

Two Residents Participate in Wayne Confab

Two Birmingham area residents took part in the 13th annual Newspaper Workshop at Wayne State University Friday.

Addressing the group were Paul N. Averill, 876 W. Glenary Circle, Birmingham, vice president of The Eccentric and president of The Averill Press, and Robert E. Britton, 17488 Kirkshire, Beverly Hills, vice president of MacManus, John & Adams, Inc. and executive director of the advertising agency's Media Research - Marketing Division.

The day-long workshop, attended by some 50 journalism students and newspaper editors, concentrated on the economics of operating a newspaper with discussions centered around the handling of rising production costs.

AVERILL ADDRESSED the group on the principles of operating a business. Stressing three major points of planning, communication and action, Averill pointed out the economic necessity of

adhering to these steps which are fundamental in any business. He also emphasized the need and importance of two-way communication between management and department heads.

Britton spoke on the failure of many community and suburban newspapers to sell national advertisers or their agencies. He attributed this trend to a lack of individual promotion efforts, failure of sales representatives to call on national advertisers and agencies, and limiting of direct mail promotion to their own communities in metropolitan areas.

BRITTON STATED that the time is ripe for editor-publishers to sell more space to national advertisers and outlined steps to assist agency media buyers.

He said that one of the problems facing the community press is the need for cooperative action among themselves and with the national advertiser who has need and desire for more specific information.

Within two years, Michigan motorists will be able to drive non-stop from the Ohio line to the Mackinac Bridge, from Detroit to Muskegon and from Detroit to the Indiana line near New Buffalo.

Is Marriage Failure A High Cost of Unhappy Living?

This is the first in a series of six articles based on actual, typical case histories from the files of Family Service of Oakland County. The material is disguised to protect the families served.

By ROBERT JANES
Executive Director
Family Service, Oakland County

Misery and unhappy living can be expensive.

If it goes untended, the community can end up paying part of the cost through its tax dollars and support of more jails, mental hospitals, institutions for delinquents.

Prevention of the emotional upheaval of families should be, in our day and age, a grave concern for each individual of our society.

Prevention is the concern of Family Service of Oakland County. In this and the following articles, the agency will direct the spotlight on causes of unhappy living.

Marital conflict is the greatest social problem today. Let's look at a typical case.

BETTY AND BILL met when they were very young. Bill went off to war and Betty promised her faithfulness to him and to wait for him. She waited, but also ran around with other men.

Her home was not happy; an indifferent mother and she had an alcoholic and abusive father, who consequently accused her of being "loose." She went out nights because she was "lonely" and wanted to run from the turmoil at home.

When Bill came home, she hid all this from him; but after they were married, he heard other fellows talking about his wife. The roof blew off. Bill swore he would never remember her past and he would walk all over her for the rest of her life.

THEIR FAMILY grew to four children as Bill worked his way through college and Betty, being a mother, keeping expenses down and generally being "loose" again. Betty hoped that Bill would see that she did love him, and hoped that he would forgive her.

Actually, it's not such an even equation. There is some flexibility on the part of each spouse.

Flexibility is needed in order for each one to accept not only the strengths but also the weaknesses in each other and help build up self-confidence in the other.

THIS CANNOT be accomplished by trying to reform your partner or by carrying over into the marriage unhappy past experiences that will affect your reaction to some similar experiences in the marriage.

One needs to be able to absorb the occasional bad temper and to know that people respond more favorably to positive attention rather than criticism and nagging.

Couples need to share feelings frankly, whether they be of affection, perplexity or irritation. Deceit and pretense will not help a marriage to survive.

A successful marriage often has been described as a pair of scissors so joined together that they often move in opposite directions but punish anything that comes between them.

SOME OF THESE ideas can be seen in Bill's and Betty's marriage. When this couple first was referred to the agency, Bill was drinking and running around. Betty was crying all the time and could not control the children. She was nagging Bill.

Bill and Betty had brought into marriage their own past experiences and feelings. These were cloudy to them, not too easily recognizable.

They needed the objective help

of a trained caseworker to sort out their feelings, to see those they could still use and mobilize and those that needed to be discarded in making a good, sound marriage, not only for themselves but for their children.

SO MUCH OF what we have said applies to this couple; willingness to forgive, ability to accept both good and bad in each other, the knowledge that people respond more to a pat on the back than to nagging and ridicule.

If this couple had not sought help, the children who were be-

ginning to show signs of emotional upset by warning temper tantrums (and lying) would have grown into emotionally unstable adults.

Bill and Betty through the interviews were helped to see what basically was hindering their adjustments, and how they could be more mature adults in marriage.

Thus, a marriage was saved and the children given a stable base (a happy home) in which they could grow towards mature adulthood.

(The next article will discuss the importance of child development in family life. Don't miss it.)

K. N. Ryden Named To Amateur Radio DX Century Club

K. N. Ryden, 32805 Riverside, Birmingham, has been awarded membership in the DX Century Club, a society of amateur radio operators who have made two-way short-wave radio contacts with at

least 100 countries and colonies of the world. Using the call letters K5OHG, assigned by the Federal Communications Commission, Ryden talks regularly from an instrument-packed room of his home with "ham" associates all over the earth.

Jan. 12, 1961 THE BIRMINGHAM (MICH.) ECCENTRIC 5-D

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