

## Speed Up Consumption, Says Local Ad Exec

Drawing parallels between Australian and American economies, Ernest A. Jones, president of Mac Manus, John & Adams, Inc., today warned that both countries must increasingly accelerate consumption or be "smothered by their own productivity."

The American advertising executive spoke before the International Advertising Conference, sponsored by the Australian Association of National Advertisers. He also is scheduled to speak to meetings of Australian marketing people in Adelaide, Melbourne and Brisbane.

"AUSTRALIA now is the greatest industrial nation in the southern hemisphere. We are the greatest in the northern," Jones said.

"We must continue to advance if only because we have no place to retreat. You, too, have your unemployment problems. . . . In the States, we should be providing 26,000 new jobs each week for our people," he said.

"I am sorry to say that the American production-consumption complex is not producing nearly enough new jobs.

"ONLY JOBS and more jobs stemming out of increased production caused by stepped up consumption can minimize this tragic forced obsolescence of human values," the advertising executive noted.

"Advertising has its critics in this country as in my own."

The economies of both Australia and the United States are committed to the use of advertising as a tool of business, they are first and second in advertising expenditures in the entire free world. Last year we invested 2.7 percent of our national income in advertising or \$65 per capita; you invested 2.3 percent or \$53 per capita, Jones said.

"BUSINESS DOES NOT invest that kind of money in a process in which it lacks faith. In my opinion it is up to us to justify that faith. Business trusts us, with the ultimate faith: money," he added.

Among the Australian-American similarities cited by Jones was a 30 percent population increase in the last 10 years and a rise of 176 percent in Australia's gross national product in the same period.

"A great portion of that substantial increase consists of industrial expenditure, capital investment in the machinery for producing. We, too, have gone through that stage and now have a very nervous situation where the ability to produce exceeds the unstimulated desire to consume," he said.

THE PRESSURE upon the advertising dollar will be increased, Jones continued, "when your country and mine—whether we like it or not—will be doing business on a reciprocal basis with the European Common Market."

"This is almost certain to mean at least temporary stress and dislocation for some of our industries," Jones said. "During this period our advertising must find,

penetrate and hold foreign markets for our goods while at the same time increasing domestic consumption.

AND WHILE OUR advertising is struggling to meet these demands, Common Market advertising will be invading our home markets.

It is futile to expect advertising budgets to be increased to meet the new demands upon advertising, Jones said.

In 1931, President Jackson appointed Stevens T. Mason to the Office of Secretary and Acting Governor of the Michigan Territory. Only 19, he was probably the youngest American ever to receive such an honor, and one of the state office buildings in Lansing is named for him.

### Legal Notices

Clarance W. Blomman, Atty., 207 Wakefield Bldg., Birmingham

STATE OF MICHIGAN — The Probate Court for the County of Oakland. At a session of said Court, held at the Court House in the City of Pontiac, in said County on the 3rd day of May, A. D. 1962.

Present, Honorable Arthur E. Moore, Judge of Probate.

In the Matter of the Estate of GROVER E. MELL, Deceased.

Nellie L. Bixans having filed in said Court a petition praying that the administration of said estate be granted to John E. Mell or to some other suitable person, and for determination of the legal heirs of said deceased.

It is ordered, That the 4th day of June, A. D. 1962, at nine o'clock in the forenoon, at said Court House in the City of Pontiac, Michigan, be and is hereby appointed as the time and place for hearing said petition.

It is further ordered, that notice be given to all interested parties as shown by the records in this case by delivering a copy of this order to each of them personally, or by mailing each copy to each of them by registered mail with return receipt, directed addressed to their respective last known addresses as shown by the files and records in this case.

And it is further ordered that public notice thereof be given by publication for three successive weeks previous to said day of hearing in the Birmingham Eccentric, a newspaper printed and circulated in said county.

ARTHUR E. MOORE, Judge of Probate. (10-12)

Miller, Casoff-H, Paddock and Stone, Atty., 314 Wakefield Building, Birmingham, Michigan

STATE OF MICHIGAN — The Probate Court for the County of Oakland.

In the Matter of the Estate of MAY E. ROBERTSON, also known as MAY ELANDIN ROBERTSON, Deceased.

At a session of said Court, held at the Court House in the City of Pontiac, in said County, on the 7th day of May, A. D. 1962.

Present Hon. Arthur E. Moore, Judge of Probate.

Benjamin F. Robertson, Jr., Trustee of said estate having filed in said Court his First Account as Trustee, and petition praying for the examination and allowance thereof, and for allowance of fees.

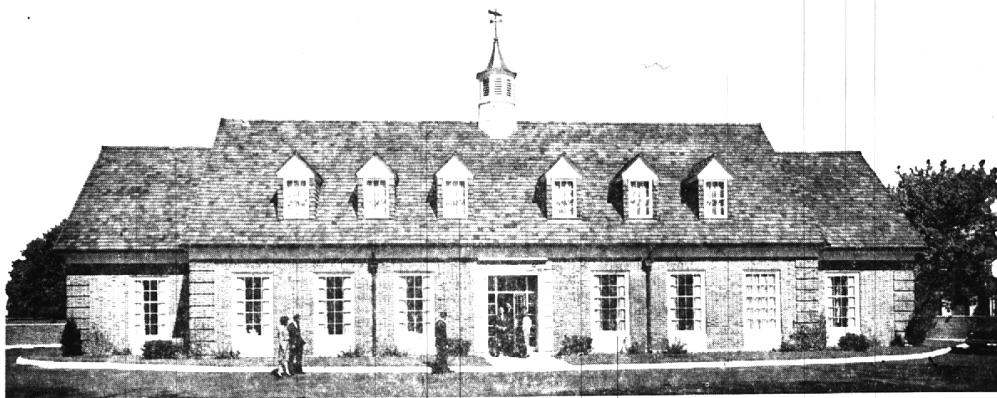
It is ordered, that the 5th day of June, A. D. 1962, at nine o'clock in the forenoon, at said Probate Court in the Court House in the City of Pontiac, Michigan, be and is hereby appointed as the time and place for hearing said petition.

It is further ordered that notice be given to all interested parties as shown by the records in this case by delivering a copy of this order to each of them personally, or by mailing each copy to each of them by registered mail with return receipt, directed addressed to their respective last known addresses as shown by the files and records in this case.

And it is further ordered that public notice thereof be given by publication of a copy of this order once each week for three successive weeks previous to said day of hearing in the Birmingham Eccentric, a newspaper printed and circulated in said county.

ARTHUR E. MOORE, Judge of Probate. (10-12)

# You're Invited to an Open House



Bloomfield Office, Maple at Cranbrook Road.

## Continuing daily through Friday June 1st

Drop in and help celebrate the opening of this distinctively-designed new First Federal office at Maple and Cranbrook Roads.

Bring your family and friends to visit our new building . . . a fine architectural achievement in Williamsburg Colonial design. And the office is planned throughout to give you outstanding savings service, or to handle your home-financing from loan application to final closing. There is drive-in window service and adjacent parking.

Join us in refreshments and accept, with our compliments, a sculptured 18 carat gold-plated car key, of new modern flair design—personally monogrammed and cut, while you're here, to match your car key.

Benefit by the choice of 4 handsome gifts—below—when you open a new savings account or add to your present First Federal account, during our Open House. Paul Krawchuck, branch manager, and August P. Eckhout, Jr., mortgage department manager, look forward to welcoming you, soon.

Your savings account earns 4% current rate, paid and compounded quarterly, and is insured to \$10,000 by Federal Savings and Loan Insurance Corporation.



Better Homes and Gardens Cook Book — with a new \$50 savings account or \$50 addition to your present account.

America's best selling cook book, favorite of over 7 million homemakers. Twenty chapters contain 1403 recipes, with 48 step-by-step photos. Ring-bound and tab-indexed, to add your own recipes.



Better Homes and Gardens Garden Book — with a new \$50 savings account or \$50 addition to your present account.

This newly revised book shows you how to groom your lot to complement your home. A 480-page guide that covers all kinds of plants and trees, landscaping, gardening, lawn care and construction.



Handsome Parker Pardon Pen and Pencil Set—with a new \$50 savings account or \$50 addition to your present account.

This is the nationally-known Parker T-Ball dotter Pen and Pencil Set in a gift box and without advertising imprint. The nationally-known Parker name is your guarantee of quality.



50-Page Globemaster World Atlas—with each new savings account opened with \$10 or more, or \$10 addition to your present account.

Contains over 100 full-color maps and insets—a handy reference for school, home or office. There's no advertising imprint of any kind. Get one by opening an account for one of the youngsters.

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