

# Electronic billboard replaced

Action Adeline is cashing in the last of her chips in favor of an advertising form more suitable to Lincoln's size and tastes, Dick Schaffer of Schaffer and Associates said.

The electronic billboard at 48th and Vine Streets, offered sensational exposure, Schaffer said, but it was difficult to convince advertisers to buy the time.

"Many people commented that Adeline was outstanding," but the compliments didn't pay the bills, Schaffer explained.

The expense of operating Adeline was \$4,000 per month. Advertisements were sold for \$18 a day.

Advertising mediums like Adeline are seen in the East and West, he said, but apparently Lincoln is not receptive to this kind of change. However, Schaffer added, it might be successful in three or four years.

He said Schaffer and Associates plans to erect billboards where Action Adeline now stands.

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