo will also continue to serve as control states division manager. Zullo joined the Four Roses Co. in 1969 as a regional director for Ohio, Michigan and Iowa.

DAVID B. RHODES and **RUTH L. RHODES** have become associate brokers with Fred Pierce Inc. Mr. and Mrs. Rhodes, real estate brokers in the Birmingham-Bloomfield area have been elected vice presidents of the board of directors of the corporation.

MRS. DIANNE EARING of Birmingham has been appointed vice president of marketing and sales at Sensors Inc., Ann Arbor. Mrs. Earing was formerly director of marketing and sales. She joined Sensors in 1970.

MATHEW NAPIER of Troy has been named vice president of Johns Adams Mortgage Co., Detroit. Napier joined Adams Mortgage as a mortgage representative in September 1973.

MARVIN B. PICKER of West Bloomfield has been recently appointed special assistant to the director of intensive marketing services for the Sperry Hutchinson Co.

Folkers nursery & Landscaping
45775 PROCTOR RD., PLYMOUTH

It's almost time to move outdoors for the warm, sunny months ahead. We have a complete supply of gardening material. All you need is a green thumb and some tender, loving care.

30% DISCOUNT
ON TREES • SHRUBS • EVERGREENS
CASH & CARRY ONLY

CHOOSE FROM:

- SHADE TREES (over 26,000 trees) 25 VARIETIES - SIZES FROM 1 1/2" - 6" CAL.
- FLOWERING TREES (over 22 varieties)
 - White & Pink Dogwood
 - Magnolia
 - Red Bud
 - Flowering Plum
 - Crab
 - Hawthorn
- EVERGREENS (over 41 varieties)
- FLOWERING SHRUBS (32 varieties)
- ALSO
- BROADLEAF EVERGREENS
- VINES AND GROUND COVERS

VALUABLE COUPON

30% DISCOUNT
ON TREES • SHRUBS • EVERGREENS
CASH & CARRY ONLY

CHOOSE FROM:

- SHADE TREES (over 26,000 trees) 25 VARIETIES - SIZES FROM 1 1/2" - 6" CAL.
- FLOWERING TREES (over 22 varieties)
 - White & Pink Dogwood
 - Magnolia
 - Red Bud
 - Flowering Plum
 - Crab
 - Hawthorn
- EVERGREENS (over 41 varieties)
- FLOWERING SHRUBS (32 varieties)
- ALSO
- BROADLEAF EVERGREENS
- VINES AND GROUND COVERS

455-4020
Hours: Daily 9-7 p.m. Sunday 9-5 p.m.