

MJ&A President Speaks In Newspapers' Defense

Ernest A. Jones, president of MacManus, John & Adams, Inc., Tuesday called upon newspapers to defend themselves against the "prophecy of doom," who declare that the newspaper is going to hold on the public's attention and affection.

There are many negative opinions concerning the fate of American newspapers, the advertising agency head-holders of the Newspaper Advertising Executives Association, but little positive feedback. "I had to look up the fact that in this so-called fading medium, 822 daily newspapers spent over one hundred million dollars last year," Jones said.

"THAT THE DOLLAR gain in newspaper advertising since 1948 exceeds the total dollar volume of television advertising."

"That circulation has increased 52 per cent while population increased only 40 per cent."

"But do advertisers and the public understand your dignified silence toward your critics? Speak up for yourself."

"There is nothing more silent and more dignified than a corpse."

"YOU KNOW IT IS unlikely a day will ever dawn on a free America without newspapers," Jones continued.

"You know that the newspapers of this country are emerging with added strength and vitality from economic pressures they share with all business. Maybe you should let the public in on the secret."

"In my opinion," Jones said, "the newspapers of America should embark on a national campaign of

strong institutional advertising. For more may be at stake than we wish to believe.

"THE INHERENT authority of the printed word—most particularly the newspaper printed word—is a strong public heritage.

"Do not permit this heritage to be eroded by the assumption that it is yours by divine right. It was hard-earned over the years by tough-minded men who were laughed at what we today consider monolithic problems. And it must be earned over and over again."

"NEVER BEFORE," Jones said, "has the need for information in depth been so desperate and necessary to our national welfare."

"Dimension can only be provided by the printed word," he added. "Most broadcast news might be called the Metacul of communication. But don't scorn or scold at the broadcast boys. They're doing an increasingly better job of news documentation and interpretation."

"HAS COMPETING MEDIA drawn some of the newspaper's potential audience?"

Perhaps, Jones believes, but added: "To abandon the ninety-nine sheep and go looking for the one lost lamb . . . that may be good theology but poor sheepherding."

"Newspapers would do well," Jones said, "to reach their future audience, however, in view of the reluctance of the average youngster to read."

He cited a current campaign by magazine publishers to promote the art of reading generally.

Ceremonies Mark Beginning of Work On 8 Mile Drain

Brief ground-breaking ceremonies were held Friday signaling the beginning of construction of the \$4,254,000 8 Mile Drain.

Oakland County Drain Commissioner Daniel W. Barry, who is chairman of the board for the drainage district, wielded the first shovel of dirt for the 13,000-foot drain that will run along 8 Mile from east of Greenfield to River Rouge.

THE DRAIN is designed to relieve flooding of Northwestern Highway between 8 and 9 Mile roads and provide a storm drain outlet for the southwest section of Oak Park, the south area of

Southfield and the Northland Shopping Center. Construction is expected to take 16 months. Southfield will pay \$2,222,623, or 74 per cent of the cost. The County will pay \$85,722.

Area Officials Get Authority Posts

Birmingham City Manager L. R. Gare has been elected to the three-man advisory committee of the South Oakland Water Authority.

Lathrup City Administrator Gerald D. Stone has been named secretary of the authority.

Robert S. Kenning, Birmingham Highway assistant city manager, has been named to the operating committee of the South Oakland Incinerator Authority.

Con-Con Candidate Warns Secrecy Could Kill Confab

A Republican Con-Con candidate declared recently that the success of the forthcoming constitutional convention will depend in large measure on "responsible" press coverage of convention proceedings. Richard C. Van Dusen, GOP Con-Con aspirant in Oakland County's 4th legislative district, said that the state's news media have a responsibility to Con-Con "that is second only to responsibility of the convention delegates."

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"WHENEVER IT IS consistent with the purpose of the convention, I think that all general sessions and committee meetings should be open to the press," Van Dusen said. "But I think we must recognize that there will be instances in which the presence of the press will have an inhibiting effect on committee work," Van Dusen explained. "Delegates will want to feel free to explore and experiment on a tentative basis. I think no one is more aware of this than members of the press themselves," he said.

VAN DUSEN SAID it would be far more in the public interest to have executive sessions in a committee room rather than a smoke-filled hotel room. "But Van Dusen warned that secrecy could 'kill' the convention. "Any attempt to withhold from the public pertinent information on convention proceedings would inevitably give rise to skepticism and distrust," he said. "And if voters distrust the convention they will distrust any constitutional document the convention submits for popular approval," Van Dusen said.

Inflation
A store in London, England, offered a balloon to every customer spending \$14 or more "regardless of age."

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big news!

we proudly announce our appointment as a Karastan® franchised dealer

The world's most beautiful, luxurious, and practical broadloom carpeting and rugs . . . now on display in our newly enlarged Carpet Gallery. Looking for quality broadloom? . . . Karastan's selection will delight the most discriminating. Prefer area rugs? . . . Karastan's fabulous Desert Collection is prized for its one-of-a-kind originality. Oriental rug collector? . . . Karastan's exquisite translations of treasured oriental designs are for you! Regardless of your carpet whims . . . with Karastan you can allow your imagination to soar. Unlimited textures . . . incredibly clear, handsome colors . . . and the lasting practicality of Karastan's Kara-Loc process that locks all tufts to the back so they can never pull out. Come in tomorrow, feast your eyes on this fabulous collection . . . you'll never be satisfied with less than Karastan!



We illustrate just a few of the 211 broadloom textures and colors: FROM LEFT TO RIGHT: Flouish . . . fashion look, utter practicality, realistically priced at just . . . 10.95 sq. yd. Sienna . . . woven of silky choice wool strengthened with 20% nylon . . . 11.95 sq. yd. Tableau . . . nubby twist wool for utmost wear . . . over 18 glorious colors . . . 15.95 sq. yd. Lenoise . . . a new departure in luxury plus utmost practicality . . . 19.95 sq. yd. Ultima . . . luxurious thickness and depth, uniquely woven cut and uncut pile. 29.95 sq. yd.



Royal Oak: NORTH WOODWARD AT 11 1/2 MILE RD., Open Evenings till 9
Birmingham: SOUTH WOODWARD S. OF MAPLE RD., Open Fri. till 9

C'brook Plans Final Plays

Cranbrook Summer Theatre School will present the first of four plays in its final group of performances on July 26 and 27.

"The Twelve Dancing Princesses," was written by Carl G. Wonnberger, director of the school.

"Kiss and Tell," will be presented Aug. 1 and 2. "Dear Brutus" will be held on Aug. 4 and 5 and "Star dust" will be presented Aug. 8 and 9.

The score for the latter play was composed by Wonnberger.

Another group of one-act plays were presented Monday evening.

KATIE BIGGE directed "Road to Rome" with Bob Ross, Elizabeth Duncan and Candy Cedar. Mrs. Robert Porter worked with Maggie Burton, Jean Miller, Marie Exner, and Dadi DeNador in "Enter the Hero."

Margaret Frazer, Bob Porter and Cynthia Kahn appeared in "There's a Crowd." Joyce Harlan directed "Million Dollar Recipe" with Cory Bender, Robin Boyd and Bobbi Kesselman.

In the youngest group, Mary Garlick, Molly Allen and Mary Ellen Fisher appeared in "Ghost From the Attic." Another play, "The Ghost that Giggled" was directed by Joyce Harlan and featured Lorrie Brown, Frady Vogt and Linda Borzen.

Cadet Hamner Takes Step Toward Career

Cadet Randolph M. Hamner, son of Mr. & Mrs. Duncan H. Hamner, 2620 Walnut Lake Rd., Birmingham, has arrived at Fort Knox, Ky., for six weeks of field training and practical work in the subjects and theories which he has been studying in his military classes at Virginia Military Institute.

While at summer camp, Cadet Hamner will receive training in all infantry weapons. He will also receive further training in map reading, patrolling, and tactical procedure.

The summer camp is a major requirement in the military career of Cadet Hamner. Having successfully completed the four years college ROTC course and the summer camp, he will be eligible for commissioning as a second lieutenant in the United States Army Reserve upon graduation from Virginia Military Institute.

Seaholm Student On S. America Tour With Youth Chorus

Chalmers Brumbaugh, son of Mr. & Mrs. Duncan C. Augustine, 170 Clifton Road, Bloomfield Village, is one of 67 teenagers in the Michigan Chorus presently on a seven-week tour of South America.

Brumbaugh, a Seaholm High School student, is participating in the program under the sponsorship of the Youth for Understanding Teenage-Exchange Program under the Michigan Council of Churches.

The students live in the homes of South American families and perform for various audiences in the communities.

Marine McCassey Is Serving on Okinawa

Marine Pfc. Lawrence E. McCassey, son of Mr. & Mrs. Wallace E. McCassey, 1847 Haynes, Birmingham, is serving with the Second Battalion Landing Team of the Ninth Marine Regiment, Third Marine Division on Okinawa.

The team recently completed sea operations with the Seventh Fleet, engaging in jungle warfare training maneuvers at Subic Bay in the Philippines.

TIPS

"Stop calling me 'Honey' — you're confusing these bees I got in the West Aard!"