

## Advertisers donate creativity to public service

By Suzie Rollins Singer  
staff writer

Picture a 14-year-old boy in a three-piece business suit, seated behind a large walnut desk. A man in his mid-50s sits across from the boy, explaining why he's qualified for a job. "In an aggressive, well-trained and eager to learn," the man tells the boy whose feet are propped up on his desk. "Sorry," the teenager replies. "We don't hire grown-ups."

THAT FILMED vignette, presented Monday to the Economic Club of Detroit audience, is part of the Advertising Council's "Give a Teenager a Job" campaign.

Patricia Carbine, national chairperson of the Ad Council, told the local audience about the workings of the non-profit organization.

"We're a public service organization. We tackle national problems that affect every community. And right now, our business is booming," she said.

The Ad Council receives requests to prepare major ad programs from private organizations and government agencies. Special council committee members analyze and review the requests then forward them to a board of directors.

After reviews by the board, the ideas are sent to advisory committees on public policy, industry and media. From there, a volunteer ad agency is

selected to create the campaign. Once created, the campaign is sent to council staff for final approval, then distributed to the media.

"FOR EVERY \$1,000 the Ad Council invests in accounts, it generates over \$8,000 in donated air and print space," Carbine said.

Some campaigns for which the Ad Council is responsible are "Don't be Fueled," "If We Can Get People Walking on the Moon, Surely We Can Get Them Working Here on Earth," "Join the Future, Give to the College of Your Choice," "Why Do You Think They Call it Dope?"

"We accept requests that are non-commercial, non-partisan and non-political," Carbine said.

In 1976, the Detroit firm of Campbell-Ewald designed the campaign to fight child abuse called, "It shouldn't hurt to be a child."

Through posters, radio and television spots, it has promoted anti-abuse messages across the country.

"In 1976, there were 413,000 reported cases of child abuse. In 1980 there were 788,000 cases reported," she added. "We've made headway."

THE AD COUNCIL began in the '40s, during World War II. Its first campaign showed a fighter ship sinking into the ocean, accompanied by the phrase, "A Slip of the Lip Will Sink a Ship."

In the '50s the council created a cam-

aign to help fight polio. It showed two toddlers hugging each other and said, "Neglected or Protected? For Polio Protection There's Only One Weapon — Polio Shots. Don't Delay, Start Today."

During the Kennedy era, the council designed "Better Schools Build Better Communities," and "Help Them Help Themselves, Serve in the Peace Corps."

PRESIDENT REAGAN has asked the council to aim its efforts toward beefing up productivity in America.

"We will be coming to Detroit for input on the campaign. We're working with 50 companies and have learned that management is our prime target," Carbine said.

"We have to convince management groups that they have a role to place in increasing productivity," she added.

Before closing, Carbine shared what she called a complement of the Ad Council.

"Several of the Ad Council members have been invited to Japan," she said. "To tell them how the program works and why it's so successful."

### FINE PAINTINGS, VICTORIANA and DECORATIVE ARTS

Featuring paintings and watercolors by or attributed to: A.E. Albright, Sir Lawrence Alma-Tadema, R.A. Blakelock, John Calfano, J.B.C. Corot, L.M. Eilshemius, Alfred Fitzwalter Grace, C.P. Gruppe, Child Hassam, Antonio Jacobsen, J.F. Kensett, D. Ridgeway Knight, Scott Leighton, Edmund T. Lewis, Gari Melchers, Charles L.L. Muller, Edmund H. Osthaus, J.F. Peto, C.P. Ream, Daniel Sherrin, Everett Shinn, Adolph Schreyer, William P. Stubbs, A.F. Tait, J.M.W. Turner, Grant Wood, and others.

A collection of miniature paintings, by Belter, Meeks, Roux and Wootton.

Victorian furniture including pieces by Belter, Meeks, Roux and Wootton.



New Guinea Debating Stool

Exhibition: Wednesday, May 5, 1982 3 p.m. to 8 p.m.  
Thursday, May 6, 1982 3 p.m. to 8 p.m.  
Friday, May 7, 1982 10 a.m. to 4 p.m.  
Auction: Saturday, May 8, 1982 11 a.m.  
Sunday, May 8, 1982 12 noon

Illustrated Catalogue \$10.00 or \$12.00 postpaid

### Stalker & Boos

280 N. Woodward Avenue Birmingham, Michigan 48011 (313) 646-4560

All property sold in subject to a premium of 10% payable by all buyers as part of the purchase price.

## Furniture in sheriff's auction

Oakland County is joining the Sheriff's Department by adding used office furniture and machines to the list of items to be auctioned on May 27.

The sale site is behind the Oakland County Garage in the service center complex, 1200 N. Telegraph, Pontiac. Gates open at 8 a.m. for early viewing. The sale begins at 10 a.m.

The sale will feature unclaimed and recovered stolen property as well as used county-owned equipment, according to the county purchasing department.

Approximately 50 late-model cars, as well as several GMC pickup trucks and vans, are also available.

The public may inspect the vehicles on Thursday and Friday preceding the auction date.

In addition, there will be more than 80 pieces of office furniture, including desks, chairs and credenzas; 40 office machines, including typewriters and calculators; rowboats and pedal boats.

Also included are 17-foot inboard/outboard speedboats.

**CHILDREN'S WOODEN SWING & GYM SET**  
20 year limited warranty  
**25% SPRING DISCOUNT**  
for all orders received by ~~extended~~  
**BASKETBALL BACKBOARDS & POLES** installed from **\$99.80**  
**TENNIS COURTS**  
Resurfaced, Repaired or Recolored  
**B.S.I. INTERNATIONAL INC.**  
1173 Chicago Rd. • 585-2040  
Call for hours & FREE brochures.

in stock for  
**Mother's Day**  
Sunday, May 9th

We have a wonderful collection of in-stock items, perfect for Mother's Day Gifting. Make your selections now and see Mom's eyes light up when your thoughtful choice becomes hers. Gifts for the home are always top on her list!

A. Solid cherry Silver Chest has finished back, 3 drawers, antique brass handles. 22 1/2 x 14 x 36 high. \$440.

B. Solid Cherry Wall Curio. Beautiful way to display collectibles reflected in the mirrored backs. Have glass shelves, door locks. Top: 26 x 9 x 38 1/2. Lower: 22 x 8 x 36 h. Your choice \$299.

C. Cheval Mirrors. Three from our collection. Top: 64" h. solid cherry Cheval Mirror with brass adjustable swivel hardware, \$288. Right: 66" h. turn-of-the-century Cheval Mirror in golden oak finish, \$199. Left: 63" h. Painted Cheval Mirror with deeply turned posts, \$169.

E. Charming Becky Davis Victorian-style Chair has tufted seat & back. Mahogany finish, velvet covers...\$230.

F. Cherry Grandfather Clock with Carpathian elm burl veneers, beveled door glass, lyre pendulum, cable wound triple rod chime. 79" tall...\$699.

D. Sparkling Brass 'n' Glass Cocktail Table from our great collection of glass-top tables. Hexagonal shape 40 x 40 x 15 h...\$699.

G. Lounge Chairs from our excellent collection of handsome Chairs for every room in your home. Wide fabric choice...over 100 in stock now! From \$259.

H. Henredon Scene Two Veneer base and laminated horse. \$1066. Top supported by ebony.

Waterford Biscuit Jar

From our sparkling, beautiful Waterford Irish Crystal collection... the Waterford Biscuit Jar (often used as a candy jar) makes a delightful gift item. Men with a genius for crystal, shape & cut every piece by hand... to grow in value with the passing years. \$118.50

Wiggs  
Telegraph at Long Lake Road (18-Vile Road) Bloomfield Hills • 644-7370

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Telegraph at Long Lake (18-Mile) Bloomfield Hills • 644-7370

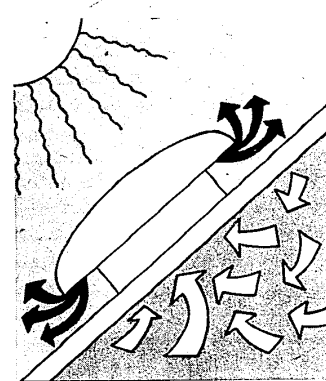
Visa, Master Card, American Express or Wiggs Charge Open Mon., Thurs. and Fri. 10:00 P.M.

## HUDSON'S at your service



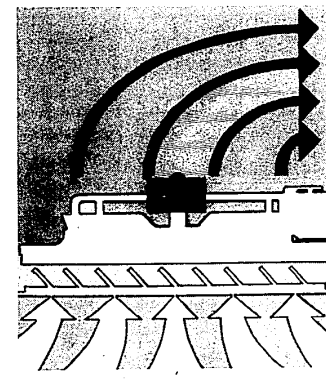
### sale 35¢ sq. ft. A big energy saver

Reg. 58¢ sq. ft. We blow in 6" top-grade cellulose fibers between the joists of your unfloored attic... this could be the greatest single step you can take to help cut cooling/heating costs. For 8" insulation, reg. 81¢ sq. ft., sale 48¢ sq. ft. for 10 1/2" insulation, reg. 99¢ sq. ft., sale 59¢ sq. ft. Prices are based on installations over 500 sq. ft. Qualifies for a tax rebate.



### sale 129.95 installed Cut cooling costs

Reg. 179.95. A Braan power attic ventilator exits superheated attic air to help cut air conditioning costs. Results: rooms directly below your attic are easier and thrifter to cool. We install it, complete with an adjustable thermostat. Saves energy in air conditioned homes; improves comfort level in non-air conditioned homes. Your attic must be wired.



### sale 459.95 installed Cools whole house

Reg. 525.95. A Braan whole house ventilator is a very thrifty alternative to central air conditioning. This 30" direct drive quiet running 4-blade fan has a variable speed switch control. A gentle, cooling breeze is created when outside air is pulled through the house...causing evaporative cooling for personal comfort. With white enamel shutter.

Shop by phone: call 223-2035 Monday through Friday 8:30 to 5 p.m. Shop in person: TV's, all Metro Detroit Hudson's stores. Sale ends May 29.