

# 7,000 Volunteers Planning Michigan Week Activities

More than 7,000 people are now actively working on committees planning for observance of the ninth annual Michigan Week. May 20-26.

Edwin O. George, Detroit Edison Co. vice president and general chairman for the celebration, said the extensive organization which grows larger each year, includes many state committees and boards working in cooperation with regional, county and community committees and groups covering every part of the state's two peninsulas.

"Michigan Marches Forward," slogan of this year's celebration, appears on advertising and promotional materials which are already gaining wide distribution to herald the coming event.

**THIS YEAR** the special emphasis subject for Michigan Week is Science and Technology, and all communities are being requested to do everything they can to focus attention on the research and engineering resources of their respective areas.

Michigan Week is sponsored by the Greater Michigan Foundation,



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a non-profit organization whose president is Dan Gerber, Fremont baby food manufacturer. It is supported by contributions from business, industry, government and individuals.

Objectives of Michigan Week are three-fold: To give Michigan citizens greater knowledge and appreciation of their state; To present the state's assets and resources for industry, business, education and recreation, and to afford the nation and the world an inspired view of Michigan's advantages; and to foster a spirit of cooperation among all communities and people to the end that all of Michigan will work together to make the state even more livable and attractive.

**PROMOTION OF** business and the products of industry and agriculture at the local level and throughout the state will be one of the major projects of Michigan Week. In this field an extensive state wide organization has been perfected embracing all segments of the business community.

Cooperating to focus attention on the state's business, industry and products are committees representing manufacturing, retailing, agriculture, the tourist business, hotels and motels, restaurants, and industrial promotion.

A feature of the business promotion board's work will be the achievement and product-of-the-year awards. This competition will start within each county where winners in each category will be selected to compete for regional honors. Winners from the 16 Michigan Week regions will be entered in the state wide competition and will have exhibits at the Statler-Hilton Hotel in Detroit during Michigan Week.

**PRODUCT-OF-THE-YEAR** competition will be to select outstanding products that are significant, successful and either new or recent. They can be a product that has enabled a company or organization to survive an economic setback, to create a large number of new job positions, or to make it necessary to enter into a major expansion program, or the entry might be the development of a new agricultural product or perhaps a new process that is creating a new market for an old product.

Communities large and small may compete for the Achievement-of-the-year award which will recognize accomplishment in community or area improvement. This might be something that has brought about an improvement in

the economy through business or industrial development or a project that has enhanced the community as a better place to live. The achievement entry may be something that has been completed in a single year, or it may be the result of long range planning or a program that has been moving forward over a period of many years.

**THERE WILL BE** other state wide awards and honors in various fields. Five citizens of Michigan will be selected to receive Wolverine Entertainers Awards for their outstanding contributions to their community and the state. There will be five new members added to the Michigan Sports Hall of Fame, a project that was started during the second Michigan Week. The Industrial Marketers of Detroit will honor business firms in their annual "Advertising for Michigan" competition.

Two state wide contests involve the schools. One is the state school journalistic enterprise contest in which school writers and papers will receive recognition for their special editions, editorial features, pictures, art work, etc. on Michigan. The other, which is new this year, is an editorial contest among high school students on the subject "Youth Looks at the Constitutional Convention."

Editorials of not over 500 words will be submitted to county Michigan Week chairmen. The winning county editorials will be entered in regional competition and from the 16 regional winners the state winner will be selected, and will receive the top award, a one year scholarship at any college or university of their choosing.

**THE INDUSTRIAL** Promotion committee will expand on the exchange of community industrial development groups which was started in 1961. Through this exchange communities will exchange ideas which should prove helpful in improving community industrial development programs.

Each day of the week has a special designation which provides local committees to arrange programs around various themes depicting all phases of the state's economy.

The week opens on Sunday which is set aside as Spiritual Foundations Day with special emphasis on the part that religious groups have played in the history and progress of the state. While the day's program will highlight the religious theme, many cities and areas will open with various activities ranging from airport festivities to the opening of Michigan Week expositions.

**MONDAY** is observed as Our Government Day with the annual exchange of mayors and village presidents by approximately 400 communities featuring the day's activities. This year greater emphasis than ever will be placed on the facilities and services of government with all communities and counties arranging programs to acquaint citizens with all units of government and public officials.

Hospitality will share the stage on Tuesday with the state's great tourist and resort business. It is on this day that communities will have a wide variety of events to greet visitors and emphasize their own friendliness.

Industry, agriculture and the business community will get the spotlight on Wednesday which is Our Livelihood Day. While the entire week will be devoted to the state's business and industry and the products of the state, many local programs will be arranged on Wednesday to focus attention on how the people earn their living. Many cities have already planned industrial appreciation days.

**THURSDAY** is set aside as Education Day with attention directed to the schools, their part in the community, their contributions and needs. While schools, large and small, public and private, devote the whole week and even more to the study of Michigan and special projects for the week, Thursday is the day they gain special recognition. Education leaders hope that programs will be planned by all schools for Thursday night so that thousands of classrooms will have lights on for education.

The state's history and heritage will be recognized on Friday, which is designated as Our Heritage Day. Everywhere historical societies and other groups will have programs appropriate for the day.

The week comes to a close on Saturday which is set aside as Our Youth Day. Extensive plans are being made by the Michigan Week Youth Activities Board for wide participation by youth organizations everywhere, with youth conducting programs to highlight their own activities and the part they play in the life of Michigan.

**THROUGHOUT** THE entire week there will be special emphasis on cultural activities including art, music, the theater, literature, folklore, history and architecture. Special committees covering each of these fields are working as part of the Michigan Week cultural activities board.

There will be scores of art shows, music festivals, and many other events in the cultural field. Special attention will be directed to the

Detroit appearance during Michigan Week of the Metropolitan Opera company of New York for the second successive year.

Celebrations will be at all levels from events at cross-road communities that are not yet incorporated to huge expositions which will cover acres of land in major cities. There will be parades, salutes to industry, tours of institutions and areas, sporting events, pageants, open house programs, and hundreds of other programs that are original to a community.

of Michigan's nearly eight million citizens will do something during the week to learn more about their community and state and to spread the good word about Michigan everywhere.

Dr. Douglas A. Sargent, child psychiatrist, will be the final lecturer in a four-part lecture series dealing with the diagnosis and therapy of emotionally ill children which has been sponsored by the Oakland County Chapter of the National Association of Social Workers. He will focus on "Therapy Goals and Methods."

This last lecture will be at 8 p.m. on April 10 at the United Fund Building, 112 Franklin, Pontiac.

Dr. Sargent is a graduate of Brown University, Providence, R. I., and of the University of Michigan Medical School. His background includes service as a psychiatrist at the United States Public Health Service Federal Reformatory for Boys, Chillicothe, O., and the Federal Correctional Institution at Milan, Mich.

HE HAS BEEN director of the Clinic for Child Study for the Wayne County Juvenile Court since 1957. Dr. Sargent is an assistant professor at Wayne State University College of Medicine, department of psychiatry and a professorial lecturer at the Wayne State University School of Social Work.

He is president of the Michigan Council of Child Psychiatrists and chairman of the Mental Health Committee, Detroit Youth Commission.

**HOW MANY PEOPLE** will participate in Michigan Week? That's a question no one can answer. However, officials hope that most

## Child Psychiatrist Final Lecture in NASW Series

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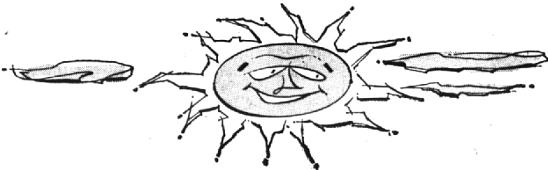


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