

HORSE SENSE AND NONSENSE

BY ALICE E. MORGAN

CRUSADES

Every so often someone wants to have a crusade and there is a better place to start one than in the local newspaper. It may range from investigations of city officials to street lighting; from destroying weeds in vacant lots to removing more than 100 dogs in town to demanding licenses for all the cats. The subject matters but little if it is deemed important by a person or group of persons. Now, we agree that newspapers can do, and have done, a great deal by backing crusades. They will probably back others and prove again the "power of the press."

STRONG EDITORIAL CAMPAIGN have forced corruption out of many a city hall and state capitol. They have stopped a great deal of funds on projects beyond number. They have revealed fraudulent violations of law, practices every big city in the country.

Newspaper crusades have built schools, churches, hospitals and many other publicly needed buildings. They have broadened the worker's man's conditions and life in general. However, few people realize the terrific volume of work involved and the repercussions to come.

Mrs. Housewife, while driving along in her car, seen a black near a deep and dark. She vicious foot-ped, jolting her car, and practicing poise on the roadway. She decides something should be done about it. She calls her paper and asks for a printed campaign for better lighting.

THE REQUEST is simple, and in many cases no one will deny the logic of it. The solution is something else. The paper turns the assignment over to a staff member who may devote hours of research. He may find that block does need an additional light, but he cannot stop there. He must travel his city to ascertain how many more "dark spots" there are.

Finally his paper does create enough interest in lighting that the city fathers take it up. Under pressure, they decide to install the lights which the paper has shown were needed. The additional expense is reflected in taxes. Mr. Housewife and her husband object to their taxes going up.

The next day she calls her paper and asks for some good, solid editorials on the unnecessary amount of money the city fathers are spending.

NEWSPAPERS ARE often asked to give editorial support to questions beyond their power to handle. Things which require people highly trained in certain fields are often beyond the reach of many papers.

A newspaper has to have the good of its community uppermost in mind. It cannot survive without readers. A community which has become a replica of "The Deserted Village" is not a likely source of high circulation. From a purely selfish standpoint, a newspaper must support its community and work toward the betterment of it.

WHEN YOU CALL on a newspaper editor, bear in mind that he must consider his paper, its employees and the town in which it is printed.

Remember he has and must maintain a certain policy. He cannot today call for the installation of street lights every 100 feet and tomorrow rip city government for spending money. Remember that accepting a "crusade" the editor must weigh both the immediate value and the final outcome.

He must consider the abilities of his various staff members and decide whether or not there will be time for them to handle the case as it should be done. He cannot assign a sports writer to a story on atomic energy and expect to meet that day's deadline.

BETTER STILL, before you ask a newspaper to crusade in behalf of your favorite project, make sure you want it done. Make it can be done quickly and without the need for special training.

Then, be sure it is something large enough to be important to most people in the community and something which cannot be done by a small group working quietly.

Quarton PTA Plans Skate Sale Nov. 14
As a service to Quarton school children, the PTA will hold a skate sale Monday, Nov. 14, in the downstairs corridor from 3 to 4:30 p.m. Strictly a non-profit venture, each parent or child may set the price on the skates to be sold.

Helps with Conclave
Charles H. Drury, 1762 Graceland, was a member of the management committee for Wednesday's alumni-sponsored men's convalesce of the Detroit Commercial College.

BEVERLY HILLS NEWS

By DOROTHY KELLY
PHONE MIDWEST 4-7771

Dinner-Dance
The Greenfield-Beverly Hills Improvement association will have a dinner-dance at the Birmingham country club Friday evening. A brief business meeting will be held at 9 o'clock when the annual election of officers will be held.

Membership of the association includes John Pizocore and Mrs. Greenfield and Southfield roads to the east and west and 19 and 14 Mile roads on the north and south, with the exception of the Ranch Home section.

Scout Tour
Ronald Bowen, Jim Douglas, Perkins, John Pizocore and Bob Riley were among the neighborhood Boy Scouts who went on their fourth Field Trip on Sunday afternoon.

Leaves for Post
Capt. Edwin Good, his wife and four year old daughter Pamela left Saturday for Missouri where Capt. Good will be stationed with the Army. The night before they left a farewell party was given for them at the home of Mr. and Mrs. Carl Good in Berkeley. Mrs. Alvin Matougan were also present.

Card Parties
John and Shirley Laica joined Floyd and Betty Reynolds for a few rubbers of bridge Saturday in their home on Verona Circle. Mrs. E. T. Sutton will entertain her canasta group this afternoon in her home on Laber road. Her guests will be Miss Helen Simpson, Miss Marie DuPuis, Mrs. George Nelson and Mrs. P. Leawidge.

Guild Hostess
Mrs. Bradley Stephenson will open her home on Riverside drive this evening to the St. Theresa Guild of the Altar Society of Holy Name church. Co-hostesses will be Mrs. James Lillis, Mrs. E. T. Sutton, Mrs. E. J. Racine and Mrs. Paul Rebe.

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This gorgeous estate has sleeping quarters to suit particular people. Only 5 minutes by bus or car.

Moderate Rates
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Midwest 4-3215
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1220 S. Woodward

We Heard It Said By—
Albert C. Sho, 384 Pierce, guard at the Fifth Street Bank: "Tunnels under the busiest intersection is the only way of insuring a Birmingham pedestrian's life these days."

HUNTERS!
NOVEMBER 15 IS D* - DAY
See us for a complete line of hunting equipment

Rifles
MODEL 07 Winchester 351 cal. \$139.65
MODEL 94 Winchester 32 spec. or 30-30 cal. \$68.70
MODEL 336A Marlin 32 spec. or 30-30 cal. \$79.81
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McBRIDE HARDWARE COMPANY
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by an evening of bridge at the Malone home.
Friday evening local members of Miss Florence Young's dancing classes were guests at her annual costume party at the Ingleside club in Detroit. Michael Currier escorted Debby Henshaw, Michael Kelly chose Sheila Murphy as his partner and Mary Bradley Stephenson was squy by Denny Edwards.

Birthdays
Diane Joldersma celebrated her fifth birthday Saturday afternoon in her home on Arlington Drive. Her parents, Mr. and Mrs. Alfred Joldersma, invited Judy Briles, Sherre Holden, Margaret McCarron, Elizabeth Shaw, Sally Love, Bonnie Perkins, Lynda Weston, Margo and Charles Tompkins and Art Coffman over for the afternoon.

Local Happenings
Former Dayton, Ohio, bridge players held old home day here this past weekend. Mr. and Mrs. G. E. Franklin were the guests of Mrs. William Skinner of Grove Pointe and Mr. and Mrs. Kenneth L. MacQueen at breakfast Saturday prior to going to the Michigan-Illinois football game.

Fox and Hounds Inn

John Ingleson, proprietor
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Birmingham, Mich. - Midwest 4-3533 - A United Detroit Theatre

OPEN MONDAY THRU FRI. 6:45 P. M. SAT-SUN. 1:30 P. M. HOLIDAYS

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Tea for Two

Tea-licious! The Song of the Tea-tightful!
Tea-riffic! The Fun-Fun-Fun's Tea-riffic!
Technicolor
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DORIS DAY GORDON MACRAE
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BILLY DEWOLFE S.Z. SAKALL

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"ONE WAY STREET"
BIG SPECIAL — MATINEE SATURDAY ONE HOUR CARTOONS AND NOVELTIES 2 P.M. TO 4:30 P.M. "TEA FOR TWO"

COMING NEXT WEDNESDAY
"ALL ABOUT EVE"

visited friends and relatives up in the Thumb of Michigan.
Mrs. Lawton Tabor and Mrs. Newton Hadley attended the Pashell's tea last Sunday at the home of Mrs. Craig Richley.
Mrs. and Mrs. John Neulair of Sheridan drive were guests Saturday of Mr. and Mrs. Charles Young of Dearborn. The two families saw the Santa Claus parade.

Attend Conference
Frazer E. Pomeroy, 1885 Yorkshire, general agent of the New England Mutual Life Insurance Company, and John H. Patterson, 1188 Washington, representative of the company, last week attended a two-day regional convention of the company's leading Midwest agents in Chicago.

Businessmen's Art Collections Shown
A special exhibit opened Friday at the Cranbrook art museum to continue through Sunday, Nov. 12.

IF YOU PREFER TO Work Near Home
Jacobson's newest store, to open soon in Birmingham, will need personnel with retail selling experience in better fashion.

Trained sales people and department managers are needed for dresses, coats and suits, millinery, sportswear, shoes, accessories, lingerie, clogs, and children's wear.

Positions also available in the business office for office manager, billing machine operators, cashiers, clerks, and credit authorizers.

Jacobson's

MAPLE AT BATES BIRMINGHAM

Apply Mr. Mason on premises of building or phone MI 4-6900.

BLOOMFIELD

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MILLAND LAMARR CAREY FREEMAN CAREY
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in **THE MIRABOL**
with BEVERLY TYLER
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Roller banked-track racing... the world's most dangerous sport!

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