



m.m. memos

Margaret Miller

Is it an ad you want?

The unhappy lady at the other end of the telephone made me decide to do a bit of public educating I've considered for a long time.

"I called your paper and said I wanted to put in an ad," she explained. "And then I brought in the information and when we were through, the woman I talked to told me how much it would cost."

"Our church can't afford that. We just want people to know about the program we're having. And I think you have put ads in for us before without charging us."

Of course we had reported on coming events before, and we would do so again, I assured my caller. Terminology was her problem. It's the problem of many who deal with a community newspaper, only usually the discrepancy gets caught before anyone is handed a bill.

SO MAYBE it's time to put into print the different functions of a community newspaper, how it operates with what staff and how it can best serve the readers.

This paper, like others throughout the business, has advertising and editorial departments. We print advertisements, and we print news stories.

The business of the advertising department is to provide space for those who wish to buy it to promote goods or services they are offering the public. The business of the editorial department is to tell the community's news, from the happenings that make the front page to the small notices of club meetings.

The two departments work together, of course. The sale of advertising space helps pay the employees so the news may be told. But the contents of the advertising portion of the paper never affects the contents of the editorial portion.

Advertising space is sold by the newspaper to those in the community. Editorial space never is sold.

SO WHAT DOES this mean to my church program promoter on the telephone? First, that people at this newspaper's office will understand her better if she asks about submitting a news story instead of an ad, if that's what she wants.

And second, it means she should understand her options whenever she wants to spread the word of her church's doings.

Her church might want to buy advertising space for a special meeting. Many churches, along with businesses and individuals, do it often and regularly. They decide the amount of space the want, pay the going rate and approve exactly what is to be said in that space.

Coming events also are reported in the editorial sections of the paper, because they are of interest to its readers. Editorial staffers write such notices and decide their length and content. Our aim is to serve the groups that submit the notices and the people who may be interested in them, because all are part of our reading public.

We seek to handle satisfactorily every notice submitted, but we're human and once in a while there is a slip-up. And occasionally we may decide a submitted notice has limited interest and doesn't warrant publication.

One final note. Editorial use of a notice does not depend on paying for advertising space. We decide on the basis of interest to readers.

That's why we're in the community newspaper business.

'Let's Dance' is for all ages

Farmington Community Dance Band plays music for all ages from 8-10:30 p.m. Aug. 7 in Oakland Community College, Orchard Ridge Campus, H Building.

"Let's Dance" offers music for both dancing and listening, with music from

the 40s to the present.

Admission is free. The event is sponsored by Farmington Area Arts Commission through Michigan Council for the Arts in cooperation with Farmington Hills Parks and Recreation Department. Refreshments will be available for sale.

Coping with unemployment

Oakland County Cooperative Extension Service, Michigan State University, offers numerous ways to lessen the emotional and financial burden of unemployment.

As the financial crunch of Southeast Michigan increases, more people are finding themselves without a paycheck.

As the money supply dwindles, the problems multiply, disrupting family lifestyles.

Persons having trouble coping with unemployment are invited to call Lee Miller, of the service's Family Living Department, 858-0895.

community calendar

VACATION BIBLE SCHOOL

Monday through Friday, Aug. 4-8: Vacation Bible School runs from 7-9 p.m. each night in Farmington Hills Christian Center, Assembly of God Church, 2233 Drake Road, with Bob Daniels, magician from Hi-Way-Bi Way Youth Association who directs a spirit-filled program through the use of magic for children from kindergarten through ninth grades. No charge. Registrations will be taken at the door.

'CINDERFROG'

Tuesday and Wednesday, Aug. 5-6: "Cinderfrog," staged by Gayle Vasko's drama workshop for young teens, for all preschoolers and early elementary school-aged children at 10:30 a.m. Tuesday in Farmington Hills Community Library on 12 Mile Road and at 10:30 a.m. Wednesday in Farmington Community Library on Liberty. No charge.

FREE MOVIE

Tuesday, Aug. 5: Free movie "Cinemascope" at 10 a.m. every Tuesday through the summer in Livonia Mall Cinema, Seven Mile and Middlebelt roads sponsored by Livonia Mall Merchants Association.

LET'S DANCE

Thursday, Aug. 7: "Let's Dance," offers music for dancing or listening for all ages by Farmington Community Dance Band at 9 p.m. in Building H, Oakland Community College, Orchard Ridge Campus. No charge. Dance is sponsored by Farmington Area Arts Commission and Michigan Council for the Arts in cooperation with Farmington Hills Parks and Recreation Department.

LIBRARY BOARD

Thursday, Aug. 7: Farmington Community Library Board of Trustees reg.

ular monthly meeting at 8 p.m. in Farmington Hills Community Library, 3211 12 Mile Road. Open to all interested persons.

FARMERS MARKET

Saturday, Aug. 9: Farmers Market, with about 25 vendors, runs from 9 a.m. to noon on the grounds of Farmington Community Center, Farmington Road north of 10 Mile Road. Market continues on Saturdays through October.

BOB-LO RAMBLERS

Saturday, Aug. 9: The Bob-Lo Ramblers in concert at 1, 2, 3, and 4 p.m. in Livonia Mall, Seven Mile and Middlebelt Roads, Livonia. No charge.

DOLL AND TOY SHOW

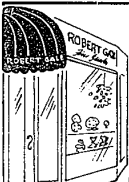
Sunday, Aug. 10: Exhibition of dolls and toys from more than 40 dealers sponsored by Comic Tree and Sports Collectables, from 10 a.m. to 4 p.m. in Knights of Columbus Hall, 21900 Middlebelt Road. Admission of 75 cents each at the door.

VACATION BIBLE SCHOOL

Monday through Friday, Aug. 11-15: Vacation Bible School with the theme "Jesus and You: The Winning Team" runs from 9:15-11:45 a.m. each morning in Hope Lutheran Church, 39200 12 Mile Road for all children from kindergarten through sixth grade. No charge. Registrations are being taken now by calling the church office, 553-7170.

WOODY HERMAN

Saturday, Aug. 16: Woody Herman and his orchestra in concert at 8 p.m. in Redford Theatre, 17360 Lahser Road, sponsored by Motor City Theatre Organ Society. Tickets are \$8, \$8 and \$7 on sale now at the box office or by mail.



ARE YOU THINKING OF SELLING YOUR JEWELRY?

We have 35 years experience in the purchase of:

- Diamonds
- Gold Jewelry
- Watches
- Colored Stones

SEE US FOR A FREE APPRAISAL
ROBERT GALE, INC.

725 S. Adams at 14th Mile in the Arcade at Adams Square Birmingham 644-6650
AMPLE FREE PARKING



Livonia 27716 W. Seven Mile 5 Blocks East of Livonia Mall 592-9759

Saks Fifth Avenue

Saks Fifth Avenue's
Final Consolidated
Clearance...
1/2 to 2/3 off
original prices*!

Troy only:
the sale to end all sales! We've brought in
scads of terrific merchandise from our other
Saks stores...to offer you the most and the
best of summer at simply incredible savings.
Find 1/2 to 2/3 off on great selections
of fashion from:

Better and Designer Ready-To-Wear
and Sportswear
SFabulous and SFantastic Dresses
and Sportswear
Sportswear Collections
Lingerie and Easy Living Collections
Right On! for Juniors and Spot for Teens
Swimwear and Active Sportswear
Maternity Collections

*There may have been intermediate price reductions prior to this
sale. Not every style in every color and size. All sales final!
Total units available 6,000.

Troy, Somerset Mall, Big Beaver at Coolidge open Monday, Thursday and Friday, 10 am to 9 pm;
Tuesday, Wednesday, Wednesday and Saturday, 10 am to 6 pm; Sunday, Noon to 5 pm

Ethan Allen Summer Sale

Save 10% to 20%
on a superb selection of Home Fashions!



Beauty, Quality, Value...

where else but Ethan Allen! You can really save on a great selection of furniture and accessories such as this handsome living room grouping. Each item has rich traditional details in a bold, fresh look for today! Choose from over 600 beautiful fabrics for the upholstered pieces.

Shown above: Tufted-back Chair, SALE from \$329.50... 83" long Lawson Sofa, SALE from \$659.50 (comparable savings on other sizes)... Martha Washington Chair, SALE from \$189.50... Sofa Table, SALE \$399.50... Butler's Tray Table, SALE \$229.50... Drop-leaf Pembroke Table, SALE \$269.50.

Wiggs

• 644-2370 •

TELEGRAPH AT LONG LAKE ROAD
(18-MILE RD.) BLOOMFIELD HILLS

Wiggs Great
Summer Sale...
Furniture & Accessories

- TRADITIONAL & EARLY AMERICAN FURNITURE
- CARPETING AND AREA RUGS
- FURNITURE FOR EVERY ROOM, BEDROOM, DINING ROOM, LIVING ROOM & FAMILY ROOM
- BY NOTED MAKERS: HENREDON, ETHAN ALLEN, CENTURY, SIMMONS, STATTON, HEKMAN, HARDEN, WOODMARK, HICKORY, HITCHCOCK, SLIGH, ETC. (LOTS MORE)
- LAMPS, PICTURES, ACCESSORIES AND WALL DECOR
- ALL NOW AT SUPER SUMMER SALE SAVINGS

The bass weejun® penny loafer—the classic!—as crisp and clean as autumn itself. Perfect with cable-knit or argyle socks, they're a marvelous blend of schoolgirl charm and city savvy. In wine leather for sizes 5 to 9 and 10M or 7 to 9N; \$38. In SFantastic Shoe Salon—where we are all the things you are.

Somerset Mall, Big Beaver at Coolidge, Troy • Fairlane Town Center, Dearborn