

Hospital's Development Explained by Tomlinson

Views of the board of trustees regarding the development of Oakland hospital were expressed this week by E. A. Tomlinson, president of the hospital.

This article is the third in a series explaining the history and plans of this proposed \$5,100,000 project. Next week the series will close with a discussion by Dr. Christopher C. Parnall, consultant for the hospital on facilities planned for the building.

Tomlinson stated that the board believes there were seven high-points in the development of the hospital.

HE SAID: "There is to be a single community hospital here, representing the united action of a broad cross section of southern Oakland county. Not so long ago, there were three separate hospital groups, all vying for public support.

"Frankly the construction of three hospitals to serve this area would have been a costly and a grossly inefficient step. The solution to a once perplexing problem was found by merging the three separate interests within the framework of a great medical center to be known as Oakland hospital."

HE FURTHER STATED: "Oakland hospital will be modern in design and will contain beds for approximately 200 adult and child patients. In addition, there is proposed an ambulatory clinic connected with the hospital, bringing to this area one of the most advanced features of today's medical and hospital practice.

"The hospital board considers this clinic to be an important step forward to achieve the highest level of health protection and to strengthen the fight against socialized medicine and as such will be of lasting benefit to the public and the medical profession alike.

"Incidentally, this clinic is being financed privately by a small group of interested generous people."

Tomlinson said the administration of the hospital will be similar to that of other voluntary non-profit hospitals in Greater Detroit.

HE POINTED OUT that the administration will be on a voluntary basis, with no fee or salary being paid to any board member, and in addition, there will be no profit from hospital service to any individual or group.

THE PRESIDENT said, "The medical staff policy also will be similar to that of other general hospitals in Greater Detroit.

"Why the hospital must adhere to its administrative and its medical practices to the rather rigid and rigorous rules laid down by the American hospital association, the American Medical Association, the American Board of Surgeons and other important groups.

"Membership on the medical staff will imply that the doctor has met these qualifications. I can say without hesitation that any doctor in the area who meets the necessarily high professional requirements, either as a specialist or a general practitioner, will be welcomed on the staff."

The president emphasized, "The

only real difference, therefore, between the medical staff policy here and in many of the other hospitals of Detroit will be in the realm of the ambulatory clinic where it will be necessary to have some highly skilled doctors who may devote full time and energy to the work of the clinic and any program of intern and resident training that will be undertaken."

Plans are being developed by Elmer and Co., in consultation with Dr. Parnall.

REFERRING TO the problem of financing the building program Tomlinson said, "Although the cost of the ambulatory clinic has been privately underwritten, this doesn't effect construction of the hospital proper.

"Funds originally subscribed for the Woodward General Hospital and for the Bloomfield Medical center have become available to Oakland hospital for building purposes.

"The largest single item in our capital financial program, of course, is the \$3,500,000 allocation from the Greater Detroit hospital fund. To be entitled to receive this total allocation, however, the full \$19,720,000 objective of the hospital fund must be achieved."

Tomlinson continued, "And to follow this line of reasoning one step further, the one section of Greater Detroit not yet accounted for in terms of support of the Greater Detroit hospital fund is southern Oakland county. There was good reason for this.

"DURING the period of active hospital fund campaigning, the hospital picture here was cloudy and confused and the community wasn't ready to contribute its full share.

"Now that our many obstacles have been dealt with and left by the wayside, the people of Greater Detroit look to us in the service area of Oakland hospital to contribute with the same generosity others have and thus bring the fund up to the \$19,720,000 goal."

HE CONCLUDED, "The board has committed itself to carry on a selective campaign among business, industry, and individuals in southern Oakland county in an effort to raise a minimum of \$2,000,000 toward the objective of the fund.

"It is essential to complete this campaign successfully so that Oakland hospital and the other fund participants may receive the full amounts earmarked for hospital construction.

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BEVERLY HILLS NEWS

By DOROTHY KELLY
 PHONE MI 4-7771

Birthdays
 Ricky Olsen, son of Mr. and Mrs. Richard Olsen celebrated his seventh birthday Saturday afternoon at his home on Warwick. Jerry Racine, Frank Green, Billy McMillan, Jimmie Holmeyer, Gary Asheratt, Russell Cullen, Peter Smith, Leslie Carter and David Larson were Ricky's guests for an afternoon of games and of course, cake and ice cream.

Mrs. Elmer Krauss celebrated her birthday with a dinner party at her home on Buckingham. She and her husband Elmer invited the family to come home for the day. Those present were grand-father Charles Krause, Mr. and Mrs. Robert Busler, Mr. and Mrs. Lee Kroeger and daughter Cheryl, Mr. and Mrs. Robert Fox.

Leslie Liggett, daughter of Mr. and Mrs. Robert Liggett of Arlington celebrated her third birthday recently when seven of her little playmates joined her in morning games and a birthday luncheon.

Robyn Carlington, daughter of Mr. and Mrs. Duane Carlington celebrated her fifth birthday last week.

Marilyn Thompson's fifth birthday party will have to wait a while for she woke up the first of this week with the red little spots which mean bed for a few days.

Mr. and Mrs. Carl Pallas attended the birthday dinner given Miss Rosemary Groesbeck Sunday afternoon in the home of Mrs. Genevieve Groesbeck.

Card Party
 Clem Geisler was host to his card club on Tuesday evening. Those who gathered for the evening were Russell Post, George Murphy, Jim Kelly, John Laica, Floyd Reynolds, Carl Pallas and Colvin Pearl.

Births
 Mr. and Mrs. Don Custance announce the birth of their second daughter, Janet born Thursday, March 20, in St. Joseph Mercy Hospital, Pontiac. Their other daughter, Joan is eight years old. Mr. and Mrs. Robert Moss of Auburn Drive announce the birth of their first child, a son, Jeffrey Warren born March 2.

Mr. and Mrs. David W. Hase of 13 Mile road, a son, Ronald Carl, on March 16. Mrs. Hase was the former Loraine Santoske of Detroit. The Hases are living in Saginaw and he is the son of Mr. and Mrs. Carl Hase, Dearborn.

Newcomers
 We have former residents of Geneva, Switzerland, living at

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 16926 Beverly Road. In fact Mr. and Mrs. Charles Letta, Jr. and Mrs. Clem Geisler of Verona Circle.
 Mr. and Mrs. John Laica returned last week from Clearwater, Fla. where they have been vacationing with Mrs. Laica's parents. Mrs. Lee Kroeger attended a storm shower for Mrs. Jerome Brack Saturday evening in the home of Mrs. Don Donnelly in Detroit.

Social Activities
 Mr. and Mrs. Norman Phillips returned to their home on 13 Mile Road after spending three weeks on the sunny beaches of Hollywood, Fla. Their son Norman flew down and back to spend a week with them while they were there.
 Mr. and Mrs. Harold Kalfelisch have returned to their home on Beconsfield after a five week stay at Boca Raton, Fla.
 Mr. and Mrs. Robert Lapham entertained at a dinner party in their home on 13 Mile road Saturday evening. Their guests were Mr. and Mrs. Ray McDonald of Lathrup and Mr. and Mrs. Moran of Avon of Huntington Woods.
 Miss Ann Custance of Detroit was the weekend guest of Miss

Await Warmer Weather to Start Hills Post Office
 Construction on the new Bloomfield Hills post office will start as soon as the weather becomes warmer, according to Postmaster Jack Redmond.
 Permission has been received from postal authorities and the building should be completed by August, he pointed out. Location of the office will be west of the present site on West Long Lake road.
 Builder of the project is Ed Hagerman.

Who will do it if our Red Cross doesn't?

Supply Life Saving Blood for the Wounded
 Oakland County, through its Red Cross contributed 3,130 pints of blood in 1951. 4,200 pints will be needed in 1952. Your Red Cross has accepted the gigantic task of procuring, processing and distributing this blood.

Aid Distressed Families and Servicemen
 Your Red Cross furnished assistance to 3,366 families and Oakland County servicemen in 1951. How much will be needed in 1952?

Provide Help for Major Disaster Victims
 Wherever disaster strikes in 1952, here or elsewhere, you'll find the Red Cross ready with money, men and equipment to keep casualties and suffering at a minimum. For instance, \$14,000,000.00 was spent by this agency in flood areas alone in 1951. Today, the Red Cross is answering the call in the Arkansas tornado disaster.

Consider these facts:

This Important Work Must Go On
 The functions of our Red Cross are many and varied. They can not stop for a day. Disaster knows no favorites and only through some such capable organization as our Red Cross can we as individuals extend our help to those in need.

The Red Cross Program Is Costly
 Skilled personnel, supplies and equipment are essential in conducting the operations of our Red Cross. The Birmingham-Bloomfield area's share of the 1952 cost is \$16,079. This money is spent prudently. Only 7% goes for administration.

It Is Supported Entirely By Donations
 Our Red Cross is self-maintained. Your contribution may seem insignificant to you. Collectively our dollars form a vast fund for the alleviation of suffering.

This Is A Humanitarian Appeal:
 In what area or home disaster will strike tomorrow, no one knows. What we do know is that we have established an organization to do what each of us would like to do individually—offer a helping hand.
 Birmingham is one of the country's most fortunate communities, yet we have not been asked to contribute more than our share to our Red Cross for the continuation

of its work of mercy, \$8,879. This represents \$1.50 for each family. It becomes more than an obligation to discharge, it is a privilege to which each of us should eagerly respond.
 If a volunteer worker does not reach you to obtain your contribution, please mail it to the address below or call and a Red Cross worker will come to your home.

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