

# TV stations act quickly after receiving gripes

By CAROL HASKIN

Here they all come again. The gentleman playing maracas in the toilet, the lady lounging in the cup of a size 794 Z bra, the housewife succumbing to hysteria over her new car-pet. These uninvited guests turn up in area homes every day, and television viewers sit back and suffer their often unwanted and insulting presence. But not everybody takes them sitting down. Local television stations are kept aware of public sentiment about certain commercials through phone calls and letters from irate viewers who exercise their right to complain. And the stations listen. The four major Detroit stations—WXYZ, WWJ, WJBK and WKBD—have their offices in Southfield. They

**'One man couldn't get a bun without sesame seeds from Burger King'**

jump to investigate complaints from viewers, following up with affirmative action where needed. **ADS FOR R-RATED** movies usually rife with violence ("They were just some kids out for a good time - until they crossed the Macon County line. BLAM! BLAM!") reap many complaints. Most come from parents concerned with their children's exposure to too much blood and gore. The stations are sensitive to these

complaints. Southfield's WKBD, for example, prescreens these ads and will cut or even refuse to run them if the violence is excessive. Many other complaints have to do with a commercial's unsuitability for children's viewing. Last Fall, Yardley advertised a men's cologne by having a slinky model emerge from a mist of fire. Parents who feared children might get the wrong idea about fire complained to WJBK. The station contacted the advertising agency that supplied the commercial and persuaded them to withdraw it.

Perhaps the most complained-about commercials on television are those dealing with douches. It seems that many viewers feel personal hygiene should not be paraded on the airwaves - at least not in prime time. Therefore, stations try to schedule those ads for late-night programming.

ONE GENTLEMAN was satisfied on a breach of promise complaint when WJBK called to his assistance. He had failed to get a bun without sesame seeds from Burger King.

He complained to WJBK who, in turn, contacted the hamburger chain's district manager. The problem was brought up at the company's board meeting in Miami and now the chain is planning to offer seedless buns to.

In the interim, it was arranged with the Burger King restaurant in the man's area that he could get his burger on two bottoms.

Of course, everyone cannot be satisfied. What do you tell a lady who doesn't like the Vic Tanny ads because the model bodies are better than hers? What can you say to viewers who are miffed because the animals in some commercials have the same name as their pets?

Despite their nature, as the complaints man at WJBK said, "No inquiry is overlooked. We take the information down and get back to the person with some kind of reply. Some-

times we're successful and sometimes we're not - but we try."

ONE HINT FROM all the stations, sometimes contacting the client directly will bring faster results than going through the stations.

Often a person gets the annoyance out of his system by calling the station and then neglects to do his own

following up with the advertiser. The last thing an advertiser wants to do is offend a potential customer, so he is willing to listen to viewer feedback. And it is through this kind of feedback that a viewer will once again have a say in who will tactfully and tastefully be admitted into his living room.

**FOR SALE**  
**NEW SINGLE FAMILY HOMES**  
In excellent Troy Subdivision  
Models located on Berwyck.  
1 Block North of Long Lake, 1/4 Block East of Livernois  
Open Sat. & Sun. 1-6 P.M.

**NOW AVAILABLE 8 3/4% CONVENTIONAL MORTGAGE**

Sales by Dennis P. Dickstein  
29501 Greenfield, Southfield

Model No. 879-1010 Office No. 557-2606

**CLYDE SMITH & SONS**  
CENTENNIAL FARM MARKET  
1000 Newburgh Road  
Between Joy and Warren  
Phone 425-1434

**"BUY DIRECT FROM A GROWER & SAVE"**  
WE CLOSE FOR THE SEASON OCTOBER 31

**PUMPKINS**  
Largest Display in Michigan  
**35¢ & UP**  
Thousands to choose from

**MICHIGAN APPLES AT THEIR BEST**

|                  |              |          |              |          |
|------------------|--------------|----------|--------------|----------|
| JONATHAN         | 1/2 PK. 1.00 | PK. 1.85 | 1/2 bu. 3.25 | bu. 5.85 |
| McINTOSH         | 1/2 PK. 1.00 | PK. 1.85 | 1/2 bu. 3.25 | bu. 5.85 |
| CORTLAND         | 1/2 PK. 1.00 | PK. 1.85 | 1/2 bu. 3.25 | bu. 5.85 |
| RED DELICIOUS    | 1/2 PK. 1.25 | PK. 2.25 | 1/2 bu. 3.85 | bu. 7.50 |
| GOLDEN DELICIOUS | 1/2 PK. 1.25 | PK. 2.25 | 1/2 bu. 3.85 | bu. 7.50 |

**WINTER POTATOES** 10 lb. bag 89¢ 50 lb. bag \$3.25  
**STOCK UP NOW**

**INDIAN CORN** 65¢ bunch  
**GOURDS** 6 for 25¢

**FRESH MICHIGAN CIDER** 1/2 gallon 90¢ gallon \$1.69

**SQUASH** 10¢ lb.  
ACORN-BUTTERCUP, BUTTERNUT

8000 NEWBURGH (Between Joy & Warren) Phone 425-1434

**College**

**IN THEATRE**

Marlene Malos, daughter of Dr. and Mrs. Herbert B. Malos of Southfield, appeared Oct. 8-13 in the Beloit College Players production of "And Miss Reardon Drinks a Little" in Beloit, WI.

Miss Malos, a Theatre Arts and English major now in her third year at Beloit, was the recipient last year of first prize in an interpretive reading contest in which she competed with twenty Beloit undergraduates.

A 1972 graduate of Southfield High School, Miss Malos had a lead role in that school's production of "The Visit" in the fall of 1971.

**CENTRAL WORKSHOP**

Eight area residents attended the workshop at Central Michigan University Sept. 28 on the Michigan Construction Code, sponsored by CMU's Center for Study and Research in Public Administration and Local Government and Off Campus Education.

They were: Richard Winslow, Attorney for Municipality, Farmington Hills; Arthur Brennan, Building Inspector for City of Rochester; Robert Wright, Director, Building Department, Avon Twp.; and George Ziegeldorf, Building Inspector, Avon Twp. All from Rochester; Fred Stanley, Director of Building and Inspection, City of Troy; and Gerald VandenBussche, Chief Building Inspector City of Troy; and Russell G. Crites, Director of Building, W. Bloomfield Twp. and Miam. King Commissioner, Michigan Commission on Employment of the

Handicapped and State Chairperson, Committee for a Barrier Free Environment, both from W. Bloomfield. The workshop provided a setting for answering questions about the role of state, county and local governments in construction code enforcement.

**COLLEGE THESPIAN**

Alan Preston, son of Mr. Clyde Preston of Rochester, plays a chorus member in the up-dated version of a classic comedy of manners, "School for Scandal," at Eastern Michigan University which will be presented Oct. 11-13 and Oct. 17-19 at the Quirk Auditorium.

The 18th century comedy by Richard Sheridan has been adapted to include a rock score by director, Ken Stevens, instructor of speech and dramatic arts.

**Special Baldwin Sale**

**Italian Provincial Walnut Console**

**NOW \$1118**  
Bench included

**Save NOW on This Beautiful Baldwin**

On this one piano, Baldwin gives us a special purchase discount for a limited time. You save money because Baldwin saves money through a budget-run of a single piano for the pre-Christmas season. This handsome 40-inch console in walnut gives you the tone, touch and durability of the world-famous Baldwin at the price you would pay for a production instrument.

**TERMS • LAYAWAY • TRADE-IN**

**OUR OWN CONSOLE BUILT BY AEOLIAN**

Walnut Italian Provincial with Bench **\$888**

**Smiley Brothers**

1010 North Hunter, Birmingham MI. 7-1177  
FREE PARKING OPEN EVENINGS MON.-FRI. SAT. 9-5 SUN. 1-5

**Church gets election help**

**SOUTHFIELD**—The Archdiocese of Detroit has named three coordinators for the election of delegates to the Archdiocesan Pastoral Assembly.

They are Paul Jackson, 25700 Code, Southfield, Mrs. Sylvia Bartalucci, 4047 Newland Drive, West Bloomfield Township, and Edward Denison, 2998 Goldview Drive, Troy.

As coordinators, it will be their job to oversee the election.

**NOW choose a FREE GIFT!**

When you help yourself to the big-interest accounts at the "Big C."

Earning the kind of interest that Capitol Savings & Loan pays is smart. Especially when you get a free gift besides!

There are 160 gifts in all to choose from and any one of them is yours free when you make the required deposit in any new or existing account at Capitol Savings & Loan.

The gifts are divided into three groups: Red, White, and Blue.

- Deposit \$300 or more and choose one of 40 gifts from the Red group.
- Deposit \$1,000 or more and choose one of 80 gifts from either the Red or White Group.
- Deposit \$5,000 or more and choose one of 160 gifts from the Red, White or Blue groups.

**Red Group** **White Group** **Blue Group**

**5 1/4%** Regular Passbook Savings Account — No minimum deposit required to earn 5 1/4% daily interest in this account. Your money is always available and interest is paid or compounded quarterly.

**6 1/2%** Golden Savings Certificate — With a minimum deposit of \$1,000 for one year, you can earn a full 6 1/2% interest in the Golden Savings Certificate. Interest is paid quarterly or compounded quarterly for an effective annual yield of 6.66%.

**7 1/2%** Four-Year Certificate — Earn a rewarding 7 1/2% annual interest when you deposit \$5,000 for 4 years at Capitol Savings & Loan. And this account automatically qualifies you for the Big C Check-a-Month plan or an effective annual yield of 7.71%.

Come on in to your nearest Capitol Savings & Loan office and open or add to your account soon. After all, you've got three great savings options and 160 free gifts to choose from!

Federal regulations require a substantial interest penalty for early withdrawal of certificates and permit one gift per certificate. Supplies are limited and offer may end at any time.

**CAPITOL Savings & Loan**

27215 Southfield Rd. — At 11 Mile Rd. Lathrup Village — 559-4000

75 W. Huron, Pontiac 338-7127

**Simplicity Sale\***  
**INVENTORY REDUCTIONS** 10% TO 40% OFF

**ALL LAMPS 10% OFF**

**RUMMAGE SHOP 20% TO 70% OFF**

Many Specials in our Gift Shop... THE DANISH SHOP.

Clearly designed furniture System 400 will fulfill the family's demand for space for television, stereo equipment, tape recorder, books, art glass, etc.

**3 BAY UNIT TOTAL LENGTH 123" Reg. \$1329**

**SALE \$1196**  
OR CASH & CARRY \$1099, MOST UNITS KNOCK-DOWN

**brasch imports, inc**  
In Scandinavian Village in Keno Harbor

Hours: Daily 10 to 5:30 Thurs. & Fri. 'til 9 Sunday 12 to 5 Closed Mondays

3325 Orchard Ln. Rd. 4 Miles N. of Maple Rd. 626-0031

Specialists in Contemporary Furnishings