

Local Executive Speaks at U of D Convocation

Ray R. Eppert, Bloomfield Hills resident and president of the Burroughs corporation, delivered the principal address at a convocation ceremony Sunday afternoon in which the Very Rev. Laurence V. Britz, S.J., took office as the 16th president of the University of Detroit.

The presidential reception convocation took place at the university's Memorial building. The new president and former president, the Very Rev. Celestin J. Steiner also spoke at the ceremony.

Eppert, 58, is a member of the U of D board of lay trustees. He joined Burroughs as a shipping clerk in Utah in 1921 and rose steadily through the ranks. He assumed the presidential position in 1958.

HIS TALK, "Today's Education for Tomorrow's World" stressed the need for "some indoctrination in the technical field" for students seeking a bachelor of arts degree.

and conversely, engineers and scientists need "some study of the humanities."

Eppert said, "the great value of giving the technically . . . and non-technically trained a common educational denominator lies not in giving each a better understanding of the other's work, but is of great value in promoting a freer exchange of ideas."

"The specialists and the generalists must be blended into specialized generalists, and generalists into specialists," he noted. "Tomorrow's university graduate who has been educated only in technical fields, or only in the liberal arts, will not be a wholly educated man," he added.

NOTHING THE "university's outstanding development as an institution of learning," he said "the role of education has never been as important as it is today and will be . . . tomorrow. He cited the school's "tradition of and insistence upon educating the whole man," and said a true liberal education develops "a student's capacities to apply all his knowledge."

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

B'field Hills Man Stresses Value of Public Relations

He has been described as a man from the West who ignored Horacio Greely's famous command and instead went Eastward from the Pacific Coast.

He became a New York newspaperman. He has, in fact, spent all of his adult years in the field of communication and newspaper reporting.

He is Kenneth Youel, 345 Woodridge, Bloomfield Hills.

This week Youel stepped down as president of the Public Relations Society of America, an organization of some 2200 members "publicly pledged to the professional serving of the legitimate interests of clients and employers and dedicated fundamentally to the goals of better mutual understanding and cooperation among the individuals, groups, institutions and elements of our modern society."

TUESDAY NIGHT, Youel addressed the thirteenth national public relations conference in Chicago. He said:

"In the world of 1960, public information is the most important commodity which any group, any policy or any nation has to offer."

"Every decision—whether it is in business, local government, national or international policy—must be based on available information. But all too often conclusions are reached on the basis of inadequate reports or half truths."

Youel said that in order to assure full and correct dissemination of information to the public, the responsibility must be vested in public relations professionals rather than amateurs or novices.

"There is an urgent need in each community in America and throughout the world today for more professional communicators to provide the public with accurate, pertinent information on which to base sound decisions," he said.

"THE DAY will come—and it is not far off—when it will be just as unthinkable to hire an inexperienced, untrained public relations executive as it would be to ask a novice to pilot an airplane or to assign an untrained man to try a case in court."

Youel, who visited Russia recently, indicated his belief that America is performing well on one of the biggest public relations jobs of the world today.



KENNETH YOEUL

in the world in informing the people of other countries about American life and ideas.

Youel is assistant director of communications for General Motors corporation in Detroit.

Youel was born May 19, 1901, at White House, Iowa. He and Jeanne (Jacoek) Youel, Subsequently, his parents moved to the state of Oregon, where he received his education.

ENTERING NEWSPAPER work following his graduation, Youel worked as a general reporter on various Oregon newspapers, including the Oregonian at Portland.

In 1927 he joined the staff of the New York Evening Post as a financial editor of that paper, which was owned by Cyrus Curtis.

In 1931 he became a member of the staff of the department of public relations of General Motors in New York. He transferred to General Motors headquarters in Detroit in 1948 as head of G.M.'s national press activities. In 1955 he was appointed director of divisional relations and in 1959 advanced to his present position.

Youel was married on June 10, 1930, to Frances Eleanor Rose, who died in 1958. He has two children, Mrs. Russell N. Chappell, Jr., and John Kenneth Youel, Jr., M.D.

He is a member of the University club, New York; The Success, Detroit; Sigma Delta Chi journalistic fraternity, Detroit; Press club and Orchard Lake Country club.

IN ADDITION to being 1960 president of the Public Relations Society of America, he is a member of its board of directors and its assembly. In 1958 he was president of the Michigan chapter of the Public Relations Society of America.

He is a member of the Kirk in the Hills Presbyterian church, Bloomfield Hills, and a ruling elder of the United Presbyterian Church of the U. S. A.

Lake Jewelers Open Grosse Pte. Branch

Lloyd Lake of Lake Jewelers, 100 S. Woodward, recently opened a progressive branch of his Birmingham store in Grosse Pointe. The branch, called "Lakes Silver Shop," occupies 35 x 52 feet of the Jacobson Home Decorator building at 17141 Kercheval.

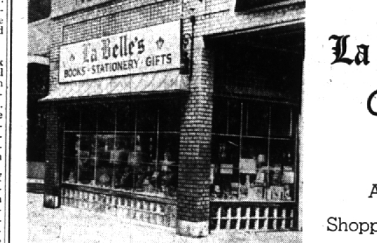
"The expansion is the first of what we feel to be a progressive operation which may be extended throughout the state," said Lake. According to the Chamber of Commerce, the expansion marks the first time a Birmingham business has expanded outside the community.

The new store will feature the same top lines of china, silver and crystal.

Names New Officers

New officers of the Birmingham Tuxtemasters club were elected last week. Fred Dieter is the new president; John Clark is vice president; Forbes Sibley, treasurer and Richard Nuffer, secretary.

Dieter of 1011 Madison, Birmingham, succeeds Dale Webb.



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- Beautiful New China Owls by Edward Marshall Boehm \$100 pr.
- Adjustable Leather Book Rest \$11
- Silver Plated Punch Bowl \$21
- Brass Candlebras with Crystal Prisms \$38 pr.
- 4-Piece Silver Plated Coffee Set—2 Designs—Special \$24.95
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- Fireplace Wooden Buckets—Brass Trimmed \$15 and \$30
- Brass Rolling Cart—with Wood Trim \$92.50
- Cigarette Pull-Up Tables and Television Tables All Prices
- Imported Alabaster Book Ends—Oriental Design \$67.50
- Cut Crystal Cordial Set \$50

Many gifts for entertaining with personality—such as odd pieces of Crystal, Spode China and George Jensen Silver.

BOOKS FOR ALL LARGE AND SMALL

Christmas decorations of distinction in our Christmas Card Room—Downstairs

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ALL SIZES
Reg. \$8.95 Value **\$6.88**

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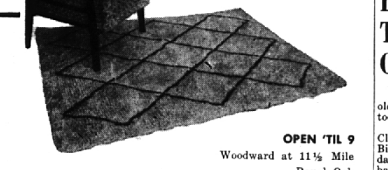
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Every Wednesday at Noon
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Friday Evening, Nov. 4, 8:30 to 10 P.M.

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BITS OF BIRMINGHAM

No one can convince a certain reporter at the Eccentric that the electric brain is a recent invention. She says that every piece of machinery she has ever encountered is "invented" by her and shows some initial evidence of a (mean) intelligence. She cites several recent instances when the cigar machine kept her money but failed to disgorge the smoke. She says, however, that maybe the trend is changing: the candy machine gave her two chocolate bars for one coin just a day or so ago.

Wednesday last week on Birmingham's Manchester Ave., a lady parked her running car in the driveway leaving a year-and-a-half-old baby girl in it. All of a sudden the car started and, before she could get out, it was reported to have run up, on and over three front yards, crossing the street once, somehow escaping houses, trees; and, fortunately, because it was raining a bit, no children were nearby. The lady finally rescued her yard and baby—the latter just as good as ever.

Clement W. Lewis, a resident of Birmingham, visited Birmingham last week. No, that's not his name—he's from Birmingham, England, a city of some 1,100,000. Lewis is an industrial correspondent for Birmingham Mail, a daily newspaper of 300,000 circulation. While in our Birmingham, he stopped to visit the Eccentric, a weekly of 13,000 circulation and regarded as one of the finest suburban papers in the U.S. His host for his local visit was Mrs. G. Howard (Florence) Willett, mayor of our Birmingham, a city of some 25,000.

Do you know that Birmingham has an ordinance on its books that makes it illegal to use unpurchased unused time at a parking space? For example: you park at a meter that has 30 minutes left on it, and you keep your car there up to the expiration of that time, or less. However, local police do not enforce this rule, so you will be privileged to get a "dividend". As a matter of fact, the ordinance probably ought to be amended, many tell this Wanderer—"after all, we often leave a parking space with plenty of unused minutes on it for another motorist to enjoy", they say.

Double Trouble: Twins Delivered On Wilde Ride

"I feel wonderful," a 34-year-old Birmingham mother of six said today.

The cheery note came from Mrs. Claude C. Wilde, 540 W. Lake, Birmingham, who just last Thursday, gave birth to twins—in the back seat of the family car.

The babies, named Suzanne Elaine and Timothy John, are still in our Birmingham hospital, Ferndale, where they will stay until they weigh five pounds.

Suzanne was born on Woodward avenue somewhere between the Pleasant Ridge police booth and Nine Mile road.

Wilde delivered his three-pound 14 1/2-ounce daughter, wrapped her in his coat and continued to hospital. When they arrived, he summoned a nurse who delivered his four-pound, six-ounce son in the hospital parking lot for a surprise finish.

The Wildes have four other children, Lynne, 15; Claudia, 10; Michael, 7, and Mary Beth, 3.

Mr. and Mrs. Wilde originally started for Woman's hospital, Detroit, but were obviously unable to make it.

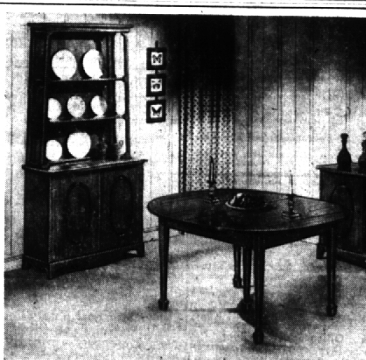
"It was hectic at the time," Mrs. Wilde commented, "but we can laugh at it now."

Wilde, a law graduate, is a manufacturer's representative.

Court Happenings

Municipal Judge John C. Emery Jr. Friday
Carole E. Smith, 18, and Sandra Lee Moore, 18, both of Battle Creek, fined \$19.10 on charges of simple larceny.
Wednesday
Irene R. Snyder, 3220 Berkshire, Birmingham fined \$7 for speeding and not having a vehicle registration.
Robert L. Perry, Pontiac, fined \$6 for speeding.

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