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New! 10 Fashion Shades for Gray in  
 Helena Rubinstein's Color Lift Rinse

The Only Rinse Guaranteed\* to Last  
 Through 5 Shampoos!

If your hair is gray, make it glamorous gray with Helena Rubinstein's Color Lift Hair Rinse. Only Color Lift makes gray hair glow with such long-lasting highlights, such sparkling softness. And only Color Lift is guaranteed to last through five shampoos,\* or your money back!

And the colors! Pearly or silver. Soft pastels. Subtle smoky tones. All correct yellow tones, leave your hair gleaming with color, conditioned to satin, shampoo after shampoo. The color looks smooth and natural, even if you have had a permanent!

It's so easy to use Color Lift. Just foam it on, right from the bottle. No mixing or peroxide needed. And Color Lift won't rub off on your pillow or brush.

Choose Misty Pearl, Silver Shimmer, White Pearl or Black Lustre for your favorite silvery sheen. And for a subtle hint of fashion color, rinse with Mist of Blue or Mist of Violet. Each 1.50

If your hair is mixed gray, cover the gray with Color Lift Covering shades! They cover up to 50% mixed gray to your natural hair color. Brunette Again, Brown Again (Med.), Brown Again (Lt.) or Blonde Again (Med.) 1.35



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**RICHARD W. KELLEY  
 Airman Completes  
 Training Course**

Airman Richard W. Kelley, son of Mr. and Mrs. John Kelley, 659 Wallace, Birmingham, has completed his initial course of Air Force basic military training at Lackland Air Force Base, Tex.

He has been selected to attend the technical training course for Aircraft Control and Warning Operator at Keesler AFB, Miss.

Airman Kelley is a graduate of Seaholm High School.

Basic airmen at Lackland are selected for specialized training at technical schools on the basis of their interests and aptitudes. They are reassigned to the school after five weeks of basic training.

Upon completion of special technical training at an Air Force Technical Training Center, airmen are assigned to operational units of the USAF Aerospace Force.

**Home Building  
 Drops in 1960**

The 3,962 residential dwelling permits issued in Oakland County in 1960 represents a 23 per cent decrease from the 5,141 permits issued in 1959.

The decline in home building was evident throughout the Detroit region in which Oakland, Macomb, Monroe, Wayne and Washtenaw Counties showed an overall decrease of almost 30 per cent over the permits issued in 1959.

The total 15,192 permits issued was 62 per cent lower than a decade high of 40,263 in 1954.

THE TEN LEADING communities permitted 9,887 dwelling units or 65 per cent of the total for the metropolitan area. Southfield ranked last among the top ten with 376. Bloomfield Township held the 10th position in 1959 with 476 permits issued.

The trend indicates that the housing industry is being concentrated more and more in the few communities which provide essential public facilities, nearness to employment and other amenities for urban living.

Fifty-six per cent of the year's total building took place in the first half of 1960. The decline in the second half of 1960 and for the entire year as well, reflected general economic conditions in the Detroit region.

THE CURRENT slackness in housing also seems attributable to some apprehension in consumer attitudes regarding availability of mortgage money. In addition, some communities in the Detroit region have stopped issuing building permits until more adequate storm sewers are provided.



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**Who's Responsible to Pay  
 Cost of Unhappy Living?**

This concluding article in a series by ROBERT JAMES Executive Director, Family Service of Oakland County explores the area of responsibility in marriage problems—family or community?

By ROBERT JAMES Executive Director, Family Service of Oakland County

In a recent series of articles, Family Service of Oakland County pointed up the many family problems of unhappy children, delinquent teenagers, marital difficulties, worries over money which can threaten family breakdowns and result in the High Cost of Unhappy Living.

Society as a whole, accepts the principle that sound families offer a sound America.

From strong families come the individuals with the fiber, the initiative, the moral backbone, who are the potential leaders to take on the responsibility for not only their own lives, but also the necessary leadership in all other walks of life.

ON THE OTHER hand, our society does not always see that the environment is a favorable, fertile ground in which the above principle can be nourished.

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Upon completion of special technical training at an Air Force Technical Training Center, airmen are assigned to operational units of the USAF Aerospace Force.

THIS HELP IS GEARED to guiding families back to their own ability to handle and solve their own problems.

Inclusion in the belief that individuals can use their own innate capacity, if freed of their own environmental and/or personal worries and concerns.

Who then is responsible for the high cost of unhappy living? Is it totally the family, or does society play a part in this by not providing enough help to families when they are threatened by some interpersonal relationship adjustment?

Over the past decade, FSOCC has had the experience of facing the increasing demand for service and lack of financial means to meet this demand.

SO THEY BELIEVE, in part that their inability to serve families in trouble and thus help to decrease the high cost of unhappy living is in a large part the community's responsibility.

The cost only becomes higher as the demands increase and because of lack of money to hire sufficient numbers of trained caseworkers, all families cannot be served at the time they need the help.

Therefore, waiting lists have developed. People say, "If it not awful to see a couple on the verge of a break-up, a mixed-up teenager, or a lonely and lost aged person wait for continued service?"

YES, IT IS unfortunate, for the agency knows that if it can help families before a total break, it can end up saving the emotional lives of the individual family members and the taxpayer's pocketbook. The agency handles the problems by meeting all necessary emergencies, but then what about those troubled families who are not emergent but can grow into that category?

They are the ones who have to wait for continued service and the agency knows from experience that this is "pennywise and pound foolish."

However, with lack of funds for enough staff, this is all that the agency can do—sit with their thumb in the hole of the dyke and watch leaks spring up at the other places.

THE FACT THAT there are 40 per cent more different families against a population increase of 18 per cent, has been indicative that the agency has struggled and will continue to struggle to give sound and helpful service despite the fact that in the last 10 years, the size of staff has remained about the same.

person to wait for continued service?"

Thus, can this problem of inability to serve and prevent family breakdown be laid in the laps of Family Service or does the decision for this responsibility rest squarely on the shoulders of our entire community?

The agency believes the responsibility is on the community.

The community, if concerned enough, can see that adequate funds are provided to one of the most basic social agencies in any community—the family agency— for it serves the basic unit in society, the family.

FUNDS FOR THIS service are provided mostly by the United Foundation of Metropolitan Detroit through United Community Services and the Pontiac Area United Fund.

The rest of the money comes from fees for service as people do pay if their income is sufficient.

However, the majority of families served are not fee-paying clients and this is why the United Funds provide the bulk of the money.

Pontiac and Detroit have increased allocations over the past five years by 27 per cent but this has only met the increased cost of operation of the existing program plus the equivalent of 2/3 of additional casework time.

ON THE OTHER hand, the total different cases served rose by 40 per cent and there has been the problem of those families, the agency has not been able to serve immediately and who were placed on the waiting list.

The community, then, through its interest in United Living, can support federated drives sufficiently to allow money to be available for the family agency and see to it that there is enough available money so that this basic service to the family is increased adequately enough to meet the demands.

Otherwise, the community will go on paying in more expensive ways for the high cost of unhappy living by support of services for delinquency, mental disturbance and broken homes.

If anyone is interested in more information he may write the agency, Box 302, Birmingham, Mich.

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**Extension Courses  
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Six credit courses and one non-credit, sponsored by the University of Michigan extension service, are being conducted in the Birmingham area. All classes meet at Cranbrook School for Boys, with the exception of a class in mathematical analysis which meets at Seaholm High School.

The remaining classes include archeology of the eastern United States, psychology of child development, a major English authors, human traits and abilities, principles of mental health and biological forces in the world of man. The latter course offers no credits.

Registrations can be completed by the second class meeting and no transcripts of credit are required. Interested persons may register at Cranbrook School.

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