

Swanson Prexy Participates in Ypsi Dedication

J. Robert Swanson, AIA, president of Swanson Associates, Bloomfield Hills, participated in the dedication ceremony of the new physical science building at Eastern Michigan college, Ypsilanti, Feb. 28.

The building is named Edwin A. Strong physical science building in memory of Dr. Strong, who from 1888 to 1919 served as head of the department of physics and chemistry for the college, then Michigan State Normal.

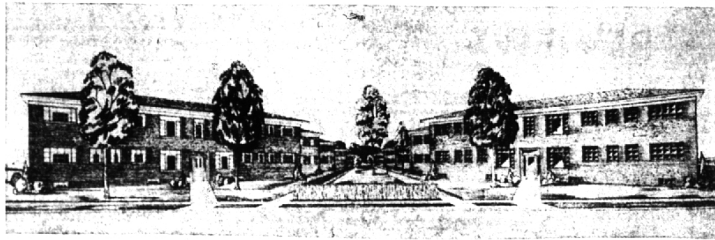
Swanson associates are architects for the \$2,800,000 project, of which the laboratory lecture hall units are the first to be completed. A classroom wing, a planetarium, museum and an observatory are the future units to be part of the college science center.

EARLIER in the afternoon, another member of the Swanson firm, John W. Jankling, AIA, participated in the rededication of the original science building constructed on the campus in 1902. It has now been named the William H. Shortz hall.

Swanson lives at 955 Lane Place, Bloomfield Hills, while Jankling resides at 609 Shenandoah, Birmingham.

Looking for a pet for the children? See the Classified column under "Pets for Sale."

BUSINESS BRIEFS



New Apartments Open

The new Buckingham Manor apartments on N. Eton road, Birmingham, opened to its first tenants this week. This is an architect's sketch of the development, designed by Bankes and Scheuffler of Detroit and consisting of 80 two-bedroom units. Landscaped patio areas and a center

mall separate the apartment buildings. A playground as well as off-street parking has been provided. The second building will be ready for occupancy within two or three weeks, reports Jervis Wattlefs of John Chorra Co., 730 S. Woodward, Birmingham, exclusive rental agents.

Local Retail Business Relatively Strong

(Special to The Eccentric)

NEW YORK—How much did residents of Birmingham spend in the last fiscal year? Where did they spend it and for what?

The latest data on the local market, authorized as part of a national study by the Standard Rate & Data Service, shows that they spent more money in their retail stores in the year than at any previous time.

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This retail volume reached a new high of \$9,244,000 in the year ending July 1, 1957, exceeding the \$8,932,000 recorded in the previous 12 months. The increase was 3.11 per cent.

That was a bigger improvement than was reported for the United States as a whole, where the rise was 2.4 per cent. The state of Michigan was up 2.7 per cent.

Offsetting to an extent this increase in business volume is the fact that living costs also reached a peak in the period. In general, however, the working population found that it gained more than it lost. Wages rose faster than the cost of living did. But the pattern was broken in the last quarter of 1957 when the slump set in.

A breakdown of the amount of retail business activity in Birmingham by kinds of merchandise reveals that the sales totals in some of the leading types of stores were as follows:

FOOD STORES, \$19,111,000, equivalent to 21 per cent of all retail business locally.

Automotive stores, comprising

those selling cars, motorcycles, boats and automotive parts, \$20 billion a year. Most of these assets are liquid, ready to be used when the people feel the time is right. The funds are chiefly in checking and savings accounts, in life insurance and in securities.

General merchandise stores, including department, variety and general stores, \$5,402,000 or 6 per cent.

Apparel shops, limited to those primarily selling articles for personal wear, \$12,430,000, equal to 13 per cent.

Home furnishings stores, a total of \$6,570,000, amounting to 6 per cent.

AMERICAN consumers boosted their spending for goods and services during the year to a new high approaching \$280 billion, about \$12 billion over the prior year. In addition, according to U. S. News & World Report, they have been saving at a near-record rate, around \$20 billion a year. Most of these assets are liquid, ready to be used when the people feel the time is right. The funds are chiefly in checking and savings accounts, in life insurance and in securities.

Heads Detroit Office

John H. Baker, Jr., 6800 Crestway, Bloomfield Township, has been appointed manager of the Detroit office of Jam & Kelley, Inc., newspaper representatives. Baker formerly managed the Detroit office of The Chicago Daily News.

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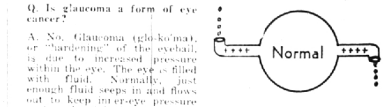
Helps Plan Confab annual convention of the Michigan Society of Architects, being held in Detroit Wednesday through Friday.

Jack K. Monteith, AIA, 1784 Torrey, Birmingham, is vice-chairman of the committee for the 44th Friday.

Medical Mirror

WHAT DOCTORS SAY ABOUT:

- Glaucoma
- Sour Pickles



Q. Is glaucoma a form of eye cancer?

A. No. Glaucoma (glah-KOH-mah) or "hardness" of the eyeball, is due to increased pressure within the eye. The eye is filled with fluid. Normally, just enough fluid seeps in and flows out to keep pressure steady. In glaucoma the outward flow of fluid is partially blocked. Doctors use certain drugs to slow down the inflow and improve the outflow. In some cases they may operate on the eye to bypass the blocked outlet. Glaucoma causes more blindness than any other eye condition. It occurs most often in people of middle age. If there is any suspicion of glaucoma the eye doctor will use special tests. Because glaucoma can cause blindness, it's always best for people who "just need glasses" to be checked by an oculist (ophthalmologist). Oculists are medical doctors who have had special training in eye disorders so that they may treat such eye diseases as glaucoma as well as prescribe glasses.

Q. Do many expectant mothers dread cravings for certain foods like sour pickles?

A. Yes. Of 600 expectant mothers questioned by a group of New York doctors, 394 admitted a craving for certain things. Most cravings were for inexpensive, harmless items. The only hard-to-get food was watermelon out of season. But this wasn't a problem. The ladies knew of special stores where watermelon could be purchased the year 'round.

Material in MEDICAL MIRROR is based on various scientific publications and does not necessarily reflect the opinion of all doctors. The diagnosis and treatment of disease requires the skill and knowledge which only a physician can apply by personally attending the patient.

Letters will be answered in these columns. SCIENCE EDITORS, P.O. BOX 396 Madison Square Station, New York 10, N. Y.



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What widows can tell you about Wills...



Of all the tragic lessons widows have learned, probably the most important is this—

If the husband does not leave a Will, his widow may receive only a fraction (sometimes as little as one-third) of the estate he really intends for her.

In many cases like this, the widow is left with scarcely any security at all—even though her husband meant to leave her well provided for.

Is this what you want to happen? If not, see a lawyer and make your Will soon. Choose the creator with special care. For the executor must be experienced, financially responsible, and, of course, living, and a legal resident of Michigan when your Will is probated. These qualifications are assured when The Detroit Bank and Trust Company is named executor. And our fee is no more than the law allows an individual executor. For more details, call us any time. No obligation.

FREE! Call WO 2-5670, or write, for a copy of our informative booklet on Wills. Better still, set up an appointment at our Downtown Birmingham office, Woodward and Hamilton. An experienced Trust officer is available there each Friday during banking hours, or you can arrange a special meeting at your convenience.

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Here he is at last—just a few miles out on his maiden journey—with his hands on the wheel and his head in the clouds. It's his!

And yet, truth to tell, he does have one regret. For he knows that he needn't have waited this long, had he but realized what an easy step it is from dreaming of a Cadillac to driving in a Cadillac.

Like a great many motorists, for instance, he was not aware that a Cadillac—in view of its obvious virtues—could be so modest in price.

Nor did he appreciate, until the facts were presented, how economical a Cadillac is to maintain or

how wonderfully it holds its value over the years.

And little did he suspect how accommodating his dealer would be in welcoming him to membership in the great and distinguished family of Cadillac owners.

So, if you have your heart set on a Cadillac, you should hesitate no longer to investigate this happy set of circumstances.

In fact, why not visit your dealer today? He will be happy to help you select your favorite Cadillac model with your favorite Fleetwood interior—be it the luxurious Sixty-Two Coupe or the magnificent Eldorado Brougham.

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