

So many of us assume that we know how to think correctly so we may guide our steps along paths that lead to happiness, security, reasonable enjoyment of a good environment. But there are many accepted thinkers who tell us that most men and women reach maturity with only the slightest idea of how to conduct ourselves toward personal peace and security. We live so superficially.

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

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SECTION C

Suburban Scene



By ELEANORE VINALL
Women's Editor

Now seems an excellent time, when so many clubs and organizations are electing officers and appointing committee chairmen, to point out some of the important facts involved in writing publicity stories about these many organizations.

Suppose you've been elected publicity chairman. The first question you'll ask is, "How do I get news about my organization into the paper?" And you'll raise a skeptical eyebrow (we hope) when the president of your group answers, "Just give the news to the paper."

That may be a fine definition of your job, but there's a good way and a poor way to do it. Chances are that you're not trained in journalism. That means you have to ask the question (and consider it seriously), "What is news?" The simplest answer is, "What many people are interested in reading."

You must realize the distinct difference between "publicity" and "news." When you ask, "How can I get more publicity for my club?" the answer is, "By publishing leaflets and brochures, distributing posters, circulating letters, buying advertising space."

You must recognize that a newspaper is not a publicity organ. A newspaper is just what it says it is—a NEWS paper, and when there is a NEWS-story, the paper prints it. The publicity the organization gets from the story is a by-product.

Let's see what happens to your story when you hand it to the editor. First it will be evaluated for its reader-interest. If, for example, the governor of the state is coming to talk to your organization, your story most certainly will be printed.

On the other hand, if you give us the news that Mrs. Jones has been appointed second assistant secretary of your committee on the Perpetuation of Contract Bride on Wednesday afternoons, it will be condensed to a three-line item on an inside page.

Begin to develop a news sense. Study your paper, notice the kind of stories used, which ones go on the front page. Try to adopt a simple pattern for writing your stories. Follow the style and construction of articles which have appeared in your paper.

The primary rule of writing a news story is to tell—who, what, when, where, why and how. After you've written your story, check it against the five W's and the H. Let's see how they work for you.

What? A meeting of your club. Who? Names of persons active in the event. Where? At the home of Mrs. John J. Jones.

When? Thursday, May 7, 1959, at 1:30 p.m. Why? To discuss final plans for the spring garden tour. (You seldom have a "how" when you have a "why.")

(See SUBURBAN SCENE, Page 6-C)



MRS. PAUL BARTLETT

Bingham Farms' Mary Bartlett 'Has Harp... Will Travel'

By NITA HARD
Franklin Correspondent

BINGHAM FARMS—The picture of serenity when she sits at her gilded concert harp, Mary (Mrs. Paul) Bartlett, of Bristol Lane, Bingham Farms is nevertheless one of the busiest mothers in the area.

A truly "world" musician, Mrs. Bartlett's "Aofli" card could be translated to read "Have Harp—Will Travel"—and she certainly does.

A TEACHER AND PERFORMER, Mrs. Bartlett is very apt to be found in the orchestra pit for concert musicals playing tetract, at a fashionable event like the International tea at the Nance home each week, or playing at a wedding reception.

The mother of three youngsters—Rob, 10, Jacqueline, 9, and Harry, 6—she arranges her day so practicing can be done in the afternoon when the children are at Franklin school.

Effervescent and refreshingly sincere, Mrs. Bartlett loves and

ing though it may be, its hefty 80 pounds fill up the family station wagon and keep the small blood artist trim and slim. "Swing music? Oh, only informally," Mrs. B. laughs. "I never seem to find time after our arrangements. I wish I could teach Harry to play. He loves our little Irish harp (a new acquisition) but right now I'm concentrating on Jackie."

THEN NATURALLY, we asked about callouses. (Thinking no mother of three need worry about not having callouses.)

"That's a real problem and sometimes a painful one," said Mrs. Bartlett. "Having my hands in water so much doing housework, I really have to practice a lot to get my fingers calloused as they should be."

A quick-silver personality, earnest and friendly, intense about her art but not affected or pretentious, Mrs. Bartlett is a composite of old and new cultures, bringing heavenly music right down to earth.

Jaycee Auxiliary Elects Officers

Birmingham Junior Chamber of Commerce auxiliary held their regular meeting April 28 at the home of president, Mrs. James Martin of Lake Park road. Co-hostess for the evening was Mrs. Allan Keogh.

Election of officers was held and the new officers are as follows: president, Mrs. Robert E. Reason; vice president, Mrs. Patrick Deighan; treasurer, Mrs. James Sontheimer; secretary, Mrs. Robert B. Wink and corresponding secretary, Mrs. Charles Meyer.

Installation of officers will take place at a luncheon May 21 at the Kingsley Inn. All members are urged to attend and to bring prospective members.

AWYS Funds Assist New Women's Home

American Women's Voluntary Services will hold a dessert bridge and fashion tea at 12:30 p.m. on Wednesday, May 6 in the auditorium of the J. L. Hudson company, Detroit.

Proceeds of the event will be donated to Mariner's Episcopal church to assist in providing funds for a home for indigent women. Tickets may be obtained by calling Mariner's church, Detroit.

Kindergartens Set Schedules For Round-Ups

Parents of the Birmingham school district are invited to attend, with children who will be entering kindergarten in the fall, the annual kindergarten round-up.

Dates and hours are: Adams, June 8, 7:45 p.m. to 1:30 p.m.; Barton, June 9, 10 a.m. and 1:30 p.m.; Greenfield, May 8, 9:30 a.m. and 1:30 p.m.; Midvale, May 13, 10 a.m. to 1:30 p.m.; Pembroke, May 20, 10 a.m. and 1:30 p.m.; Pierce, May 13, 9:30 a.m. and 1:30 p.m.; Quanton, May 22, 10 a.m. and 1:30 p.m.; Walnut Lake, May 18, 1:30 p.m. to 5:00 p.m. Parents are to take children to the round-up with or without an invitation. Schools which have already held their round-ups are: Beverly Hills, Eastview, Gresham Park, Harlan and Valley Woods. Parents in these school districts should call the school for instructions.

There's Magic in Music—Use It!

The above title is being used nationally this week of May 3-10, in an endeavor by the nation's music lovers to bring to more people the mental and spiritual therapy inherent in "concert of sweet sound."

Musical organizations of every kind are participating, adding their dedicated efforts to the cultural growth of U.S. citizens. Various groups in the Birmingham-Bloomfield-Southfield area are staging their respective programs during this week.

Special objectives for the 1959 observance include: To demonstrate the pleasures and values of music; to inspire amateur participation in music; to increase musical knowledge through study; and to develop more extensive understanding and appreciation of music.

TAKING PART in Music Week are community musical clubs and organizations, schools, churches, service clubs, poetic societies, and



Michigan to Host WNFGA

Members of the Woman's National Fund and Garden Association met recently at the Bloomfield Hills home of Mrs. Marvin Katko to discuss final arrangements for the annual meeting of WNFGA to be held at the Grand hotel, Mackinac Island, June 7-11. All branches of Michigan WNFGA will serve as hostesses. Mrs. P. Russell Olm (seated, left) is photography chairman; Mrs. Marvin Weeks, transportation chairman; Mrs. Katko, chairman of registration. Mrs. G. Cutter (standing, left) is transportation chairman for the Birmingham area and Mrs. Gil R. Every is hospitality chairman. General chairman is Mrs. H. Earl Hanson.



Junior League chorus members rehearse round the piano, with Mrs. Ronald M. Kasperzak at the keyboard (see left). Mrs. Eric A. Pearson, Jr.; Mrs. Dean V. Firth; Mrs. Harry A. Toulmin, Jr.; and Mrs. Aben E. Johnson, Jr. The chorus has a total of 20 members.

Junior League 'Follies' to Benefit Senior Center

If there's a group of women anywhere busier on more fronts all at the same time, we'd like to hear about it. To date, our Birmingham-Bloomfield Junior Leagues are the busiest we know, ending their official working year with a variety of activities.

From May 11 through June 8, the 20-member Junior League chorus, founded three years ago by Mrs. Ronald M. Kasperzak, will wind up its season of entertaining shut-ins in hospitals, convalescent and children's homes. In twelve performances will have given over the total of 74 performances reaching more than 3,000 youngsters, invalids, and elderly people.

CHORUS MEMBERS are Mrs. Aben E. Johnson, Jr., chairman; Mrs. Ronald Ballantyne; Mrs. Rose Cunningham, Jr.; Mrs. Leslie Durgin, Jr.; Mrs. Peder Field; Mrs. Dean Firth; Mrs. Stevenson E. Fisher; Mrs. Helmut Heuser. Others are Mesdames C. Mark Harper, Jr.; Ronald Kasperzak; Robert A. Masted; Alfred C. Moore; Jack Overman; Eric A. Pearson, Jr.; E. Scott Runney; Harry A. Toulmin, Jr.; and Harry Whitling, Jr.

ON WEDNESDAY, May 13, from 3 to 5 p.m., both this year's and next year's provisional League members will be honored at a tea given by sustaining members at the Goodhue road home of Mrs. William T. Gossett.

Chairman for the tea is Mrs. George C. Booth. Assisting will be Mrs. Vernon B. Myers, Mrs. Parbury B. Schmidt and Mrs. Richard S. Teel.

Mrs. Kenneth C. Tiffany, vice president of Broughton Corp. and president of the Michigan United Fund, has announced that Mrs. Joseph C. Dodge of Birmingham will represent the United Foundation at the admissions and budget committee of the Michigan United Fund.

The committee, made up of representatives of every major committee in Michigan, will meet in Lansing May 5 and 6 to determine how much money will go to support state and national health and welfare agencies serving their communities.

The admissions and budget committee is comprised of more than 50 community leaders like Mrs. Dodge who volunteer their time and effort to maintain the high standard of united fund-raising organizations on both local and state levels.

Mrs. Dodge is co-chairman for United Foundation women's organizations.

(Editor's note: see related Community Council story, page 1, Section A.)

Ted Etfers to Host 'Streetcar' Dinner

Mrs. and Mrs. Theodore F. Etfers of Lakeside will host a dinner party at their home on Saturday, May 9, prior to the second performance of the new Village Players' production, "A Streetcar Named Desire."

Guests will be Mr. and Mrs. Burke Bartlett of North Evansdale, Mr. and Mrs. Robert A. Jobson of Johannesburg—seeing the Hall of Willeks, and Mr. and Mrs. Frank N. Mosher, of North Glenhurst.

MSU President Speaks to Alumni

Michigan State university president, John A. Hannah, will speak to Oakland County Alumni and friends at the spring scholarship banquet Wednesday.

As the alumni club's final activity for the year 1958-59, Harry Winston, Jr., club president, has asked Ted Boardman to chair the event at which it will honor outstanding scholarship winners from Oakland County high schools.

Paul Rawwell, director of scholarships, will present each winner with an alumni scholarship key. Among those awarded scholarships from this area are Evelyn Closson, Carol Hansen, Deanna Jensen, Marjann Ulrich, Rebecca Wagner and Carol Houghton.

Piety Hill Chapter Plans Luncheon

Piety Hill chapter DAR will hold its annual meeting and picnic luncheon Tuesday at noon. Mrs. Frederick C. Pew, Jr., of Kirkwood, Bloomfield Hills, will be hostess. Assisting will be Mrs. Clyde C. Bennett, chairman, Mrs. J. R. Ackerman, Mrs. Harold R. Chapel, Mrs. Edwin Bercford, Mrs. John Knucht and Mrs. Ralph Zimmerman.

Reports of the committee chairman will be given, together with reports from those who attended Continental Congress in Washington, D. C.

Mrs. Dodge to Page Sgt. Friday! Dragnet Out For Missing Alums

Ten alumni of the Baldwin high school class of 1948 are missing. Search teams are out trying to find them before June 20 when the school reopens.

Among the missing are Ken Babecek, Jack Curley, Ruby Curtis, Bill Elliott, Ann Fisher, Jack Hestegater, Art Mayer, Marilyn McLaren and John North.

If anyone's seen or heard of these grads, call Mr. John Jacobs (the former C. A. Foley, Abbots), 14255 Cavalry, Livonia or Mrs. Eric Matus (formerly Barbara Hughes), 755 Chester, Birmingham.

Royce L. Beers Touring Africa

Sailing on the African Enterprise last January for a four month tour of Africa, the Royce L. Beers of Chesterfield Ford. They have just returned with many pictures and vivid memories of a most unusual vacation.

Varied scenes were their pleasure from the peaceful resort area near Durban on the Indian ocean to the mountains and Lake Kivu near Elisabethville in the Belgian Congo, that reminded them of Switzerland.

They were away by Victoria Falls after a 3600 mile trip by air and by motor along the way—thatched roofed villages of natives who were living the same way their ancestors did 500 years ago.