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HOW CAN shut-in boys and girls keep up with their school work? In recent years Michigan Bell's School-to-Home telephone installations have proven to be one successful method. Telephone equipment, using special two-way speaker units, lets the child who must stay home, or even in bed, hear everything that goes on in his regular classroom. He can recite and ask questions just as though he were actually in school. This daily contact with classmates gives the shut-in child a sense of belonging; it is a real part of the class. We'd be glad to tell you more about School-to-Home telephones. Just call our Business Office.



SCIENCE CAN GIVE us great entertainment, as the Bell System's television Science programs show. These programs aim to bring you an understanding of scientific work and its importance to modern life. And, of real importance to our country's future, they are helping to interest young people in scientific careers. The second show in this new series, televised nationally, is the fascinating story of blood. It's called "Hemo the Magnificent" and will be on the CBS-TV network at 9 P.M., March 20.

Lagging Budget Caused Sagging Park System

(Monetary needs of Michigan state parks promise to be a major topic of the current legislative session. Here is the third in a series of articles designed to acquaint The Eccentric's readers with park problems and suggested possibilities for gaining additional park funds.)

Skyrocketing attendance coupled with a budget that grows too slowly have forced Michigan's state parks into a decline that could possibly end in complete deterioration of some areas.

While this is a grim prophecy the chances of it becoming a reality are good unless the conservation department's parks division gets more money for land, operation and maintenance.

Park administrators, knowing park needs better than anyone else, when before the legislature in January and asked for the largest outlay of money in Michigan park history—more than \$8,000,000 for operation, maintenance, land acquisition, capital improvements and development in the fiscal year 1957-58.

VIEWING GRAVELLY the rapidly vanishing areas of potential park lands, park officials have requested \$3,000,000 for land acquisition. The dilapidated condition of park roads, service buildings and other major facilities caused a \$1,000,000-plus request for capital improvements.

Lansing legislative observers see little chance that last year's \$3,500,000 park appropriation cap can be raised to over \$8,000,000, particularly when there are so many urgent demands on the money available for appropriation.

To augment what they hope will be an increased park budget, the Conservation Commission has urged legislation that would require visitors to pay directly for use of the parks.

NOT A new plan, the same "pay-and-play" proposal has been introduced regularly to the legislature. Opponents of such legislation have based their views on the legal premise that the parks should, as originally intended, by the 1919 Parks Act, remain open and free to the people.

On the other hand, each year's appropriation bill has contained a clause which gives the conservation department power to institute fees. Before any fee system can be installed the conflict between the two must be resolved.

Findings of several surveys conducted by Michigan State University and Automobile Club of Michigan appear to refute the feeling that the people demand and deserve free parks.

MSU RESEARCHED park users and found, to many observers' surprise, that 86 percent of those interviewed are willing to pay a fee—the seventy-five percent of a self-tax—to improve and expand the parks.

Auto Club, which has been waging a campaign for more park money since last summer, found about the same thing in a survey conducted by its travel counselors who interviewed park users in the park. The seventy-five percent of those questioned indicated a fee system would be satisfactory to them.

Given the opportunity to voice their opinions on faults of the parks, those interviewed by both agencies said poor sanitary facilities as a result of overcrowding were the biggest failing. They said they wanted more and cleaner restrooms. Crowded camping areas, almost as frequent a complaint.

PER CAR admission fees in both surveys ranked as the most favored and, according to conservation department officials, the most economically administered, would be an annually-purchased windshield "sticker."

Armed with this data, park officials are asking the legislature to approve a windshield sticker with an alternative 50-cent charge per car for individual visits.

The conservation commission in January unanimously approved the department's plan and is now anxiously waiting to see what the legislature will do with it.

(Next week: How much revenue from a fee system?)

BUSINESS BRIEFS

MJ&A Adds 4 To Local Staff

In its continuing expansion of client service, MacManus, John and Adams, Inc. announces four new appointments to its creative staff of its Bloomfield Hills headquarters.

Landolph W. Helzer, advertising executive of New York and Detroit agency operations, joins the agency's Cadillac Motor Car Division group. He comes to MacManus from the Detroit office of Benton & Bowles where he was director of merchandising and sales promotion.

George Zikakis, formerly public relations representative in Detroit for Kuder Agency, joins MacManus as public relations representative assigned to the Pontiac Motor Division creative staff.

Charles E. LaMarre, most recently central regional sales manager of the Continental Division of Ford Motor Company, has been assigned to the Bendix Aviation Corporation as copywriter.

Charles R. Dickinson, Jr., formerly art director for Grant Advertising, has been added to the art staff.

Bracken to Head GM's New York Public Relations

Appointment of Edward A. Bracken, Jr., 234 Puritan, Birmingham, as New York regional manager of General Motors' public relations staff has been announced by Anthony G. De Lorenzo, GM vice president in charge of public relations.

Bracken succeeds James N. Bird, who is retiring under the GM retirement plan after 28 years' service.

Member of the GM public relations staff since 1937, Bracken served with Parade of Progress and Previews of Progress, traveling GM science shows, and was assistant to the director of GM public relations at the New York World's Fair in 1939.

BETWEEN 1942 and 1946 was on military leave from GM. He served with the U. S. Navy as executive officer on the U. S. S. Viven. Upon returning to GM, he was named assistant regional manager in the New York public relations office.

He headed the Buffalo, N. Y., region of GM's public relations staff from 1947 to 1955 and has administered special projects in GM public relations since November, 1955.

Tag Day May 10

Birmingham chapter of MOMS club of America has been granted permission by the city commission to have a tag day May 10. In case of rain, it will be held the following day.

CA's to Attend Milwaukee Meet

Arthur Kaufman, 1810 Graefield, Birmingham, and Leon Jackman, 4065 Beach, Troy township, will represent the Detroit chapter of the National Association of Cost Accountants at the Milwaukee regional cost conference in Milwaukee, March 15 and 16.

A total of 600 members representing 22 of the Association's chapters located in the six-state area of Illinois, Indiana, Iowa, Michigan, Minnesota and Wisconsin are expected to attend.

Wollenberg to be Honored for Sales

Robert A. Wollenberg, 369 Westwood Dr., Birmingham, will be honored as one of the leading life, accident and health agents of The Travelers Insurance Company at Boca Raton, Fla., during March, it was announced here today by Vice President Perry T. Carter.

Wollenberg will be admitted to membership in The Travelers Inner Circle, honorary chapter of organization, at the Boca Raton Hotel and Club during the annual Circle quarterly conference, March 18-22.

Wollenberg represents The Travelers through the Detroit branch office.

Local Architect to Moderate MSA Panel

The Michigan Society of Architects 3rd Annual Convention at Detroit's Hotel Statler, March 13-15, will be attended by more than 500 architects and guests, according to Charles H. MacMahon, Jr., A. I. A., of Birmingham.

The convention will open Wednesday afternoon, March 13, with registration and viewing of the exhibits, followed by a reception and social evening.

Reports from the three Michigan A. I. A. chapters will be heard at a luncheon Thursday, at 2:30 p.m. Linn Smith, 894 S. Adams, Birmingham, A. I. A., will moderate a panel discussion on fees and other matters of practice.

Dept. Manager For Edsel Div.

Gordon Marshall, 5550 Forman, executive offices prior to his promotion. Following two years in the Air Force as a pilot during World War II, Marshall rejoined Ford in 1946 in the industrial relations staff training department, advancing through several promotions until being an organization analyst in the company's organization department 1947.

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