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## Honor Society Sets Program

Philosophical debates, lectures, dialogues, and arguments will be conducted in a series of biweekly public sessions at the University of Detroit this year by members of Phi Sigma Tau, national philosophy honor society.

They will convene on alternate Thursday evenings at 8:15 p.m. in the U. of D. Student Union Building at Florence and Livernois with the first session Oct. 1.

ROBERT L. Richardson, president of the Society, said the sessions are designed to "encourage interest in the discipline of philosophy among faculty, students, alumni and interested members of the community."

He indicated that some of the meetings will consist of formal treatises by distinguished philosophers, followed by a question and answer period; while others would

be informal debates between students or faculty members.

THE MEETINGS are open to the public free of charge. The schedule for the first few meetings is:

Oct. 1—Dr. Walter H. Turner; "Dante Alighieri, Towards a Christian Separation of Church and State."

Oct. 15—Dr. H. J. Kormmüller; "Foundations of Morality." HddRfj]- fphfmentsO-l-gd ele

Oct. 29—Dr. Kato Payas; "Knowledge by Intuition." Nov. 12—Dr. James Freer; "The Self and the Other."

Dec. 5—Fr. James Magner, S.J.; "An Ethics for the Newspaper, Television and Radio Man."

Idleness is emptiness; the tree in which the sap is stagnant, remains fruitless —Baltus



## Mayor Sets Constitution Week

Mayor Charles W. Renfrew signed a document proclaiming the period of Sept. 17-23 Constitution Week in Birmingham. On hand for the ceremony was Mrs. John Hauser, 688

Hamilton, Bloomfield Village, representing the Piety Hill Chapter of the DAR which sponsored the local observance.

## Ad Executive Raps Media Rate Increases

(Special to The Eccentric)

NEW YORK—Magazine executives today were warned that "the advertiser has about had it with rate increases by all media and soon may have to balance off increased cost with decreased use, dollar for dollar."

Ernest A. Jones, President of MacManus, John & Adams, Inc., speaking before the Magazine Promotion Group in the Sherry-Netherland Hotel, said that his agency researchers estimate that by 1970 "it will take nearly two advertising dollars to maintain the levels of effectiveness of a single dollar today."

JONES SAID the increased cost estimate was based (1) on a 10 per cent increase in population and a similar increase in media rates to maintain average population penetration; (2) a rise in total advertising expenditures from today's \$70 per capita to \$165 to reach the potential audience of 1970; and (3) a continuing rise in the cost of operation which media will share with all businesses.

"How will advertisers react? Jones said it is difficult to apply projected rate increases to specific products without knowing "such variables as whether the products' total market is keeping pace with the population rise; what the competitive position is; and the relative emphasis on advertising compared with other elements in a particular marketing operation."

He quoted Gail Smith, advertising-marketing director of General Motors Corp., as saying: "IF THE individual media rates continue to rise as forecast, I can not of course state flatly and officially that our advertising budgets will not increase in any such proportion in the next five years."

"I can tell you that our advertising expenditures increased less than 10 per cent in the past five years. I can give you an unofficial hunch about 1970: I don't think we'll have the opportunity to maintain our 1964 schedules. We might not even come close."

Emphasizing that the problem is faced by all media, not merely magazines, Jones said:

"In probable effect the advertiser will be forced to buy less advertising in 1970; become more selective of what he does buy; and try to increase the efficiency of his advertising in an attempt to bridge the dollar gap."

"Agencies and advertisers are spending large sums on all types of research and market testing and there is a roaring return to the basic factor of our business: creativity," he said.

JONES CAUTIONED the magazine executives about "shadowy" charges to advertisers: "sample copies, trial subscriptions, copies priced below costs. The advertiser cannot continue to pay for artificial circulation he neither orders nor benefits from."

Jones urged his audience to examine every possible economy to hold or reduce advertising costs.

"I think the regular fixed-rate advertiser has about had it with rate increases," he said.

"And by 1970 the reader will be forced to carry his share of the load. If a dime increase in price loses readers, then it gives me a pretty good idea of the loyalty the publication commands. Go after quality not numbers!" he added.

BY 1970 Jones predicted better, lighter paper from the laboratory rather than the forest to circumvent postal-rate increases, complete elimination of bleed and color surcharges and a sharp penalty for late ads; faster presses and increased automation; and increased regional and demographic editions.

"I believe the advertiser will be able to buy his choice of people or geography as today you can buy parts of a chicken without getting stuck with the whole bird," he said.

## Rec Board Member Cited At Retirement

Mrs. William H. Jackson of Birmingham, who has served on the Recreation Board for 17 years, was honored for her services at a retirement dinner at Devon Gables recently.

Mrs. Jackson was one of the original members of the Recreation Board, and she has also served as chairman of the volunteer commission. She was especially cited for her contributions in connection with the building of the skating rink.

ATTENDING THE dinner were members of the Recreation Board and administrative staff, which included Mr. and Mrs. William Colt Allee, Mr. and Mrs. Norman A. Wolfe, Mr. and Mrs. R. T. Berger, Mr. and Mrs. Frank Whitney, Mr. Delbridge, Mr. and Mrs. W. E. Roberts, Robert Kenning, Mr. and Mrs. William Spencer, E. Ross Hanson, Mrs. Robert D. Seiler, Dr. John B. Smith, Mr. and Mrs. Donald Martin, Mr. and Mrs. Roland Reese, William Burghum and Nancy Sommers.

Many men owe the grandeur of their lives to their tremendous difficulties. —Spurgeon



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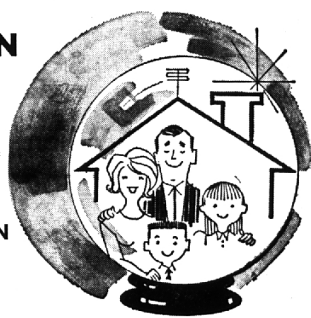
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