

All the Answers Given in Special Campaign Bulletin

(Editor's Note: Answers to the 17 most often asked questions concerning the current Woodward General Hospital campaign were released this week from Campaign Headquarters in Birmingham. Originally designed as information which campaign workers could use in their various contacts for subscriptions, The Eccentric believes that by presenting the contents of the entire bulletin to its readers, they may be able to obtain a very clear picture of the entire project and have answered some of the questions still remaining in their minds.)

Few volunteer workers for the Woodward General Hospital Building Fund Campaign have not been the target for at least one of the following questions. Most have been answered at meetings for workers or report meetings, but all are of sufficient importance to bear repetition.

Not one question can be asked regarding the Woodward General Hospital Building Program, or its sponsor, the South Oakland Hospital Authority, which cannot be answered promptly and frankly. Here, in black and white, are the answers:

1. Who will own the hospital? Will directors be paid? We, the people of South Oakland County, will be the owners of the hospital. We will determine the policy of the hospital through the Governing Board of the South Oakland Hospital Authority. The Board is composed of 19 South Oakland County men and women—12 appointed by the legislative bodies of the Cities of Berkeley, Birmingham, Clawson, Ferndale, Hazel Park, Huntington Woods, Pleasant Ridge and the Townships of Royal Oak and Troy, the municipalities forming the Authority, and seven members-at-large who are elected by the appointed members. Board members are appointed on the basis of one for each 30,000 population, or fraction thereof. Members-at-large are elected for two, three or four year terms. All serve without pay. As voters, we can influence the appointment of our community representative on the Board through our city commission or township board and thus have a voice in determining hospital policy.

2. How many people from South Oakland County use the facilities of Detroit and Pontiac Hospitals? More than 18,000 residents of South Oakland County are hos-

pitalized annually in Detroit and Pontiac hospitals. This means we are depending upon the hospitality of hospitals outside our home communities at a rate of 1,600 patients a year. The day may not be far distant when those hospitals will be forced to refuse admittance to "outsiders" in order to care for the people of their own cities.

3. Why doesn't the Hospital Authority issue bonds for constructing the hospital and use profits from operating income to retire them? Woodward General Hospital, like all of America's great community hospitals, will be incorporated as a non-profit institution. There will be no profit. Patients will pay only the cost of service and care they receive.

4. Does \$2,500,000, the campaign goal, cover all costs of construction and equipment? The hospital, completely equipped and ready for operation, will cost \$3,000,000. The campaign objective was set at \$2,500,000 in anticipation of \$500,000 Federal aid which will be allocated through the State of Michigan over a two-year period.

5. Can a subscriber designate his gift to furnish a room as a memorial? No. As stated in answer 4, the campaign objective includes cost

of equipment. It would be highly unethical to "sell" the furnishing of a room twice. The minimum contribution for establishment of a memorial is \$2,500.

6. When will the Hospital be built? What will be done if this campaign does not reach its goal? Will money be refunded? Is a second campaign for funds now being planned? The hospital as now planned will be built as soon as subscriptions (not necessarily cash) equaling the building cost are in hand. If the campaign should fall to reach its objective, money will not be refunded, but the Authority will build as much of the hospital as the fund will provide.

7. What are the eligibility rules for medical staff membership? Can my own doctor attend staff? Woodward General Hospital will have an "open" staff. Any doctor who is a member of the staff of an accredited hospital and either lives or practices in South Oakland County is eligible for membership on the hospital staff. Doctors who do not live or practice in the area, but are members of the staffs of accredited hospitals will be extended the courtesy of the hospital when their patients enter the hospital for treatment.

8. Is there conflict between the Woodward General Hospital Building Fund and the Bloomfield Hills Medical Center? Seven hundred hospital beds are needed in South Oakland County. Woodward General Hospital will provide 600 potential beds simultaneously. The Woodward General Hospital Campaign was announced in the public notice, May 1946. The Bloomfield Medical Center public late last fall.

9. Why last year's "Home Community" a member of the Hospital Authority? This question must be answered by your city commission or township board. All in South Oakland County are eligible for membership.

10. Will Hospitalization Insurance be honored? Yes.

11. Why should I subscribe to the Building Fund when I am expected to pay the full rate for care if I am ever hospitalized? If you are hospitalized, you will receive statements when payments are due, in accordance with the subscription plan. The statement will indicate where payments are to be mailed, or may be made in person.

12. Why are contributors asked to subscribe on the "Budget" payment plan? This is by far the greatest public subscription program for capital funds ever undertaken in South Oakland County. The total nominal gifts to annually recurring campaigns, such as the Community Chest and Red Cross, will not build the Woodward General Hospital. Everyone must give to the limit of his ability to assure the protection this hospital will provide. Only substantial subscriptions payable over a period of 15 months to two years, will build the hospital.

13. Where can persons who take advantage of the budget payment plan, but do not have checking accounts, make their payments? Subscribers who wish to pay pledges over an extended period will receive statements when payments are due, in accordance with the subscription plan. The statement will indicate where payments are to be mailed, or may be made in person.

14. Are we taxed for support of the hospital? How much? Yes. It is adopted by the Michigan Legislature in March, 1945, which authorized formation of the Woodward General Hospital Authority, gives the Authority the right to assess its member communities in the State of Michigan one mill per dollar of assessed valuation. The Authority has exercised the extent of four mills on only three-tenths of a mill (\$1.50 a year on an assessed valuation of \$5,000) and the money required is being used for architect's fees, purchase of land and expenses incurred preliminary to construction of the hospital. In at least one instance, a member community has levied its millage on the entire property owners. Others have paid the Authority assessment from contingent funds.

15. What is the campaign cost? Campaign costs, including headquarters staff salaries, rent, light, heat, telephones, postage, printing and fee for full-time directors is limited to less than 2 1/2 percent of the objective, or slightly more than \$50,000. The professional directors firm is on a percentage basis, but is under contract for a flat fee, based upon the time required to complete the campaign and the number of directors assigned to the project.

16. Is it rumored that the architect is to receive 25 per cent of all funds contributed as his fee for designing the building? No. The architect's fee is limited to the usual 8 per cent of construction cost, which does not include cost of equipment.

17. Is it true that some realtors received a large commission for handling the purchase of the hospital site? No. One-half of the 105 acre site was given by the City of Royal Oak. The remainder was purchased by the Authority directly from the owner for \$350 a acre. No realtors were involved.

Speech Will Open Parenthood Drive for \$3,000 Fund

Bishop G. Bromley Oxnam, 1945-1946 President of the Federal Council of Churches of Christ in America and chairman of the Sponsoring Committee for the Planned Parenthood is a Protection of America's first nationwide fund raising campaign, will speak on "Planned Parenthood is a Protection of the Family," Feb. 10 at the Central Methodist Church, Woodward at Adams, Detroit, at 8 p.m. His speech will inaugurate the opening of the campaign in Detroit and Oakland County. Oakland County's goal is \$3,000.

Local men and women interested in planned parenthood who expect to attend the Detroit meeting are: Mr. and Mrs. Berrien C. Ketchum, Mr. and Mrs. Martin L. Butzel, Mr. and Mrs. Henry Hart, Dr. and Mrs. Lewis Daniels, Mr. and Mrs. W. W. Williams, Mr. and Mrs. Edward Rothman, the Reverend and Mrs. Arnold Russell, Mr. and Mrs. John W. Richardson, Mr. and Mrs. Duncan Hammer and others.

Radio Series Planned

The public is invited to attend and admission is free. Judge Arthur E. Moore spoke over station WEXL Tuesday evening on "Juvenile Delinquency" under the sponsorship of the Oakland County Chapter of Planned Parenthood. He was introduced by Mrs. Fritz C. Hyde, Jr., of Bloomfield Hills.

According to Mrs. E. E. Rothman, public chairman of the Oakland County Chapter, announced this week that plans have been completed for a series of weekly 15-minute talks over radio station WCAH concerning the chapter's program. They will be on Friday afternoon from 6:30 to 6:45.

She stated that Mrs. Henry Hart, Dr. Jack E. Hamberger and the Rev. Harold E. Towns of Birmingham, and the Rev. Charles H. Cadigan of Bloomfield Hills, are the four persons scheduled to speak on the series.

Cunningham's DRUG STORES

THURS. FRI. and SAT.

For Her Valentine

POWDER COMPACTS
Pinx, Devitry and Mimzy.
\$1.19 up
Handsome compacts. Some in plastic.

LENTHERIC BUBBLE BATH
Seven Ounces \$1.50
Four scents to select—Shanghai, Miracle Tweed, A Bientot.

DE RAYMOND TRIO
The Set \$2.00
Three scents—Pinx, Devitry and Mimzy.

DAGGETT & RAMSDALL
Beauty Makers \$1.00
Includes hand lotion, face powder, skin lotion, cleansing cream.

EVENING IN PARIS PERFU
Choose Evening in Paris for the gayest sophisticate.
\$1.65
*Plus Federal Tax

MAKE YOUR PHOTO YOUR VALENTINE

Nothing More Personal, Endearing
5 x 7" ENLARGEMENT IN PLASTIC FRAME
You still have time to bring in your favorite negative to have an enlargement made. 79c

REMEMBER EACH FRIEND VALENTINE GREETING CARDS

5c up to \$1.00
Our display of Valentine cards perfectly express the best sentiments of the day. We have them in all themes.

WHITING STATIONERY
Fancy Boxes \$2.50
48 lush pastel sheets and envelopes that's make every letter a joy to write!

I. V. C. COMPOMOL

One Pound 89c

McKesson Hi Potency 600 LIVER OIL
One Pint \$1.49

PARKE DAVIS 100 COMBEX KAPSEALS
Vitamin B Complex \$4.32

McKesson 100 BEHEL CAXSULES
For Vim and Vigor \$1.98

GROOM YOUR HAIR VASELINE HAIR TONIC
Large Size 63c
Apply a little to improve condition of hair and scalp.

GIVE YOURSELF A CHIC DE LUXE Permanent
The Set \$1.00
In 2 to 3 hours give yourself a cold wave. The set holds curlers, lotions.

Valentine Candy

Goody Sweets VALENTINE HEART
One Pound \$1.50
Chock full of delicious milk chocolate covered fruits, nuts.

SELECT THIS FOR SUPERIORITY Mac DIARMID'S CHOCOLATES
One Pound \$1.25
Fruits, nuts, cordials all dipped in chocolate.

BUNTE'S MI CHOICE
One Pound \$1.75
The aristocrat of chocolates made by a world-famous confectioner.

O'BRIEN'S ALMOND CRUNCH
A delightfully different candy sensation. Coated fresh almonds.
One Pound \$1.22

Mrs. Stevens CHOCOLATES AND NUTS
2 Pound \$2.25
A delicious taste treat for mother, sweetheart or sister.

100 SQUIBBS VIGOR
For Only \$2.89

COLD REMEDIES

BENZEDRINE Inhaler 60c Value 49c
CREMOLUSION For Coughs \$1.20 Value \$1.08
CRO-TERPIN For Coughs 3 ounces 48c
EDWARD'S Nose Drops 50c Value 29c
GROVE'S Cold Tablets 35c Value 27c
COD LIVER OIL \$1.20 Size 98c
T. R. SYRUP For Coughs 75c Value 49c
VICK'S Vapo Rub 35c Size 27c

DRUGS & TOILETRIES

ALKA SELTZER 49c
ASPIRIN 49c
BAUME BEN-GAY 59c
50c CALOX 39c
TOOTH POWDER 19c
FEENAMIN 19c
LAXATIVE 25c Size 79c
IRONIZED 79c
Yeast \$1.00 Size 89c
\$1.00 LYSOL 89c
Antiseptic 43c
50c PEPSODENT 43c
Tooth Powder

BRUCE'S AUTO COLLISION

Now Equipped For
RADIATOR REPAIRING and RECORING BOILING and FLUSHING

14 MILE at WOODWARD
Phone 9133

Birmingham Feed & Salt Co.

155 S. Woodward Phone 314

WILD BIRD SEED	SALT FOR WATER SOFTENER
SUET CAKES	CALGONITE
WILD BIRD FEEDERS	For Electric Dishwasher
Just Arrived SANICEDAR Dog Bedding	DUPONT'S ANTU For Rats
DOG SUPPLIES	SERVAL CHICKEN LITTER STRAW-HAY MARSH HAY
Collars, Chains, Leashes, Combs, Brushes and Brushes	PRICES REDUCED on all Scratch Grains, EGG MASH

OPEN WED. AFTERNOONS

INSULATE

Your HOME With BALSAM WOOL

U.S.G. Glass Wool
Square foot 5 1/2

Extension LADDERS per sq. ft. 75c
Quarter Inch PLYWOOD 30 x 62 in. sheet \$3.35

BRUCE FLOOR CLEANER Gal. \$1.95

X-PANDOLITE can 35c
White Mortar-Like Cement

HEATILATOR FIREPLACE No. 3700 \$37.00

SAW HORSE BRACKETS Set 95c

We Have White Porcelain MEDICINE CABINETS

LAWSON & SON

484 Forest Phone 111
FUEL AND BUILDERS SUPPLIES