YOUR

'Rousing' Start Given Indian Food Campaign

The annual drive to provide Michigan Indians with canned food and household items got off to a rousing start when Clarenceville music students put on a program that yielded 728 cans of food.

food.
Carol Hornung's junior and senior high vocal students also heard coordinator Doug Pierson and president Charles Price of Indian En-

Advertising Top Prize To Observer

The advertising department of Observer Newspapers Inc. received a first place award in the recent 32nd annual Michigan Press Association advertising man-

Association advertising man-agers workshop in Traverse Civ. ONI Advertising Director, Keith Elibee was elected to the board of directors of the association. The Observer was among several Michigan newspapers bonored for outstanding ad-vertising service during the workshop. First place was awarded to the Observer in the best special section divi-sion.

the best special section division.

The award was made on the basis of makeup, promotion techniques, photography and imagination. Special sections submitted for the judging included the Plymouth Fall Festival, the Farmington Founders Festival, the Luvonia Mall, Westland and Wonderland Shopping Contest sabbids.

Judging chairman for the competition was Jack Harris of the Greenville News.

Heart Research

The Michigan Heart Association, a Torch Drive agency, has spent more than \$10.8 million on heart research since 1949. All it takes is for all to give – thanks to you it's working.

lems of Indians.

It was the first major contribution to the goal of 6,000 cans of food set by the Indian affairs committee of the Western Wayne County Conservation Assn. Committee chairman Hank Chruscial, is in charge of the collection.

Deadline is Dec. 8. Aided by

in charge of the collection.
Deadline is Dec. 8. Aided by apprentices from Ironworking the pre-Christmas deliveries to Indians from the Sault area down to Detroit. A mission school and a Muskegon County settlement are generally among the chief recipients.
Indian children are treated to a banquet with a visit

observer DEWSTAPERS

Advertising Standards

of these conditions.
Advantings that does not conform to these standards, or that is deceptive or misleading, is never knowingly accepted.
If any Observer reader encounters non-compliance with these standards, we ask that you inform the Advancing Department of this newspaper, and also call the

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terprises speak on the prob-lems of Indians. from Santa Claus. Besides the food, bedding is also giv-

en. Observerland observerland churches, clubs, scout groups, Y groups and individuals join the conand individuals join the con-servation group twice a year in the effort to help Michigan Indians in pockets of poverty and unemployment. Last year, said Chruscial, more than 6,000 items were given.

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