



### Honored by 2 Universities

Birmingham homemaker and author Mrs. Alice B. Burlingame was presented with a joint citation last week from the trustees of Michigan State University and the regents of the University of Michigan. Making the presentation for her programs in horticultural therapy were John A. Hannah (to the right of Mrs. Burlingame), MSU president, and Harlan Hatcher, U-M president.

## B'ham League Offers Suggestions For Choosing Con Con Delegates

The Birmingham League of Women Voters this week sent a letter of suggestions for choosing delegates to the state constitutional convention (Con Con) to the chairmen of both the Republican and Democratic parties of Oakland County.

Signed by the league's president, Mrs. Evan Hannay, the letter was endorsed by several local and area civic groups.

The letter reads, verbatim: "The large plurality given to the Constitutional Convention Proposal at the November election would seem to indicate that the vote in April on the question of calling a convention will be favorable.

THEREFORE, IT is important at this time to start thinking about the selection of delegates of high caliber, even though the question of timing and method has not yet been decided definitely by the legislature.

"The League of Women Voters has a national policy which prevents it from supporting or opposing candidates for public office. Consequently, we can have no direct role in the nomination of candidates.

"Nevertheless, we are seriously

concerned that the delegate body be composed of the best possible people to carry out the important task of bringing Michigan's Constitution up to date. Obviously, the convention will only be as good as its delegates.

"AMONG THE party workers there are undoubtedly many who would make good delegates. However, we would like to urge that party activity not be the sole criterion in the selection of candidates.

"May we suggest that you consider the following as of major importance when evaluating candidates:

1. An adequate length of residence in Michigan.
2. Evidence of knowledge and interest in government. This does not necessarily have to be of a professional capacity.
3. Ability to think in terms of the good of the entire state. While it is to be hoped that the delegate body, as a whole, will have knowledge about the special needs of individual groups and areas in the state, it is imperative that delegates be able to rise above factional considerations.
4. The ability to think clearly

and objectively, together with strong personal integrity and sound judgment.

"WE HAVE BEEN authorized by the following organizations to include their names in this request:

"Birmingham Junior Chamber of Commerce, Donald R. Morris, president.  
 "Ferndale-Pleasant Ridge League of Women Voters, Mrs. Eugene Hunter, president.  
 "Citizens for Michigan, Birmingham Chapter, David P. Breck, president.  
 "Royal Oak League of Women Voters, Mrs. Justine Strunk, president.

"Citizens for Michigan, Bloomfield Chapter, Mrs. T. Hollister Mabley, secretary.

"ROCHESTER Provisional League of Women Voters, Mrs. David Milne, president.  
 "Citizens for Michigan, Southfield Chapter, Merin K. Gault, president.

"Southfield Provisional League of Women Voters, Mrs. Harris Paxton, president.  
 "United Church Women of Birmingham, Mrs. Lynn Russell, president-elect.  
 "Pontiac League of Women Voters, Mrs. Laura Belz, president.  
 "West Bloomfield League of Women Voters, Mrs. Theodore Diehm, president.  
 "Oak Park League of Women Voters, Mrs. Bertram Weil, president.

Mrs. Evan Hannay, President Birmingham League of Women Voters.

Big bargains at small cost—that's what you get from the hundreds of classified ads which appear each week in your Birmingham Eccentric.

### Civil Defense Classes to Start

Civil Defense classes for the Birmingham-Bloomfield area will begin Jan. 25 with both evening and day sessions scheduled. The day classes are from 9:30 a.m. to 2:30 p.m. for four consecutive Wednesdays at the home of Mrs. Joseph Lacey, 1750 Hillwood, Bloomfield Hills.

EVENING CLASSES, which run for eight weeks, are also on Wednesdays from 7:30 to 10 p.m. at the home of Mr. and Mrs. Joseph Gilliland, 4353 Charing Way, Bloomfield Hills.

Mrs. John Warren, state Civil Defense director, will be the instructor. Both Mrs. Lacey and Mrs. Gilliland are accepting registrations.

### Death Toll Stands At 1,589 for 1960

Michigan ended 1960 with a traffic death toll of 1,589, the highest in four years, while December fatalities were 140, lowest for that month since 1951, according to provisional State Police figures. The 1960 fatalities are an increase of 123, or eight per cent, over 1,467 in 1959. More multiple death accidents were one factor.

Increased for a second year in a row, the annual toll was the highest since the 1,746 deaths recorded in 1966. Delayed reports are expected to add to the total by another one to two per cent.

A million new homes a year are required to meet America's housing needs.

If you don't like the way trains are run today, don't argue about it at railroad crossings.

### APTITUDE TESTS

enable you to learn the kind of work in which you can best succeed, the studies best for you. For men, women, boys, and girls. Vocational Counseling Institute. Dated L. Beck, Director. 958 Macombus Bldg. TEL. 1-55-1. Weard one hour. 15 Years Serving Detroit.

## HERE'S PROOF!

YOU SAVE WITH MAPLE CLEANERS' SPECIALS

★ 2 Pc. SUITS	★ 1 Pc. DRESSES	\$1.19
★ TOPCOATS OR OVERCOATS	★ TROUSERS	
★ SWEATERS	★ SKIRTS	49¢

CLEAN & PRESSED

361 E. Maple  
Bet. Woodward & Hunter

# What would you say to a son who says he wants to go into advertising?

If his answers satisfied me that his wish to get in the business were more than a passing youthful phase, like taking banyo lessons; if he actually looked on advertising as a business rather than as a glamor world of jet planes, fine restaurants, substantial pay checks and big names, I'd take him up on the mountain.



From the top of this mountain I would show him a country at work—the first shift going into a factory, a thousand men and women funneling into a great office building, lines of tireless machines putting the tops on cans, the caps on bottles, the wrappers around boxes.

I'd show him modern farmers seeding fields, cowhands rounding up meat, great combines getting in the harvest.

We'd see Red Ball freights rolling through the night, a clutch of trucks stopped for lunch, big jets streaking across the sky. We'd hear the quatters dropping in a toll road box.

We'd see women pushing carts in big supers; loading them up with the food that makes red cheeks, strong bones, willing muscles.

We'd see forty million kids starting off for school, churches letting their people out in Sunday best, lines of well patients paying off the bills with their hospital plan cards.

We'd look at squads of big-bellied cement mixers, mixing the stuff it takes to build on the way to where they're building it.

We'd see rockets blasting off, telescopes counting new stars, researchers figuring out brand-new things to make in pioneer test tubes.

Then, in another mood, we would sit down and consider the good life of America's many golf courses, bowling alleys, fishing streams, ski lifts and theaters.

Then we would think about the baby crop getting bigger and bigger as the undertaker's haul gets smaller; families moving from holes-in-the-wall, to row homes, to houses with two baths.

We would look again and see women with new hats, kids with new bikes, men with new cars.

We would see factory time clocks, punched forty hours or less each week so people have more time to play and rest and sport as well as work and eat and pay the rent. And bigger and bigger pay checks, for fewer and fewer hours' work and, I would point out, for more and more hours to spend and enjoy them in.

Then I would say,

"When you hear some people say that the old car will do, that things would be better if we'd put a patch on the fole in our pants, freshen up the old gray bonnet with a new daisy, and mix up our own toothpaste with a little salt and beeswax, smile politely, but don't believe a word of it."

It takes the wise buying of people who wish to improve their lives to keep the economy moving up.

If you want to make jobs, sign pay checks, and feed hungry mouths, people need to keep buying.

Advertising is the pin in the fat seat of complacency that keeps marketing in motion.

The job of advertising is not to get people to spend their money foolishly, extravagantly, blindly.

It is to get them to spend it consistently in their reach for a better life; so they live a little better than their parents, and their children will live a little better than they.

As America's population and production grows, so grows the need to move more goods.

Never has advertising had more responsibility.

For this business of advertising is the electrifying force that attracts the dollars that keep factories humming, business healthy and progress going ahead in our Country.

Advertising will take all you have to give it, and ask for more. Good luck, son, I hope you have something to give advertising!

D. O'K., Senior Vice President, Leo Burnett Company, Inc. Prudential Plaza, Chicago 1, Illinois

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All Other U.S. Cars, \$12.95  
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2000 MILES OR 1 YR. GUARANTEE

**MUFFLERS** Installed FREE! 15 MINUTES!

Installed FREE with 3 year guarantee against rust and blowout.

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JANUARY SPECIAL — Guaranteed SHOCK ABSORBERS

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## REGISTRATION NOTICE

FOR THE BLOOMFIELD TOWNSHIP PRIMARY ELECTION TO BE HELD ON MONDAY, FEBRUARY 20, 1961.

TO THE QUALIFIED ELECTORS OF THE TOWNSHIP OF BLOOMFIELD, County of Oakland, State of Michigan:

NOTICE IS HEREBY GIVEN, that in conformity with the "Michigan Election Law" the final date for registration in here to vote in the Primary Election is Monday, January 23, 1961, at 8:00 o'clock p.m.

TO VOTE AT THIS ELECTION, all persons must be registered.

Citizens of the United States, 21 years old, who have resided in the State of Michigan six months and in the Township of Bloomfield thirty days prior to February 20, 1961, are eligible to register.

NOTICE IS FURTHER GIVEN, that any person who is not already registered upon the registration books of said township may register on or before January 23, 1961, during regular office hours, Monday thru Friday of each week, 9:00 a.m. to 3:00 p.m., and on the LAST DAY, Monday January 23, 1961, from 8:00 o'clock a.m. to 8:00 o'clock p.m.

TO TRANSFER a registration from one address to another WITHIN THE TOWNSHIP OF BLOOMFIELD, send a signed request to the office of the Township Clerk, stating present address, former address, and date of moving to present address. Such transfer may be made any time up to and including January 23, 1961, at 8:00 o'clock p.m.

Those persons who have already registered under the permanent registration system and have voted within the last four years do not have to re-register.

DELORIS V. LITTLE  
TOWNSHIP CLERK

Buy one at regular price — Get a Big Bonus-Buy at 1/2!

## Kresge's & SALE

for family savings

<p>Elastic or Band Leg</p> <p>Sizes 5-7, Extra Large 8-10</p> <p>Women's Acetate Tricot Panties</p> <p>Get Second Pair</p> <p><b>Big Bonus Buy</b></p> <p>Both only <b>40¢</b></p>	<p>35-Qt. Plastic Waste Basket</p> <p>11-Qt. Plastic Pail—Bonus Buy</p> <p>Both only <b>\$1.78</b></p>	<p>Gay Earrings, Necklaces, Pins</p> <p>Second Piece</p> <p><b>Big Bonus Buy</b></p> <p>Both only <b>60¢</b></p>	<p>White Pink Blue</p> <p>Ballerina Lamp Shade</p> <p>Second Shade</p> <p><b>Big Bonus Buy</b></p> <p>Both only <b>\$1.30</b></p>
<p>17" overall height</p> <p>Plastic Planter</p> <p>Floor Stand</p> <p>Watering Pot—Bonus</p> <p>Both only <b>\$1.78</b></p>	<p>Bronze Bird Cage with Accessories</p> <p>Young Parakeet</p> <p><b>Big Bonus Buy</b></p> <p>Both only <b>\$3.99</b></p>	<p>Novelty, Bib, Coverall Aprons</p> <p>Second Apron</p> <p><b>Big Bonus Buy</b></p> <p>Both only <b>\$1.00</b></p>	<p>Heatproof Arches, Base</p> <p>Ironing Board Cover and Pad</p> <p>Iron Rest</p> <p><b>Big Bonus Buy</b></p> <p>Both only <b>89¢</b></p>

## The Birmingham Eccentric

"The Prime Medium In The Blue-Chip Birmingham-Bloomfield Market"

West Maple at Henrietta, Birmingham

Katy Says "CHARGE IT at KRESGE'S"