Advertising plays a crucial role in the vast communications network that; sastants society, members of the Birmingham Rutary Club were tool 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

tising 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 marty publications of some profit of the profi

- to present their position and further their goals." Schneider noted that such diversor Schneider noted that such diversor organizations as the Treasury Depart-ment! the Department of Commerce, Keep America Beautiful, The Sierra Club and candidates for public office all figad advertising a highly effective vehicle. "Even the critics of advertis-

ing buy full page ads to preach about the evils of our consumer society," Schneider said.

SCHNEIDER SAID that advertis-ing, in addition to providing informa-tion, also serves as the economic un-derpinning for the entire structure of

tion, also serves as the economic underpinning for the entire structure of the free press.

"Most of us like to think we pay bur lair share when we plunk 15 chus down on the counter for newspaper or mall in our subscription for our favoriem 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 points of most print journalism by most print journalism by mes from advertising dollars."

A subscription to TIME magazine, he observed, would cost something like \$450 a year instead of \$84\$ if there were no advertising in it.

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

the very largest newspapers in the na-tion would have to curtail operations.

A decline of 12 percent would be enough to eliminate profits of the commercial radio and television net-vorks. "IF THE PRESS failed, could

"IF THE PRESS failed, could cemocage, 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 nelva sagency 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 coun-try's dynamic system of supply and

mand.
"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 mbst know what his choices are. That's where advertising cornes in. Advertising fits into the marketing system by telling the con-sumer 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 init 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."

SCHNEIDER VESERVESI THAT HE advertising industry has its detrac-tors. He said critics find advertising dishonest, deceptive or just plain dis-tasteful. "Statistically speaking." he said, "only an insignificant number of advertisers practice deliberate decep-tion in their ads."

tion in their aus."

He said consumers who have a complaint about local advertising should contact the local Better Business Bureau, and those who have a complaint about national advertising should contact the National Advertising Review Board (NARS) at 850 should contact the National Advertising Review Board (NARB) at 8 Third Avenue, New York, N.Y. 10022.

ning review bosar (WAND) at Job Third Avense, New York, NY, 1002.

The NARB, acts upon complaints from consumers and seeks to correct offending ads. When appropriate, it notifies a governmental enforcement agency. NARB consists of 50 prominent men and women who represent industry and the public sector. "As for the more nekluous area of taste," Schneider said, "well – what can one, say except: Toleach his dwn. So long as an ad doesn't outrage public morality through sexual exploitation or excessive violence, there isn't much to go on. Ads that Irritate one person may please another. "Frankly, I find myself put off by people who tune in the Super Bowl or Sakespeare on television and then complain about the ads. It's the commercials, after all, that make the brogdoast possible."

Kawasaki **'74** is here!

New 1974 Kawasaki motorcycles now on display. See our full line and let the good times roll.



KAWASAKI

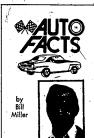
LETS THE GOOD TIMES ROLL

RUTTMAN 24732 FORD RD.

278-5093

DEARBORN HTS.

Boat Mart Sale 21FT. CREST PONTOON. °1195 15 FT. ALUMINUM CANOE ំ175 7 FT. ALUMINUM ANOE \$185 Boat Mart



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 thou-sand miles or six months, whichever comes first. How ever, 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 PARIS, 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-your-selfer
or limited budget requirements, then MILLER'S is the
place for you place for you.

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

BUSINESS PEOPLE

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

R. D. McKeehan R. J. Dietz

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 18 months.

ALLAN S. JACOB of Roches-ter has been named vice president and production manager of Ram Meter, Inc. He joined the company

10 years ago as project engineer

ild years ago as project engineer.

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

ROBERT V. CALLAHAN of Troy has been appointed invest-ment officer of the trust invest-ment division of Manufacturers National Bank of Detroit. Callahan was formerly with the Marine Midland Bank, Rochester, NY.

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 engi-neer of the noise control consulting division of H. L. Blachford Inc., Troy. THOMAS P. ESTES of Birmingham has been named group account manager for the Sperry and Hutchinson Co., Southfield. He is a 14-year veteran of the in-centive industry.





Il months.

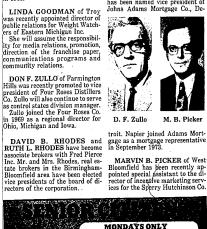
RICHARD L. TROYANEK of Farmington Hills has been elected vice president and chief engineer of Ram Meter, inc. of Troy and Ferndale. A graduate of Wayne State University, Troyanek is a registered professional engineer. Masiak will be involved with noise reproduction projects on en-gine-powered equipment and in individual tests on noise control components and acoustical materi-

MRS. DIANNE EARING of 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 1870. MATHEW NPIER of Troy has been named vice president of Johns Adams Mortgage Co., De-

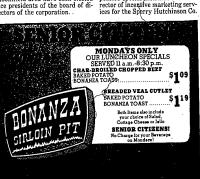


troit. Napier joined Adams Mortgage as a mortgage representative in September 1973.

Bloomfield has been recently ap-pointed special assistant to the di-rector of incentive marketing serv-ices for the Sperry Hutchinson Co.



יפוג ר





Albie's Restaurants THE BEST AMERICAN ITALIAN FOOD YOU CAN AFFORD MOW OPEN SUR. 1-9 MON-THURS, 11-11 FRI.-SAT, 11-1 BUSINESSMEN'S LUNCHES GOLDEN LANTERN CHAR-BROILED STEAKS BUSINESSMEN'S LUNCHEONS QUICK COURTEOUS SERVICE

63251 FIVE MILE ROAD OPEN 7 DAYS 421-1012

Merri-Bowl 1st. Annual BEST BALL

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

\$1,000° GUARANTEED FIRST PRIZE FIRST PRIZE

MERRI-BOWL MERRIMAN at FIVE MILE

WORK SHOE HEADOUARTERS WE SPECIALIZE IN FIT!

0,000

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

articular articles RED WING SHOE STORE PHONE KE 3-1256

Early Bird Special:



GIANT 24" KINGSTON POOL With Blue Antiqued Vertical Plank

Wall Design!

With Outstands

COMPLETE DELUXE POOL PACKAGE
Reg. \$849

Deluxe hydraulic balanced H-Rate Filter-Automatic Surface Skimmer - Safety Pool Ladder - Deluxe Bottom Vacuum - Com-plete Testing KII. Optional 6 Center \$599



TAYLOR: 23649 Euroka Ro INVOME: 34750 Plymouth Rd. WINDSOR: 7649 Tecumseh Rd. E. ANN ARBOR: 2450 W. Stadium