

**When it's important,
it takes a pro to put it on paper.**



More and more people are beginning to think that the preservation of our environment is important. People in show business, people in government, people in your neighborhood. People like Tim Richard, the news editor of your hometown newspaper.

He knows that we aren't going to clean up our environment with slogans, or by suing a corporation, or even by yanking junk out of a local river. He's the first one to cheer when the kids attack waste and garbage in the Rouge River, but he knows that the waste and garbage will be there again in another six months. He knows that the problem is more complex than that . . .

"I think the ecology movement is one of the most important ideas in mankind's dappled history. Just a few hundred years ago, man thought of himself as the center of the universe, the made-from-scratch creation of God, a rational being governed by his thoughts, the master of his domain.

"Man has since discovered that he is no longer above nature. He is part of it. The ecology movement is teaching us that man is just another biological organism in the whole system, albeit a more destructive one. Man can no longer blast out seaways, toss around DDT, dump salt, breed uncontrollably, drive gas-guzzling steel dinosaurs and not expect to pay the consequences. It's a startling idea — startling and humbling." (Tim Richard Writes, July 22, 1970)

There it is.
Concerned, professional treatment of an important issue.
We just wish the issue weren't a matter of life and death.

Your Hometown Newspaper

observer newspapers, inc.