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Ada Cascade Eastmont

— REPORTS —

Roger Tusken

I know the businessmen in the ACE area have noticed it, but I wonder if any of my home residents have felt the increase in the number of telephone solicitations for "charitable purposes". It is becoming a real menace these days, not only the way the solicitation is handled, but because of the final distribution of money received from such endeavors.

In case you may not know how the deal works, you may find out someday when you pick up your telephone and hear some smooth syrupy character calling you by your first name, asking for a large donation and casually dropping names of influential people with whom you may be acquainted in day to day business. Perhaps you aren't able to give, or you may doubt the worthiness of the cause. However, the smooth voice at the other end of the line, reassures, embarrasses and subtly "black-jacks" you out of a hard earned dollar for some highly respectable sounding charity. Men with small businesses are the most preyed upon and often the most susceptible simply because they cannot afford or don't want to make enemies that hurt their business or their standing in the community.

Nine times out of ten if you give, you're a sucker. If the "charity" itself isn't an out and out racket, the method of obtaining contributions are. The voices at the other end of the wire belong to fly-by-nights who cloak themselves behind a respectable organization to bleed out a very high living for themselves from trusting souls.

Organizations have many times fallen prey to these same characters. For example, a charitable group may wish to raise money for a memorial, but lacking experience in soliciting, the members try to find an easy way out.

At the moment that easy way is looked for and found, the organization has become the dupe of the racketeer and his business "phonemen." These people offer to come in and guarantee the organization that they will raise the necessary amount if the organization will allow them to handle all solicitations. They cover themselves with the respectability of the fund drive, get access to all the names of members and friends of the organization plus a few names of highly influential people and then go to work.

When they finish their work, the organization may or may not have the required amount of money, but you can be certain that these men have milked everyone dry and taken two and three times the amount of money with them compared to the small dribble that was left behind.

I know this racket is being carried out daily, with innumerable variations. "Billboard", the Radio-TV-Circus weekly magazine carried an ad two weeks ago offering a "Real Hot Deal" for several phonemen to come to Grand Rapids and front for some

(Continued on Page 2)

"Standing-Room" Only at Cascade School Meeting

Cascade school district No. 4 became a Class Four district by a vote of 93 to 6 at Monday night's annual meeting which filled the school's Community Room with standees at the back.

Russell S. Jensen and Orval Kilmer of the former three-man board were elected to the new five-man board for a three year and a two-year term, respectively. Former treasurer Sybrant Dykhouse was nominated, but declined; he was applauded by the voters for his seven years' effective service in a demanding office. Paul Slater was elected for a one-year term, Tommy C. Ray for two years, and Dale Charters for three. Mr. Charters tied with Dr. Robert L. Paine in the balloting, but won the draw which, according to state law, decide a tie.

Officers of the board, elected by its members at a meeting immediately following the public one, are, president, Dale Charters, secretary, Russell S. Jensen, and treasurer, Paul Slater. Mr. Ray and Mr. Kilmer are trustees.

Vote to Levy 17 Mills

The meeting voted to levy 5 1/2 mills on the second (1954) bond issue, and 6 mills on the first (1954) bond issue, both on the county equalized valuation; and 6 mills on the state equalized valuation for operating expenses, which will include salaries of two additional teachers.

Compared with assessed valuations, on which township tax rolls are based, the debt retirement levy will be about 16 1/2 mills, in place of 7 1/2 mills last year, and about 12 mills for operating expenses, which were 8:04 mills last year. County equalized valuations are about one and one-half times the valuation assessed by the township. Total current school tax millage voted this year is about 28 1/2 mills on each \$1,000 of assessed valuation, compared with about 15 1/2 last year.

The district is buying a second school bus, and plans to add 200 feet to the school ground on the west. A garage for the two buses will be built, if funds permit.

Discuss Thomas Pupils

Acceptance by the former board of the 14 pupils from the Thomas school for the next school year was discussed. There were no objections to a proposal to transfer all land in section 16, Cascade Terrace plat, from Gove school district to Cascade district No. 4, which was to have a hearing before the county board of education Tuesday night.

The Mothers' club ice cream social on the school lawn preceding the meeting was a profitable and pleasant adjunct.

EASTMONT BAPTIST CHURCH HOLDS BIBLE SCHOOL

The Eastmont Baptist Church will hold a daily Bible school from July 18 through the 22nd at the church quarters. Don Reiter of the Rural Bible Mission will be the leader for the group.

Any parents who wish their children to attend can call either 99-6468 or GL2-2291 and transportation will be provided. The classes will be held from nine o'clock until 11:30 every morning.

Michigan is the largest state east of the Mississippi.

Plan Outdoor Movies Saturday At Cascade

Maybe it's not Cinemascope, but ACE area residents will have the opportunity to see an outdoor movie this Saturday at Cascade through the cooperation of merchants in that town.

Through the lead of Ed. Baker and Ben Zoodsma, weekly movies will be shown every Saturday night behind Buttrick's grocery at eight o'clock. Arrangements have been made to provide seating for everyone.

Two comedies and the feature presentation "Apache" will be included in this week's program.

Ada merchants are also planning an outdoor movie to be held later this month. Details of their program will be presented in next week's Suburban Life.

ADA PILGRIM FELLOWSHIP HOLD ICE CREAM SOCIAL

The Pilgrim Fellowship of the Ada Congregational Church will hold its third annual ice cream social Saturday, July 16 in the lot next to the Telephone company in Ada, according to Gordon Svoboda, advisor for the group.

This year the social will begin at two o'clock in the afternoon, rather than starting in the evening as in former years. Pilgrim Fellowship members and their families have been busy baking home made pies and cakes, along with fresh strawberries and ice cream to make the event a success. Miss Carol Denkema is in charge of all arrangements.

Proceeds from the social will go to the church building fund.

Harrall - Peters Wedding Saturday

Miss Gloria Jean Peters, daughter of Mr. and Mrs. Carl J. Peters of Ada, became the bride of Thomas Wayne Harrall, Jr., Saturday morning, in St. Robert's Church, Ada. Mr. and Mrs. Thomas W. Harrall of Lowell, are the parents of the bridegroom.

Rev. Frederick J. Voss performed the ceremony. Traditional wedding music was played by Mrs. Wm. Franzen, who also accompanied the soloist, Miss Judith Ann Schneider, of Lowell.

Miss Mildred Ruth Bishop of Grand Rapids, attended the bride as maid of honor. Bridesmaids were Miss Jane Stanard and Miss Bonita Clark of Ada, and Mrs. Henry Wilczewski, sister of the bride, and Mrs. Philip Kropf, both of Lowell. Ann Marocklein and Jerry Strauss of Ada, were flower girl and ring bearer, respectively.

The groom was assisted by John Gentleman of Grand Rapids, as best man. Henry Wilczewski, brother-in-law of the bride, Philip Kropf of Lowell, William Harrall of Grand Rapids, brother of the groom, and Douglass Cook of Ada seated the guests.

Presiding as master and mistress of ceremonies were Mr. and Mrs. Robert Peters of Ada, uncle and aunt of the bride.

The wedding breakfast was held at Kennedy's Restaurant, Ada. Those assisting at the evening reception in the church parlors were Mrs. Mark Gillespie, Mrs. Kenneth Smith, Miss Yvonne Skryzala and Mrs. Kenneth Nellist.

Mr. and Mrs. Glen Pettis and daughter of Detroit, have moved to their summer home on Conservation road.

Reese Veatch Music Leader Dies at 71

Reese Veatch, 71, of 5740 Grand River Dr., Ada, well-known choir director and vocal teacher, died last Thursday morning at St. Mary's hospital of a heart condition.

He was born in Fairbury, Illinois. After graduating from high school Mr. Veatch went to Japan where he taught English for two years. Upon his return to this country he studied music at Ohio Northern University and after graduating became head of the music department at Alma College.



During World War I, he was employed by the Army as a song leader at Fort Custer and other training camps.

Mr. Veatch accomplished his most important work after he came to Grand Rapids in 1919. He organized the Calvin College Messiah Chorus and was one of the founders of Calvin's music department. He later served as the first business manager of the Grand Rapids Symphony Society and was a charter member of that organization. Mr. Veatch was the director of several choirs in Grand Rapids churches and was a member of the Fountain Street Baptist church.

Surviving are his wife, Maude; a son, Robert of Grand Rapids; a daughter Jeanette of New York City; a foster daughter, Maria at home; three brothers, Arthur and Stanley of Pontiac, Ill., and Clark of Coeur d'Alene, Idaho, and two grandchildren.

Funeral services were held Saturday at the Metcalf Chapel with burial in Ada cemetery.

CHRISTIAN REFORMED CH. PLANS ANNUAL PICNIC

The annual picnic of Cascade Christian Reformed church will be held Tuesday evening at Caledonia park. The food committee will furnish buns and hamburger, ice cream, coffee, and soft drinks for the children. The rest of the supper will be potluck. Mrs. Herbert Isenga is chairman of this committee, assisted by Mrs. Gerrit Baker, Mrs. Peter Kramer and Mrs. Alfred Scott. Mrs. Peter VandenBerg is chairman of the games committee, other members of which are Mrs. Leon Daane and Mrs. Ivan Marsman.

CASCADE GIRLS TO SING AT HOMEMAKERS MEET

The Bonnettes, Cascade's 4-H girls' quartet, will sing on two programs at the M. S. U. Homemakers' week next Wednesday. They are Gwen Dowling, Arlene Kilmer, Gerri Paine, and Bonnie Sholley. Mrs. Orval Kilmer will accompany the girls to East Lansing.

School Merger Committees To Report July 21

A report meeting of school merger committees to be held at Martin school Thursday evening, July 21 at 8 o'clock, expects to include the findings of three field trips by citizen groups and detailed zoning and population maps by Harold S. Chambers, technical consultant for the area study.

Besides the M. S. U. building planning program trip reported elsewhere an all-day bus trip was scheduled yesterday, under the co-chairmanship of Mrs. Walter Goebel and Lewis DeLeeuw, to visit new high school buildings of surrounding areas which are comparable to the local one; and a group meeting with state school officials in Lansing is to take place next Monday, with Russell S. Jensen as chairman.

The public is invited to the report meeting.

Pick New Officers For Martin School

With approximately 65 persons in attendance, Martin School District held its annual meeting Monday night re-electing Robert Gaskell to a three year term on the school board. Gordo Yeager and Joe Jager were also elected as new members to serve on the board; Mr. Yeager for a three year term and Mr. Jager for one year.

At the first meeting of the new school board plans will be developed for the appointment of a committee to study the safety problem encountered for children who must cross US-16 to attend classes.

School Study Committee To Attend Institute

Volunteers from the six local school districts conducting a high school area study will go to East Lansing Wednesday morning to attend the Michigan State University one-day Program for Secondary School Buildings. The school bus will pick up passengers at Martin school at 7:45 a. m. sharp, and at Cascade School no. 4 at 8 a. m. sharp, according to Tommy C. Ray, chairman of the field trip. Purpose of the trip is to give a few people in each district knowledge of the latest ideas in high school buildings. Lawrence B. Perkins, of the Chicago architectural firm of Perkins and Wills, and Donald S. Leu, assistant professor of school planning at MSU will be among the outstanding speakers at the institute, and there will be scale models, plans and pictures on display.

Twenty people have made reservations for the trip, but there is room for almost as many more. Anyone interested in going is asked to call Mr. Ray at GL 4-8348 by Tuesday, July 19. Lunch at the Student Union will be the only expense; transportation is furnished by the boards. The bus will arrive home at 5 or 5:30 p. m. Harold S. Chambers, technical consultant for the area study, will accompany the group.

BIRTHS

Mr. and Mrs. F. J. Cook, Goodwood dr., are the parents of a baby daughter, Mary Ellen, born Tuesday, July 5, at Blodgett hospital, with a weight of over 9 pounds.

Suburban LIFE

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Column

(Continued from page 1)
 veterans organization. This isn't mythical, and they may have been doing their phony phoning to you during this past week.
 Some ACE businessmen have had to establish a few rules for themselves when making donations, and I think it would be wise for everyone to follow a similar pattern.
 1. If anyone you personally do not know calls asking for a donation, never pledge one directly over the phone no matter how worthy it sounds and how much they try to embarrass you or play on your sympathy. The professional phone man is very smooth and knows all the tricks.
 2. If the cause does seem worthy, and you want to donate, take the name of the person calling and check directly with the organization to see if it is a local member and find out how the drive is being handled.
 3. If you own a business, and someone calls or approaches you with an advertising scheme that promises everything and asks nothing but money, beware. These people have usually purchased radio time or newspaper

space and are "re-selling" it at exorbitant prices. If you wish to advertise, place your ad directly with the newspaper or radio station—they will do the job the way you want it done, and save you money.
 4. Budget your donations. Everyone knows what they earn and it is a wise idea to mentally set aside as liberal an amount as possible for the year ahead.
 5. Remember, your church, local charities and bonifide national charities and bonafide national charities that have proven deeds should come first. If you have favorite charities or wish to support certain insitutional organizations or veterans groups, give directly or only through people you know or who can personally identify themselves.
 6. Each of us cannot give to everything. So choose carefully giving to institutions that will use all the money wisely. Never, fall for the phoneman's routine. Chances are the money winds up at his end of the line, in his pocket.

No matter how many sharp pencils we keep at hand we inevitably grab the one with a broken point.

Letter to Editor

Suburban Life
 Mr. Roger Tusken, Editor,
 Dear Sir:
 In our last discussion together you mentioned the fact that often it was difficult to edit a newspaper because you have to be impartial and alert to public opinion, and therefore, careful lest you offend people unwillingly. With this I agreed.

However, in the July 7, 1955 issue of Suburban Life, a poem was published entitled "To My Mother," by Reese Veatch, which offended me and I am sure all Christians in the Ada, Cascade and Eastmont territory. To allow such a blasphemous, sacrilegious poem to be printed is, I believe, a mark against the paper. No editor, no matter what his religious convictions may be should permit such material to get in his paper.

I realize being an editor is a difficult task, and I shall be charitable enough to excuse you if it reached print without your knowledge, but hope you will be alert to such poems and articles in the future, and never again allow such blasphemy to taint your paper.

Sincerely yours,
 Rev. Jacob P. Boonstra,
 Pastor, Cascade Christian Reformed Church

Grange Picnic

Egypt Grange held their annual picnic at Dutton Park last Sunday it being in charge of the executive committee Boyd Anderson, Neal VanderPeel and Art Linkfield. The recreation was in charge of the Lecturer, Mrs. James McCaul. It was a lovely day, a good turnout and a bounteous dinner was enjoyed.

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Annual Festival at St. Marys Sunday

The annual festival at the St. Marys Parish, Lowell, will be held this Sunday, July 17, with a ham dinner being served continuously from 12 o'clock noon. The dinner will be served in the St. Marys school, and the committee promises no waiting in line.

Lots of fun has been planned for the young-fry, and there will be games with lots of prizes. Be sure to mark this date on your calendar.

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Dual Birthday Party

Mrs. John Adrianse and Mrs. Marvin VanWoerkom were honor guests at a luncheon and surprise birthday party given by Mrs. Louis Bitto at her home at 8810 Bennet road, Thursday, July 7. Those present were Mrs. Stoker of Grand Rapids, Mrs. Esther Connor of Lowell, Mrs. C. VanderWoude, Mrs. June Engen, Mrs. Rose VanTimmeran and Mrs. Jean Meindersma.

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Michigan State College officially became Michigan State University on July 1.

Engagements Announced



Clark—Schantz

The engagement of Bonita Clark of Ada, to Elmer Schantz, son of Mr. and Mrs. Theodore Schantz, Caledonia, has been revealed by her parents, Mr. and Mrs. Richard Clark, Ada. No wedding date has been set.

LEAVE SUNDAY FOR CRYSTAL BEACH CAMP

Members of the Chi Rho group of Cascade Christian church, who leave Sunday for Crystal Beach to spend a week at the junior high age camp and conference of the Michigan Christian churches are, Nancy Charters, Sylvia Dykhuizen, Susan Keck and Karon Snyder; also, James Atherton, Larry Cheyne, Don Heaven, Pat Kelley, and Tommy Ray.

A briefing meeting was held for the group, and for the CYP members who will go the following week, at the church Friday evening, and a dedication service for all the young people was held at the Sunday morning worship service. Mrs. Jack Breidenfeld, Camp and Conference chairman, is in charge of arrangements.

Returns from Europe

Mrs. Nathan Neesly who has spent the past three months visiting Italy, France, Spain and Switzerland, arrived in New York, June 27 where her husband met her. They visited relatives and friends in Washington, D. C. before returning to their home on Buttrick ave.

Pasture alone won't do the right job in feeding dairy heifers, say MSU dairymen.

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- **1950 Dodge Wayfarer 2-Dr. Sedan** — Good tires, good runner, no more to say, but really priced to sell.
- **1953 Willys Aero-Lark Sedan** — Nice Green 6-cyl. with overdrive. Will really give you economy.
- **1951 Nash Super 2-Door Sedan** — One owner, new car trade-in. Has overdrive and all. See this one, price it and you'll buy it.

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Ada Cascade Eastmont

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BIRDSEYE Beef Pot Pies Pkg. **23c**
 10c Coupon in each package

Miss Sandra Green Weds Mr. Hooker In Ada Ceremony

The Ada Congregational church was the scene of a very pretty wedding Saturday evening July 2, when Rev. Wm. Reyners performed the double ring ceremony which united Miss Sandra Green and James Rooker in marriage. The bride is the daughter of Mike Green and Mrs. L. E. McCausey of Grand Rapids, and the groom's parents are Mr. and Mrs. Bernie Rooker of Ada.

Mrs. James Woltzer, soloist, sang I Love You Truly and The Lord's Prayer accompanied by Mrs. Ernest Richmond at the organ who also played the traditional wedding music.

The bride, given in marriage by her father, wore a white floor length lace and net gown, and carried an ivory fan which held her bouquet of white roses. Her fingertip length veil was held in place by an ivory head band.

The matron of honor, Mrs. Lillian Atkins, of Plymouth, sister of the groom, wore a light blue floor length dress and her bouquet of pink carnations and white mums was carried on an ivory fan. The bridesmaids, Miss Carolyn Butts and Mrs. Joyce Cook wore blue dresses and their bouquets were identical to the matron of honor's. Barbara Bolt and Eric Rooker were the flower girl and ringbearer.

Roger Green, brother of the bride assisted as best man and Howard Rooker and Eno Hounerzyl seated the guests.

The bride's mother chose a pink embroidered linen dress for her daughter's wedding and her corsage was of white roses. Mrs. Rooker wore a two piece gray dress and her corsage was of pink carnations and white mums. Completing the wedding party were Mr. and Mrs. Francis Rooker as master and mistress of ceremonies.

Following the wedding a reception was held in Rooker's hall on Ada Drive. The hall decorations were pink and white crepe paper and white wedding bells. Dawn Rooker presided at the punch bowl and Sharon Rooker served the wedding cake. Ma Loveless and her orchestra furnished music for dancing.

The couple are on an extended wedding trip in the south. They will be at home at 6441 Ada Drive after Aug. 15.

I doubt that anybody's heart was forever broken by a thoughtless word.

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HOME DEMONSTRATION GROUP PLANS TRIP TO MSU

Cascade Home Demonstration group for its July meeting will drive to East Lansing next Thursday morning to spend a day and evening at the M. S. U. Homemakers' Week.

Officers of the group, elected at the June meeting, are Mrs. Walter Goebel, leader; Mrs. James Pryor, chairman; Mrs. Abe Sprite, assistant chairman, and Mrs. Milton Heaven, secretary.

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The Program on Buildings, sponsored by the M. S. U. School of Education, is part of the second annual series on high school problems held by the university, and is expected to draw a large attendance among educators, teachers and students.

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