



Madison Avenue hits Eugene

The latest in advertising ploys — mini-billboards — have made their way to the University. Electronic advertising screens now light up the EMU and the University Bookstore.

The new screens are similar to the ones in banks which flash the interest rates, temperature and other information.

But this is a case of something for nothing. The University pays nothing for the units. Guaranteed Sales Inc. provides the \$4,000 units and uses advertising from national companies such as AT&T and General Foods to cover costs.

Each machine is able to keep 18 messages in its memory.

"The screens are a good way to keep students informed of upcoming events and activities," says Frank Geltner, EMU assistant director.

Two more signs are expected to be installed in the library and the Fish Bowl restaurant.

Photo by Dave Kao

TV drama helps locate missing kids

NEW PALTZ, N.Y. (AP) — An agency looking for lost children got more than 2,000 calls following a nationally televised movie about a boy who was kidnapped and slain, and at least one teenage girl returned to her family, an agency representative said Tuesday.

Child Find Inc. on Monday night combined its efforts with the mass appeal of network television in hopes of reuniting with their families some of the thousands of children reported missing each year.

At the end of the two-hour film "Adam," the photographs of 55 missing children were shown. They are among the 2,000 registered with Child Fund.

Kristin Brown, information director for the agency, said Tuesday that more than 2,000 calls had been received and they were continuing at the rate of 150 an hour. "The calls are piggy-backed. As soon as we hang up, another is waiting," she said.

Brown said as many as five descriptions of missing children had been reported in several cities by more than one caller.

Janette Demenkoff, head of registration, location and recovery for the agency, said a call came Tuesday morning from a teacher in "a Southern city," who had recognized one of the pictures. Police agencies were checking the lead, Demenkoff said.

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