

Long-Time Friends Speak Nuptial Vows

By NITA HARD

An acquaintance between Miss Jean Hodges, 31, of Birmingham, and John Hodges, 31, a widower from Lenoir, which began more than forty years ago when Miss Hodges was a child in the office of the Chase-Stevens Paper Co. in Detroit, culminated in a marriage of the two Feb. 16.

Vows were spoken in a wedding ceremony at 3 p.m. at the Church of the Holy City, Detroit. The bride wore a turquoise silk dress with a matching floral petal hat. She was given in marriage by a nephew, Harry Guest of Middleton Drive, Orchard Lake.

Mrs. Philip Guest of Birmingham, matron of honor, wore a beige silk evening dress. John Hodges, Jr., was the father of the bride, and the groom's best man, and the guests were James Guest and Philip Guest, nephews of the bride, and Harry Guest and Richard Hodges, sons of the groom.

Following the wedding reception which was given in the Sunlighters Lane home of Mr. and Mrs. Philip Guest, the bride couple departed on a two-month honeymoon—a motor trip to Las Vegas, San Francisco and Los Angeles.

Mrs. Hodges' travel costume was a teal blue sheer wool suit which she wore matching accessories.

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

Chapman at Mrs. Dettlinger's residence, 19839 Hillcrest, Birmingham.

THE "WACKIEST" PARTY that we've ever heard of took place a couple of Saturday nights ago at the Bloomfield Hills home of Mr. and Mrs. Thomas Pinney. The occasion was a gathering of the "Saturday Nighters," a club of eighteen couples who have been together at parties for over a period of twenty-five years.

Their most recent theme was a costume party—with a catch! Guests arrived carrying a paper bag containing a costume to be worn by a fellow guest. Originality ran rampant. Costumes were distributed grab-bag fashion. The result was hilarious for the most part, but precarious in a few instances—like Wade Brown in basketball shorts held together with safety pins.

Mr. and Mrs. C. Boyd Stegmeyer were a fetching couple. He, tall and blonde, wearing a stovepipe hat and long black cape was a dead-ringer for Simon Legree, and she, brunet and pretty in a sarong, was a dream come true from "South Pacific."

Dick McClure (lucky boy) won a coquettish female ensemble, and his attractive wife, Ruth, outshined the famous Rabbit in a get-up which was one of the few to last.

Mr. and Mrs. James Richardson and Mr. and Mrs. William Smith of Detroit, and Mr. and Mrs. Pinney in planning the party.

'Strike Up the Band' Is Franklin's Theme

By NITA HARD
MA 4-3224

The Franklin Village Band will strike their high note of the season next Tuesday night when they present a winter concert for the doctors of Henry Ford Hospital in Detroit.

Thirty resident musicians will begin to play when their conductor, Dr. Conrad Lam of Wood Creek Farms, a thoracic surgeon on the hospital staff, lifts his baton to signify silence.

John Harris, of Franklin, will act as narrator and master of ceremonies for the program to be 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 Birmingham Centennial during Michigan Week. For June, they have been booked to play for the annual Strawberry Festival on the Franklin Village green, and in July the Southfield Fair.

In September they'll again march and play for the Franklin Roundup, and in December they will hold a repeat concert for patients of the Pontiac State Hospital.

The group rehearses every Monday night at the Franklin Community church.

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

reading of a junior grades' local history book. Facts for the volume were compiled by School Principal Marjorie Tate and written by Mrs. Naomi Erdman.

The public is invited to attend this meeting which will also honor Society Founder Bert Wood, celebrating his 85th birthday this month.

Franklin Garden Club couples will hear Mrs. Lee Carter on March 5 at the home of Mr. and Mrs. J. Gillan, 6500 Indianwood Trail. Carter's topic will be "Planning for the Birds."

MR. AND MRS. PHIL Price and son David of Colony Hill returned last week from five days in the sun at Hollywood and St. Petersburg, Florida. While Mr. Price followed a convention schedule, Mrs. Price and David explored the beaches and revelled in the warm sun. It did indeed shine.

ANOTHER SECOND generation family has joined the fold in Franklin.

Mr. and Mrs. Peter Green are "at home" now in their remodeled home at the corner of Carol and Bowden. People will scarcely recognize the former old McCready house which had a total overhaul to serve as the Green's "honey-moon" cottage. Peter is the son of Mr. and Mrs. Edward Green of Woodlawn.

ABOUT 60 turned out for the annual Club Scout Blue and Gold dinner last Thursday night. Pack 1011 celebrated with all the trimmings which included a birthday cake, a charter presentation and courage for moms. Five dens new comprise the pack over which "Akela" Jack Bickart reigns.

NOW IS THE TIME to make plans to attend Franklin Village Players spring production, "See How They Run" at the Farmington Players Barn.

Show nights are March 6, 7, and 13, 14 and tickets are available from members and Ticket Chairman Mrs. Faye Hawk. Director Paul Bergeron and his cast have moved into the playhouse for rehearsals after a month of temporary quarters in a vacant store and recreation rooms.

Initial Boost For Hart Campaign Begins in County

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

Harry McGowan, president of the newly-formed group, said "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, hailed the new committee as "evidence of a strong support Phil Hart has always deservedly enjoyed in this area."

Officers of the Oakland Committee for Phil Hart from this area are Alfred V. Meyers, 6712 Woodside Trail, Birmingham; and Mrs. Audrey Culver, 2823 East Larkmoor Drive, Southfield.

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To Model for Scholarships

"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 R.S. Shops, hats by Nan, hairstyles by Nino, organ music by Smiley Brothers and makeup by Fashion Two.

Twenty. Among pretty non-professional models will be Mrs. Stewart Scott (from left), Mrs. James Lantz and Mrs. James Wood. Proceeds will go to the church scholarship fund.

Local College Needs Cited By Advocates

"It is almost inconceivable that we continue to try to run this county without a locally controlled college program," Thomas Atkinson, of the Community College Citizens Committee (CCCC), declared at a joint meeting of that group with the Board of Education of Oakland County.

Atkinson, who is research chairman of the CCCC, added, "The hazards of not educating our young people in the state of Michigan are manifold. The hazards of not educating them in Oakland County are of less magnitude, but just as pressing."

Monroe Osman, a member of the Board of Education, called for public endorsement of the college from civic leaders in every Oakland County community. The Board of Education has officially passed proposals establishing a community college, providing tax for its support on the June 8 school election ballot.

"A BETTER JOB of explaining the need for a community college must be done this year than time permitted last spring," Osman said. He referred to the scant six weeks between passage of a legislative act to permit Oakland County to call a college election and the election date.

Mrs. George Mosher, 551 Mohagan, Birmingham, presided at the joint meeting. Mrs. Mosher was asked what the relationship of the college committee would be to a six-member board of trustees also to be elected on June 8.

The board of trustees would have full authority, under state law, for hiring administrators, selecting sites and setting a time table for putting the college into operation, she said. It is possible that the new board would seek the advice of CCCC committee members, but the board would be the body responsible for policy making.

Eugene Kutny, CCCC finance chairman, reviewed possibilities of operating the college and building classrooms under the one mill tax proposed.

He said that other Michigan communities had found that one mill plus a \$200 tuition charge and state aid of \$210 per student will finance a modest building program and provide for a student body of 1,000 the first year of operation. A one

mill levy, based on last year's equalized property evaluation will produce \$2,080,000.

RECENT Congressional action, Kutny said, should provide some financial assistance for buildings, although details of the Federal aid have not yet been announced.

The joint meeting was held at the offices of the Board of Education of Oakland County to map a pre-election information campaign.

Mrs. Mosher said the Citizens Committee hoped to be able to spread information on a house-to-house basis by the end of May. In Birmingham, where both the college and the tax proposal were approved last year, she said a telephone campaign had been used by college supporters to get out the vote.

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Resident Is UCS Volunteer Of the Week

"Investment" has been a double-faceted byword in the life of Fred Modale of 6750 Oakhills Drive Birmingham.

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

For his efforts, Modale was recently named volunteer-of-the-week at the United Community Service.

Vice-president in charge of operations and personnel for the National Bank of Detroit, Modale 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 board vice-president of both the Detroit Urban League and Detroit Cerebral Palsy Center; 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 Boys' Clubs of Detroit, Michigan Society for Mental Health, Junior Achievement of Southeastern Michigan.

THE COMMUNITY responsibility which, perhaps, has had the greatest claim on his time during the past two years has been as general budget chairman for United Community Services (UCS). In this assignment, he heads the efforts of 120 citizens who review the annual budgets of some 125 health and welfare agencies and then allocate almost 60 percent of the total funds raised through the Torch Drive campaign. Last year alone, this involved UCS appropriations totaling nearly \$12 million.

Other major UCS posts held by Modale include being a vice-president of the board, a member of the executive committee, and a member of the general planning committee.

Illustrative, too, of Modale's active interest in educational projects is his participation as a lecturer for such projects as University of Michigan-Wayne State University Joint Institute of Labor and Employee Relations and Wayne State University's executive development programs for government executives. Other educational organizations which have benefited from his leadership include the Michigan Council for Economic Education.

A fall wedding is planned by the young couple.

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Sophistication Named a Problem In Today's Ads

By NITA HARD

By 1960, 10 per cent of the population of the United States will be 25 years old or younger, Ernest A. Jones, 590 Cranbrook Road, Bloomfield Hills, president of MacManus, John E. Adams, told newspaper publishers attending the annual Copy Management Conference at Borrego Springs, California.

The advertising agency head cited the statistic to point out the difficulties faced by both newspapers and advertising in talking to the consumer.

The youth born in 1945 or later "cannot remember a world without television, freeways, jet travel, the Bomb or Playboy magazine," Jones said. "He has no personal knowledge of the Depression, World War II or Franklin D. Roosevelt."

"HE HAS GROWN UP exposed to the virus of non-readership, to crowded classrooms with seats as precious as those of a lifeboat, to push-button living, forced draft sophistication and the mass communication jungle."

An "Iron Curtain" has grown up between communication experts and their audience, Jones continued, and may blind the newspaper or advertiser to the true nature of his audience. "We hear a great deal about the so-called intellectual

Explosion," he continued. "We know that in 1960, better than seven per cent of American adults were college trained. Yet almost eight per cent are semi-illiterate to the point where they cannot easily read a newspaper. Only 16.2 per cent have made it to the eighth grade."

"We may fall under the illusion that this country is populated by ultra-sophisticates. Yet 78 per cent have never been in an airplane; 14 per cent have never been more than 200 miles from home."

"THIS IS SUPPOSED to be the Affluent Society. Yet the sad and median fact is that half of all American families earn less than \$5,000 a year, and almost a third, less than \$4,000."

"Thus, the editor or advertiser man who buys a pin-cene and starts writing with a quill pen can be in serious trouble."

"Today's consumer," Jones said, "is treading water in a sea of anxiety and has much more on his mind than we may believe. He knows, for instance, that there now exists in the form of ready weapons the equivalent of 100 tons of TNT for every man, woman, and child on the face of the earth. Understandably, it is increasingly difficult to hold his attention."

Johnes predicted continued growth for newspapers and praised them as an advertising media.

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