

observing  
**life**

# Cancer Foundation Has Yule Cards

It is Christmas card time again at the Michigan Cancer Foundation. Orders are being taken now for the 1973 cards.

Over the counter sales will begin after the middle of August at the Michigan Cancer Foundation office, 1112 North Telegraph, Dearborn.

Mr. Ralph Dapprich of Dearborn, is chairman of Christmas card sales in Western Wayne County. Mrs. James Jahn, 39295 Donald, Livonia, is chairman of the Livonia branch office of the Michigan Cancer Foundation.

"As in the past, Christmas cards serve a dual purpose," Mrs. Jahn said. "You can send seasonal greetings to your friends and contribute to cancer research at the same time."

The cards feature gold balance scales filled with Christmas ornaments on a dark green background. The remainder of the card is gold. The message insides reads, "Greetings of the season and best wishes for the new year."

The envelopes are white with a gold lining. Sample cards and order blanks are available now. Call the office in Dearborn any week day between 10 a.m. and 4 p.m. to have a set mailed.

The cards are \$4 for a box of 25. The sender's name can be imprinted for \$2.50 for up to three boxes, and an additional 25 cents per box for four or more boxes.

The cards are to be picked up at the Michigan Cancer Foundation office. Customers will be notified when their cards are ready.

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Div. of AMERICAN BIRTH CONTROL SOCIETY

# Observer Seminar Offers Club PR Aid

"The finest promotion ever arranged by the Observer Newspapers since moving into the new building in Livonia."

That's the opinion voiced by those filing registrations for the two-day publicity-press relations seminar slated for Wednesday, Sept. 12 and Wednesday, Sept. 19 in the Observer building at 36251 Schoolcraft Road in Livonia.

Plans for the seminar, at which all members of the Observer editorial staff will be present, were announced a few days ago and already registrations are coming in from each of the seven communities.

The purpose is to help newly-named publicity chairmen learn how to get stories in the Observer Newspapers; what kind of pictures are acceptable and what kind are not; deadlines for the various editions; and the proper use of press releases and material for publication.

In many instances Observer editors have found publicity chairmen reluctant to turn in stories because they lack professional skills.

Of course, such actions are regretted. The Observers do want the stories of all organizations and groups. It has arranged the seminar for the purpose of easing the minds of the PR persons as to their duties and to do everything possible to make their jobs easier.

Mrs. Margaret Miller, Observing Life and Church editor for The Observers, and Mrs. Loraine McClish, Life editor for the Southfield editions, will have charge of

## Plymouth BPW Sets Dinner

The Plymouth Business and Professional Women's Club will hold its monthly dinner meeting in Hillside Inn Monday, Aug. 20, at 6:30 p.m.

A special program, "Reminiscing BPW," will be presented by Mrs. Sandra K. Davis, with several long-time members telling about club history.

that portion of the seminar devoted to social, church and other activities of the same nature.

They have been working on the seminar program for the past several weeks and will spell out all of the things they would expect from the publicity chairman and the things the reporters can expect from the newspapers.

The two programs will have the same format. Each will be divided into three half-hour sessions and those attending will move from one room to another.

They will get views on the use of pictures, and the way news is handled in the church, women, home improvement and food and other specialized departments.

The third clinic will include meeting all of the individual

editors for the various communities and discussing problems with them.

The Sept. 12 program will stress clubs and organizations in Livonia, Plymouth, Garden City and Westland. That of Sept. 19 will feature Farmington, Southfield and Redford.

However, one can register for either night. A registration blank accompanies this article. The Observer hopes to have no more than 80 registrations for each night. We urge you to file your registration now. Deadline is Sept. 7, and no blanks will be accepted after that.

Here's an opportunity to learn how news is handled. We want your news stories and we want to help you in every way. Get your blank in the mail...today.

# Ott-Gilles Vows Spoken

Mary Beth Ott became the bride of John J. Gilles in a recent ceremony in Our Lady of Good Counsel Catholic Church, Plymouth.

The couple's parents are Mr. and Mrs. E.G. Ott Jr. of Linden Street, Plymouth and Mr. and Mrs. John Gilles of Adams Street, Plymouth.

The bride wore a candlelight chiffon gown trimmed in apricot and a horsehair hat with apricot trim.

The bridesmaids were Cheryl Bolander, Candy Gilles, and Sally Jarvey of Plymouth; Nancy Phillips of

Columbus, Ohio and Kathy Ott of Denver, and Chris and Wendy Gilles of Plymouth were flower girls.

Best man was Brian Gilles of Plymouth, brother of the bridegroom. Ushers were Dick Gilles, John Bida and Jim Elias of Plymouth; Rick Ott of Denver, Colo. and Steve Ott of Georgetown, S.C.

For the ceremony and reception at the Thunderbird-Hilton in Plymouth, Mrs. Ott wore an aqua gown and Mrs. Gilles a maize dress.

The couple honeymooned in Daytona, Fla. and Disney World. They live in Plymouth.

# FIRST ANNUAL observer newspapers PUBLICITY-PRESS RELATIONS SEMINAR\*

WEDNESDAY, SEPTEMBER 12 and 19 - 8 P.M.  
In Observer Newspaper Plant, 36251 Schoolcraft, Livonia, 48150  
Phone 261-8600

Register for one of the sessions:

NAME:..... PHONE.....  
ADDRESS:..... CITY.....  
REPRESENTING:.....

CIRCLE PREFERRED DATE: SEPT. 12, SEPT. 19

\*Stress will be on

LIVONIA, PLYMOUTH, GARDEN CITY, WESTLAND for September 12 meeting and on REDFORD, SOUTHFIELD, FARMINGTON on September 19

(However, You May Register For Either Date PLEASE RETURN REGISTRATION BY SEPTEMBER 7)



## Amy Arrives

Mr. and Mrs. David D. Basset of Corinne Street, Plymouth Township, announce the birth of a daughter, Amy Joyce, born July 11 in St. Mary Hospital. Amy has a 2 1/2 year-old sister, Loretta Lynn.

have treasured pictures professionally copied at savings now



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CRISTINE SISSON      DEBORAH CAVANAUGH      JEANNE WHITE

Mr. and Mrs. Charles Sisson of Garden City announce the engagement of their daughter, Cristine Ellen, to Donald Robert Valent, son of Mr. and Mrs. Phil Valent of Farmington. The bride-elect is a graduate of Eastern Michigan University and her fiancé is an EMU senior. They plan to be married early next summer.

Mr. and Mrs. James Cavanaugh of Lyndon Avenue, Livonia, announce the engagement of their daughter, Deborah, to Larry Sneath, son of Mr. and Mrs. Albert Sneath of Brecken Court, Livonia. Both are graduates of Bentley High School and the prospective bridegroom is serving in the U.S. Navy. A Sept. 1 wedding is planned.

Mr. and Mrs. Klement E. White of Park Lane, Plymouth, announce the engagement of their daughter, Jeanne E., to Robert K. Buikema, son of Mr. and Mrs. Kent A. Buikema of Maplewood Lane, Plymouth. The bride-elect is a 1973 graduate of Plymouth High School and attends Schoolcraft College. Her fiancé graduated from Plymouth High in 1972 and is a Western Michigan University student. No wedding date has been set.

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Is it wrong for a funeral director to enjoy life?

Through the years, the funeral director has been passed off as someone different. He never smiles or has any fun. He always speaks in hushed tones. He perennially wears a just-pressed black suit.

The truth, of course, is that we're people, just like you. We have the same human interests and habits and faults as other people. And maybe that's what makes us good funeral directors: we understand your feelings in time of loss because we feel the same way in our own time of loss.

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