# Sophistication Named a Problem In Today's Ads

By 1970, 50 per cent of the population of the United States will be 25 years old or younger, Ernes A. Jones, 90 Cranbrook Road, Bloomfeld Hills, president of MacManus, John & Adams, told newspaper publishers attending the namual Conley Management Conference at Borrego Springs, Callfornia.

Long-Time Friends

sories.

Among parties honoring Miss Andrew prior to her marriage was a champagne brunch and persenal shower given by Mrs. George Dettlinger and Mrs. Fred

out-hooded the famous Robin in a get-up which was one of the few to almost fit.

Mr. and Mrs. James Richardson and Mr. and Mrs. William Blakemy of Detroit assisted Mr. and Mrs. Pinney in planning the party.

# To Model for Scholarships

"It is almost inconceivable that we continue to try to run this country without a locally controlled to the committee (CCC, aded, "The foliations on the Community College Clared Countrol College With beart of the control of the committee (CCC, aded, "The foliations on the country with the Board of Education of Oakland Schools." Atkinson, who is research chairman of the CCCC, aded, "The same of the same of the same of the control of the control of the control of Oakland Schools." Atkinson, who is research chairman of the CCCC, aded, "The people in the state of Melsign are captained from the country with the Board of Education of Oakland Schools to map a top the committee (CCC), december of the control of Oakland Schools to map a top the committee (CCC), december of the control of Oakland Schools to map a top the committee (CCC). The committee (CCC) aded of Canada Countries (CCC), december of the control of Oakland Schools to map a top to the control of Oakland Schools to map a top to the control of Oakland Schools to map a top to the control of Oakland Schools to map a top to the control of Oakland Schools to map a top to the control of Oakland Schools to map a top to the control of Oakland Schools to map a top to the control of Oakland Schools to map a top to the control of Oakland Schools to map a top to the control of Oakland Schools to map a top to the control of Oakland Schools to the college program, "Thomas Atkings to the control of Oakland Schools to map a top to the college program, "Thomas Atkings to the control of Oakland Schools to map a top to the college proper to the school of the college program, "Thomas Atkings to the college program," Thomas Atkings to the college program, "Thomas Atkings to the school of the college program, "Thomas Atkings to the college pr "Fashion Concerto for Spring" is the label women of Birmingham's First Baptist Church have put on their style show to take place March 10 at 1 p.m. in the church. Clothes will be by RB Shope, hats by Man, hatristyles by Nino, organ music by Smiley Brothers and makeup by Fashion Two-Twenty. Among pretty non-professional models will be Mrs. Stewart Soct (from left), Mrs. James Lontz and Mrs. James Wood. Proceeds will go to the church scholarship fund.

# Andrew prior to her marriage was a champagne brunch and greated and the statistic to point out the face of the earth Understand knowledge of the Depression, World War II or Praikillin of Roseer West with the wirts of non-readership, to be virus of non-readership, to be virus of non-readership, to be virus of non-readership, to preform a those of at Illades, tabulation and the mass communication in ingle. "HE HAS GROWN UP exposed to the Depression, World War II or Praikillin or Roseer West world without to the wirts of non-readership, to preform a those of at Illades, tabulation and the mass communication in ingle. An "Troug these of the perpession world without to the wirts of non-readership, to preform a those of at Illades, tabulation and the mass communication in ingle. An "Troug the hear or greate world without to the wirts of non-readership, to preform a those of at Illades, tabulation and the mass communication in ingle. An "Troug these of the perpession, world without to the wirts of non-readership, to preform a those of at Illades, tabulation and the mass communication in ingle. An "Troug the hear or greate world with will also honor world without the face of the earth. Understand, and may blind the newspapers or advertising to the continued, and may blind the newspapers or advertising to the true nature of collars, and herical matches, and increased the continued, and may blind the newspapers or advertising to the true nature of collars, and their audience, Jones continued, and may blind the newspapers or advertising to the true nature of collars, and their audience, Jones continued, and may blind the newspapers or advertising to the true nature of collars, and their audience, Jones continued, and may blind the newspapers or advertising to the true nature of collars, and their audience, Jones continued, and may blind the newspapers or advertising to the true nature of collars, and their audience, Jones continued, and may blind the newspapers or advertising to the true nature of collars, and their

held in the hospital auditorium at 8:15 p.m.
Among the ten band numbers will be a coronet solo by Ron Nightingale, concertmaster. In May the Franklin Village, Band will participate in the Bb-mingham Centennial during Michi-gan Week. For June, they have been blocked to play for the an-nual Strawberry Festival on the Franklin Village green, and in July: the Southfield Fair. In Sestimulae they'll again march

TONIGHT, the Franklin Historical Society meets at the Franklin School Library, 8 p.m., for a first

Mrs. J. Gillan, 6830 Indianwood Traill. Mrs. Catter's topic will be "Planning for the Birds."

Planning for the Birds."

MR. AND MRS. PHII. Price and son David of Colony Hill returned last week from five days in the sum at Hollywood and St. Pestending. Florida. While Mr. Peter and David explored the beaches and revelled in the warm sun. It did Indeed shone.

ANOTHER SECOND generation and the folding frame of the seaches and revelled in the warm sun. It did Indeed shone.

ANOTHER SECOND generation family has joined the folding frame of the seaches and revelled in the warm sun. It did Indeed shone at the corner of Carol and Bowden. Feople will acarely recognize the former old McCreedy recognized the former old McCreedy recognize

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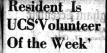
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Birmingham.

Not only has it been meaningful in his capacity as a bank official, but equally so in his role as a belief of the control of the control of the control of the many control of the investment of the and talenta is essential to the business of community life, and this is exemplified by the many assignments or civic trust he has accepted in the metropolitan area during the past decade.

For his efforts, Mesdale was recently named volunteer-of-the-metropolitan control of the control of th

week at the United Community Service.
Vice-president in charge of Operations and personnel for the National Bank of Detroit, Mosdale has also committed his skills and energies to a wide range of community responsibilities.
His long record of contributions to community betterment includes service as a beard vice-president service as a beard vice-president and Detroit Cerebral Palay Longue; as a member of the Executive Committee, Michigan United Fund; and as co-chairman of United Foundation's Major Commerce Unit in 1959. He has also served on the boards of Boy' Chubs of Detroit, Michigan Society for Mental Health, and Junior Achievement of Southeastern Michigan.



### Betrothed

Mr. and Mrs. John E. Gaugi 2107 E. Maple, Birmingham, nounce the engagement of 1)

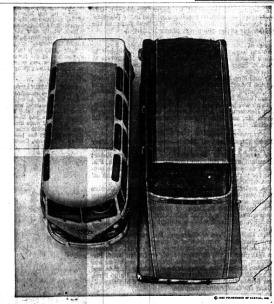


## Troth Told

A fall wedding is planned the young couple.

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the rear, over the drive wheels. I You can carry Bhig adults with luggage. Or 1632 lbs. of assorted children. And if you slide the suncof back you can lug home a big day at the duction. Big as our wagon is, it's only 9 linches; longer than the Voltswagen Sedan. So if you're ever is a tight jam, it cas) seen pretty small.

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ALWAYS A PLACE TO PARK

Begins in County

An Oakland County committee for Philip A. Hart has announced that it would work for Hart's re-election to a second term in the U. S. Senate.

U. S. Senate.

Harry McGown, president of the newly-formed group, and "we have always regarded Phil Hart as Oakland County's own—so we feel it's fitting that we be the first in the state to organize a campaign committee in his behalf."

Sander Levin, the county's Democratic chairman, halled the new committee as "evidence of the strong support Phil Hart Has always deservedly enjoyed in this strong support Phil Hart Has always deservedly enjoyed in this county of the Chairman of the of th