

Certain Amount of Sensation Demanded, Says Editor

"News, in essence, is ephemeral," Royce Howes, associate editor of the Detroit Free Press, told a Friends of the Baldwin Public Library Wednesday evening.

"The problem is to get it, write it and get it into print with great speed. This accounts for human mistakes and inaccuracies."

Howes, winner last year of the Pulitzer prize for his editorial on a Detroit strike, spoke on the problems, operation and aims of the modern newspaper.

HE SAID the news content of a newspaper is the editor's choice, but he is influenced by what experience teaches him as the readers' desires.

shows us that the very people who protest do read such stories.

"While the public complains about and reads such trash at the same time, it draws the line somewhere and becomes a censor."

"WHILE newspapers do print the sensational, they are trying with increasing success to play up more constructive interests. This can be shown best in our Free Press issue of Wednesday. We used two front page columns for

the Torch Drive. We could have picked up a murder story."

On types of papers, Howes said people often ask why more of them are not patterned after the New York Times.

"If they did they would go under," he declared. "The Times is more than a local paper. It is national and appeals to a specialized audience. The average paper must be planned to appeal to the general public. With the Times, a good many subscribers do not read it

but it looks impressive on a table in the living room."

HOWES SAID the advertiser has a great influence over the newspaper's quality. Since a businessman wishes to retain his dignity, he will advertise only in a paper which upholds this characteristic in its news columns.

Howes pointed out that operational costs had removed many papers from the field and prohibited the organization of others.

"This cut in the field is tragic," he stated, "in that it boils the field down to a few which can mold public opinion and could become dictatorial."

MANY of the traditional fallacies of the newspaper world concern the editor, Howes said.

Editors do not "get together" to conspire on what news to give the public.

They are not hard-hearted cynics but often go all out to extend

help to what they consider a worthy cause.

They do not know all the details of the paper, from why a word was misspelled to why a paper was not delivered on time.

HOWES SAID one newspaper feature was rapidly vanishing from the American scene.

"Radio and television," he said, "are making the 'extra' a thing of the past in getting a sensational story before the public almost the minute it happens."

However, people get this sort of news, which must be brief, and want greater detail on it. For this

they will buy the paper. They buy it, too, to see if they heard the broadcast correctly, and often find they did not."

Thief Takes Shrubs

Mrs. John Anker, 4885 Middlebelt, W. Bloomfield township, told Birmingham police Sunday that someone took six rose bushes and a wisteria plant from the grounds of her son, Yorkshire. Value of the shrubbery was listed at \$20.

Want Ads cannot be accepted after 5 p.m. each Tuesday.

Get your Share of FRIDAY EVENING MONEY SAVERS

See how money stretches on Friday Nights in BIRMINGHAM!

A fresh selection of special Friday night three-hour bargains will be offered tomorrow at Birmingham's leading local shops. The sale continues the autumn Jubilee of Values series that is drawing hundreds of thrifty shoppers. Price tags become effective at 6 p.m. Friday and expire promptly at 9 p.m. All jubilee bargains are standard brand merchandise. Among them you will find needed items at prices that will save you real money on your Friday night shopping. Check your choices now and you'll be all ready at sundown tomorrow to . . .

BE OUR GUEST

A free parking nickel is taped to the handy list of three-hour Friday night specials prepared for the convenience of shoppers who come by car to Birmingham's Jubilee of Values. Local boys present the list to motorists who arrive in the shopping district between 7 and 8 p.m.

JOIN THE Jubilee of VALUES

CLUTCH BAGS
Genuine Leather—With A Zipper Pocket, In Assorted Colors.

Regular \$2.98 Value **\$2.49**

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EVERY HOME SHOULD HAVE A CORK BULLETIN BOARD

16 x 20 In Metal Frame Reg. \$2.79 Value **\$1.98**

Birmingham Office Supply
150 West Maple Ph. Midwest 4-4636

Himelocks

Teens' Crinoline Petticoat \$2.50

Regularly \$5. Stand-out cotton crinoline for fashion's full skirts. Double-net ruffle. Washable; no re-starching, no ironing. White with navy-and-red rick-rack trim. S-M-L sizes.

PETER'S SHORE FARM WAFER SLICED BACON Reg. 63c lb. **39c lb.**

Limit of 2 lbs. per customer

SFIRE'S MARKET

Pendleton PLAID BELTS

TO MATCH YOUR PENDLETON SPORT SHIRTS & JACKETS **\$2.50**

YOUNG'S OF BIRMINGHAM
203 Pierce Street

STOCK UP NOW! ON **MEN'S UNDERWEAR**

ALL OF OUR NATIONALLY ADVERTISED BRANDS **20% OFF**

Mortimer's Men's Style Center
123 West Maple

General Electric or Westinghouse

STEAM and DRY **IRON** Reg. Value \$17.95 Special at **\$12.95**

HAWTHORNE ELECTRICAL CO.
162 N. Woodward Ph. MI 4-2200

TI-DEE **SPONGE MOP**

CLEANING—DUSTING—WAXING

- Lasts Longer
- Cleans Better
- No Wet Hands

Regular \$1.98 **\$1.29**

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205 N. Woodward Ph. MI #7330

COSCO CHAIRS
Discontinued Numbers

BAR STOOLS \$9.99
YOUTH CHAIRS \$5.99

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154 S. Woodward MI 4-3010

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If Accompanied By A Parent

KRESGE'S

Italian Styled **"T" SHIRTS**

Reg. \$2.98 **99c**

Kay Baum

Reg. \$2.98 **DELUXE ROLLER KIT \$1.98**

WARFIELD PAINT CO.
250 N. Woodward MI 4-0910

Esquire Trav-Ler **SHOE SHINE KIT**

Includes Polish, Saddle Soap, Brush, Applicator and Shine Cloth . . . all in a convenient Zipper Case.

Reg. Value \$3.00 Special at **\$2.15**

WILLIAMS BOOT SHOP
115 West Maple

QUILTED & PATTERNED **QUILTS** FLORALS & GEOMETRICS

Regular Values \$10.98 & \$12.98 **\$7.32 & \$8.55**

The F. J. Mulholland Co.
233 North Woodward

STERLING HANDLED **PIE SERVER**

Lily of the Valley Pattern

Regular \$6.00 Val. **\$3.50** including fed. tax

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Women's and Children's **KNEE-HIGH SOCKS**

Very fine cotton

- All Colors
- All Sizes

59c Ea.

Herbert Burr
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JONES BACON

1 LB. PKG. 59c

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124 N. Woodward MI 4-4630

With the purchase of every suit or topcoat We will give the purchaser **A \$10.00 HAT** Free of extra cost

PECK'S MEN'S WEAR
108 S. Woodward MI 4-7724

Electrex — 3-Speed **WATERPROOF HEATING PAD**

Reg. 5.49 **\$3.69**

SHAIN'S REXALL Drug Store

AFRICAN PRIMITIVE MASK

Authentic African art adapted from a famous collection by the celebrated artist, Bertie Cooper.

Reg. \$6.95 **\$4.95** Friday Night Special

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128 S. Woodward MI 6-9323