

Musical spoofs ad agency life

The Detroit Adcrafters will present the 1981 "Adcraftolles," a musical comedy starring Detroit advertising professionals at 8 tonight at the Detroit Institute of Arts.

Leading the cast of more than 40 persons is Gail Smith, director of advertising for General Motors Corp.; Steve Van Oort of WJR-FM and Lindsey Balmer of D'Arcy, MacManus & Masius Inc.

Smith plays J.W. Bigley, chairman of the Detroit Salt Mines, and Van Oort is

theater

Lance Sterling, vice president of Foote, Luce, Fentz & Phee, DMS's lackluster advertising agency that is on the verge of losing its biggest (and saltiest) client. Balmer is Ann Bivalence, J.W. Bigley's very competent assistant who helps save the day, the account and Lance's affection.

TO ADD to Foot Luce's problems is a rival agency waiting in the wings, aptly named Ketchum and Cheatum. The audience will find out if sexpot account executive (professional model, Constantina) from Ketchum and Cheatum or the agency's cliché-spouting vice president Sam Ketchum (Bob Beauregard, J. Walter Thompson) or the agency-ese specialist, Gaylord Cheatum (Bob Mount, Mace Advertising), can outsell the group from Foote, Luce, Fentz & Phee. Sounds like a lot of song and dance?

It will be with the Andrews Sisters (Rita Bell, Marcy Haney and June Taylor MacGregor) singing their hearts out, and a barbershop quartet (Marvin Burke, John Seeman, Lee Gannon and Dick Barros) harmonizing. Several new songs have been written for "Adcraftolles '81." Tickets are available at many ad agencies in the Detroit area or directly from the Adcraft Club of Detroit in the Book Building. For information phone 962-7225.



Bloomfield Hills resident Gail Smith (left) of General Motors, co-star in "Adcraftolles '81," confers with writer Ron Frederick of ABC, also of Bloomfield Hills.

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FRIDAY \$30, 7:30, 9:30
SATURDAY, SUNDAY & MONDAY 11:30, 1:30, 3:30, 5:30, 7:30, 9:30
TUESDAY - THURSDAY \$30, 7:30, 9:30

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\$2.00 MONDAY - THURSDAY
EVEN. AFTER 6 PM*
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MICHELLE PHILLIPS "HARVEST" (PG) 8:15
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DAILY 12:30-2:30 7:45-9:45
\$2.00 MONDAY - THURSDAY
EVEN. AFTER 6 PM*
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STARTS FRI. MAY 22 "MAN VS. BEAST" DAILY 12:30-3:30
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