

Daniels Den

By EMORY DANIELS

Endorsements
& The Press

All institutions, commercial or service-oriented, want its customers to be informed of its particular operation.

The process of informing customers of an institution's value or operations is known as institutional advertising. Newspapers are not particularly shy about engaging in this practice.

AND TODAY, the Den chooses to discuss the newspapers' role in informing readers—specifically in making political endorsements.

Like most editors, this one hopes his readers are neither overwhelmed by this paper's selection of candidates nor over-excited by the reaction of those candidates not included.

Newspapers endorse candidates believed to be the best qualified. This belief is supported by attending each school board meeting and school administrators.

Endorsements are valuable, but an enlightened voter who has attended school board meetings is equally capable of making his own decisions.

EACH YEAR, after endorsements are printed, the point is made (usually by a candidate) that newspapers should not endorse in the last issue before election but should allow time for rebuttal.

This point is just discussion on because tomorrow the theory will be circulating again.

It must be understood that editors endorse candidates only after careful thought and analysis of the capabilities of each candidate. This year, a questionnaire was sent each candidate with opinions sought on six questions. Biographical material and separate position statements were obtained.

Once a decision is made on candidates best qualified, the endorsement stands on its own.

The endorsement is the paper's view which the paper itself must make. If proper screening of candidates is accomplished, then rebuttals can do nothing to sway the editorial position taken.

If rebuttals did change an editor's mind, then he was careless in screening candidates and should not have written the endorsement in the first place. When endorsements are published, this is an indication the screening process has been completed, and the editor is confident his suggestions are proper.

ENDORSEMENTS

are not retractable, and rebuttals do little except confuse voters. Neither is it valid to argue that non-endorsed candidates deserve "equal time" to the editorial endorsement. All candidates in the June 8 election had their position statements published in this newspaper before the endorsements were printed.

Each candidate was given ample time to prepare those statements and ample space in this paper to make his views known. Equal time has already been granted.

THE ONLY ARGUMENT for rebuttal is that it provides each candidate opportunity once again, to argue why he should be elected.

But this would be repetitious because each candidate has already enjoyed that privilege.

Obviously, each candidate not endorsed would want his statement printed if rebuttals were allowed. This would place a great demand on the news columns with no new public service being accomplished.

Understand that newspapers do not claim to be infallible. But the press is not swayed by election-eve rhetoric. The candidate who waits till the last minute to make his "real" views known is not worthy of support.

Each candidate should know how he feels and be capable of expressing his views when he takes a petition out. The campaign period is long enough for views to be publicized and a grand surge one week before election is unnecessary.

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3 Candidates Earn
Our Endorsement

On June 8, Farmington voters will elect one trustee for a one-year term and two trustees for four-year terms on the Farmington Board of Education.

From a field of eight candidates, the Farmington Enterprise & Observer today endorses the three it believes best qualified to serve on the board.

Reasons for endorsing are not limited to ideological persuasion, but are based primarily on the candidate's interest and expertise in education, capability to legislate and ability to approach decisions with an open mind.

This newspaper particularly questions the value of one-issue candidates because once that issue is resolved, the individual may have nothing else to contribute.

...

FOR THE ONE-YEAR term, our preferred candidate is incumbent John Washburn, III. Washburn is an outstanding trustee, has contributed greatly to the school district, and is admired by all who know him.

Washburn has operated on the board with an open mind and sense of fairness simply because he is a gentleman. He could operate no other way.

Our only regret in endorsing him is that it is for a one-year term. We certainly hope he will run for a four-year term next June. His loss is one the school system cannot afford.

...

FOR THE TWO four-year terms, our preferred candidates are Patricia Smith and Richard Frankel. Mrs. Smith has done a great deal of valuable homework as member of the board's safety committee. Her many hours of legwork is well-known by fellow-trustees and this newspaper. Her views on curriculum are sound, her analysis of school finances realistic, and her approach to problem-solving is fair.

We recognize her qualities will be advantageous to the board and residents in the district. But in making this endorsement, we recognize that Mrs. Smith has found it sometimes difficult to publicly make her positions known. We feel she should be more vocal while sitting on the board and trust the added experience will help.

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FOR MORE THAN 15 years, Frankel has shown an interest in education and the schools in this community. That active interest did not dissolve just because he got elected to the school board.

During the past year, Frankel has shown the same enthusiasm for education as a board member as he did for the previous 15 years as a resident. He is a super-dedicated man, well-versed in educational theory, a progressive thinker on curriculum and the learning needs of children, and keen on labor negotiations and school financing.

Frankel is not a political animal but an individual. Being outspoken, he has made enemies of those who disagree and loyal disciples of those who agree. Frankel is definitely not a fence-riдер and usually antagonizes most of those sitting on the fence.

We endorse Frankel because we believe he can make important contributions to the school district.

EDITORIAL

He passes the test of a legislator. We recognize also that on occasion Frankel has exercised poor judgment; we expect he will learn to employ the discretion demanded of public servants.

But we cannot withhold endorsement of Frankel because he might, at times, be over-vocal just as we cannot withhold endorsement of Mrs. Smith because she is not vocal enough.

FINALLY, we trust voters will realize two candidates elected Monday will be serving for four years and must be capable of dealing with many problems facing education.

Some candidates have been "turned on" by issues which probably will not exist next fall.

It is the candidate knowledge of school financing, curriculum and concerned with stable growth of the district that will serve voters best.

Farmington Enterprise & Observer

Heart Group Elects
Dr. Breneman

FARMINGTON

Dr. Gerald M. Breneman of 28300 Forestbrook, Farmington, has been elected president-elect of the board of the Michigan Heart Association.

He is associate physician, division of cardiovascular disease, at Ford Hospital.

The new president of the association, Dr. Harold E. DeFree of Kalamazoo, succeeds Dr. Edward W. Green of Farmington, director of cardiology, Children's Hospital, Detroit.

THE SPECIAL interests of Dr. Breneman have been the

electrocardiograph and the operation of coronary care units, both primary tools in modern day diagnosis and treatment of heart disease. He is chairman of the coronary care unit committee of the heart association, a Michigan United Fund agency.

He is also chairman of the association's project to teach physicians and nurses how to operate coronary care units, which is funded by the Michigan Association for Regional Medical Programs, a Federal agency.

local news

By MARIE LONG GR-4-3114

Mr. and Mrs. Robert Gretel of Dunford, Farmington, from Detroit to Miami and then to the Bahamas and Trinidad where they spent two glorious weeks in April. They have now returned to join their family well rested and lanned.

Forest Hills Missionary Church in Farmington held its mother-daughter banquet May 2 in the fellowship hall at the church. Several of the dads served the mothers and daughters with a delicious hot dinner.

Yours truly was guest of honor from our hometown newspaper. There was a special music program and a salute to "moms & daughters." Guest speaker was Mrs. Mary Fran Euler. A big thanks to Wilma Fluhrmann for inviting me.

GET WELL wishes to one of Farmington's nicest residents, Mrs. Mary Nofke, grandmother of Mrs. Howard (Joyce) Thayer. Get well quick!

Mrs. Elton Thomas of Warren flew home after a four-month stay with her friend, Mrs. Hobart W. Spring, in Duxbury, Mass.

Get well wishes go to these ladies: Mrs. Louise Roberts who is currently in Bi-Century Community Hospital, Warren; and Mrs. Dorothy Kincannon of Farmington who is recovering from surgery in William Beaumont Hospital, Royal Oak.

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WOODSMAN -- Chris Hethon, ninth grader at Farmington's O.E. Dunkel Junior High, poses with the miniature gateleg table that won him first prize in both regional and state contests of the Michigan Industrial Education Society. Chris is a student of Robert Schultz in woods I. (Evert photo)

Offer Elementary Band

FARMINGTON

Summer band will be held this year at five elementary schools. Classes will run from June 23 to Aug. 4, with a registration fee of \$12.50.

Sessions will meet at Alameda, Middlebelt, and Flanders from 8:30-10 a.m. Others will take place at Fairview and Kenbrook from 10:30 a.m.-12 noon.

Enrollment is encouraged even if the student will not find it possible to attend all sessions. A highlight of the program is performing in the Founders Festival parade.

Registration forms and checks may be mailed to the Adult Education Office, 3500 Shawwassee, by June 12. Final registration will be at Farmington High School, 32000 Shawwassee June 15-18, 1-5 p.m.

Checks should be made payable to Farmington Public Schools.

Pinson Trains

MAJOR JOHN M. PINSON, son of Mrs. John R. Huton, 27635 Echo Valley West, Farmington, participated recently in "Exotic Dancer III," a joint Army, Navy, Air Force and Marine Corps exercise in the Camp Lejeune-Cherry Point N.C. area.

Maj. Pinson experienced training under realistic conditions and the demands of unfamiliar terrain.

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the Farmington
Enterprise
& Observer

EMORY DANIELS, Editor
Editorial Office
2432 Farmington Road
Farmington, Mich.
Phone 474-6225

Home Delivery Service
Newsstand per copy, 10c
Carrier monthly, \$3c

Phone 474-8737

Published every Wednesday
and Weekend

Published by Observer Newspa-
pers, Inc., 271 South Main Street
Plymouth, Michigan 48150
Sundays: Philip H. Power, Publisher
just sit back and say "Oh
well, that's life," and let him
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Address all mail subscription
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