



Opera Singer

Chambermaid Despinna, played by Metropolitan Opera Company singer Jeannette Scovotti (in the background), ridicules Dorabella (Helen Vanni, foreground) in Mozart's opera, "Così Fan Tutte," performed for the Bloomfield Hills pupils Friday. Nearly 800 pupils gave the Studio Group a standing ovation after the performance.

Beaumont Plans Growth With 1st Phase in Fall

William Beaumont Hospital board of trustees today announced that the first phase of expansion to more than double the size of facilities probably will begin in the fall.

Ellerbe and Company, nationally-known hospital architects and engineers, plan to break ground then for the first phase of the entire project. The first step will double the area of the operating rooms, obstetrical area, laundry, doctors' entrance and medical records department.

The Metropolitan Detroit Building Fund grant of \$1,700,000 will cover the first building phase, according to Hospital Director Owen R. Pinkerman.

"UNTIL WE GET the bids we cannot tell how far the first phase will take us into the complete project," he said.

The finance committee will have to work out the sources of capital for the rest of the building program.

The 250-bed hospital serves all of South Oakland County and has been under pressure to expand since it opened in January, 1955. The entire expansion eventually will provide an additional 300 beds and add several new services and facilities.

The X-ray therapy division will include a cobalt therapy unit and the hospital will establish an inpatient neuropsychiatric service of 44 beds.

Boy Scouts Visit Canadian Troop

Boy Scout Troop 1025 of Birmingham crossed the Detroit River last weekend to join Canadian scout troops at the Essex District Jamboree near Leamington, Ont.

As guests of Scouter Robert Gibson and the Eleventh Harrow Troop, the 24 scouts from 1025 participated in jamboree activities, including a campfire ceremony Saturday night.

The Canadian and U.S. scouts also indulged in active trading sessions as scouting equipment of the two nations was swapped.

Presentation of a large cake to the troop by the Jamboree committee highlighted the activities.

Adult leaders were Arthur F. Scoutermaster Gorth Hawley and Assistant Scoutmasters Clarence Frank, Kenneth Kilbury, and Werner Anderson.

SCOUTS PARTICIPATING in the weekend event included Alan Anderson, George Averill, Steve Bens, Philip Drew, Greg French, Tom French, Jim Hawley, Paul Hawley, Dave Kilbury, Jack Kleene, and Gary Laskowsky. Also Lawrence Ludwick, Miss McIlveen, Jim Middlemas, Jim Morgan, Rusty Nuffer, Bill Fessel, Chris Reinhardt, Glenn Rich, John Shannon, Barry Stuart, Jim Trew, Bill Van Horne, and Jon Winegarden.

Municipal Court In Birmingham

Before Judge John C. Emery, Jr. Friday

Arlen L. Islette, 18, of 18282 Elizabeth, Beverly Hills, fined \$5 for driving against traffic.

Robert Green, 40, Royal Oak, fined \$7 for speeding.

Terence C. Floyd, 22, Warren, fined \$5 for violation of traffic signal.

Jacker T. Hurner, 45, Pontiac, fined \$5 for improper left turn.

John A. Devies, 18, and James L. Yoes, 19, of Royal Oak, fined \$10 each for possession, purchase and transportation of alcoholic beverages by minors.

Wednesday

John D. Gardner, 21, of 592 Madison, Birmingham, fined \$10 for furnishing alcoholic beverages to minors.

Robert L. Norris, 28, of 18280 Elizabeth, Beverly Hills, fined \$10, Holden, 19, of 1450 Vaughan, Bloomington Hills, and Robert N. Rouse, 17, of 550 Cranbrook, Birmingham, fined \$10 each for possession, purchase and transportation of alcoholic beverages by minors.

'Long Range Approach' Suggested for State GOP

What the Republican Party in Michigan needs is a "long-range, programmatic approach necessary to keep pace with changing conditions."

That's what John A. Gibbs, executive secretary of the Republican Committee of Oakland County, told the board of control of Michigan Federation of Young Republicans, meeting at Demery's-Birmingham Saturday.

Gibbs said the party must:

- "Re-style and re-design our product to keep pace with the changing political market."
- "Re-shape our image along positive, dynamic, attractive lines."
- "Advertise in positive rather than negative terms—in terms of customer benefits."
- "Interpret the needs of the people and long-range national goals in terms of the Republican philosophy."
- "Publicize and propagandize our position, our principles, our achievements, our programs."

GIBBS SAID the Republican Party "must sell Republicanism through the same instruments that industry sells its products."

Describing the state as a "batleground" for the GOP, Gibbs declared:

"All the forces at grips in our nation today are concentrated here."

"If we in Michigan can point the way to victory, other states will follow. And the National Republican Party will enter a bright new era of progress."

Gibbs said the dilemma of the state GOP "can largely be attributed to its failure to develop the political techniques necessary to cope with vastly changed political conditions."

THE CHIEF reason the party lost in the 1960 state election, he said, "was because we didn't make our product competitive."

Licensing operation of a political party to business, he said a businessman develops a good product, markets it effectively, builds a favorable image, utilizes research, public relations and advertising.

"This same kind of cool, logical scientific, businesslike approach must be applied to the Republican Party."

Then he stated, "We've got to take the long-range, programmatic approach."

The party must recognize, he said, "the long-range advantage of short-range compromises and be willing to give a little to gain a lot."

GIBBS SAID that if Republicans "face up to our challenges and responsibilities, the future will be ours."

But, he added, the party will go nowhere unless it develops "a dynamic, long-range organizational emphasis, with comprehensive programs in research—public relations—education—field organization—and other key areas."

Gibbs called for the positive approach: "with a public relations emphasis that will present the Republican Party as a dynamic, progressive and responsive party that will interpret issues, legislative proposals, common problems and goals in terms of Republicanism."

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