New Home Owners Buy With Eye to Selling

The advice of many home builders and real estate agents is "be sure the home you buy will stay modern for a number of years because chances are that some time before the end of the decade you will have a 'For Sale' sign on it."

Support for this statement comes from several sources. FHA experience shows that the mortgages it insures have an average life of about eight years; a bulletin published by the Foundation for Research on Human Behavior of Ann Arbor says that one out of five home-owners plans now to move within the next five years.

Detroit Edison's figure of 500,000 service turn-ons, disconnects and transfers in 1961 also tends to bear this out, according to Howard Canfield, Oakland Sales Division Manager for Detroit Edison.

* * *

"SINCE THE trend is toward all-electric living," he says, "today's buyer should be certain that the home he buys is completely equipped to meet the electrical demands of the future. Then, when he sells, the latest buyer will find the house modern and designed for convenience and comfort."

Few couples plan to move when they first set out to buy a home, but American life has changed considerably and one of its most distinguishing new features is its mobility.

Business and employment opportunities may require a family to relocate. Changes in family size or financial status or perhaps just a desire for different surroundings may cause a family to move.

Whatever the reason, when the family decides to sell, the odds are better than 50-50 that the buyers will be a couple 20 to 24 years old, since people in this age group will constitute 61% of the population by 1970.

* * *

"SO FOR TWO very important reasons—because you are likely to want to sell your home sooner than you now anticipate, and because the purchasers are likely to be people in their middle 20's—you should make sure the home you buy now is modern and will stay modern," Canfield advises.

"On the other hand," he added, "if a family does stay in their home as long as they expect to, they owe it to themselves to have as many modern conveniences and comforts as possible to add to the enjoyment of their home through the years."

"The best way to prepare for either selling or staying," the Edison official asserts, "is to buy a home that's built to Detroit Edison's Medallion standards."

An Electric Medallion Home is adequately wired for today's appliances and electric conveniences, as well as those likely to be introduced in the future. It has "Light for Living" to make the home as enjoyable at night as during the day; is equipped with an electric range and oven, a properly sized electric water heater and at least two more major electric appliances.

* * *

A TOTAL ELECTRIC Gold Medallion Home has all of these continuingly modern features and, in addition, is heated throughout by electricity.

"Medallion standards are not confined to a certain style or price of home. Any type in any price range can qualify for the Medallion as long as it meets the requirements established nationally and administered locally by Detroit Edison," Canfield said.

Medallion and Gold Medallion Homes are open to visitors during National Home Weeks, September 29 - October 14. Models are located in Bloomfield Hills at 2226 Hunt Club and 6336 Buxton Drive; in West Bloomfield at 6729 Candlewod Trail and 30728 W. 14 Mile; at 5562 Sutters Lane, Bloomfield; and 31010 Oakleaf, Franklin.

Simply dial Midwest 4-1100 and a trained "ad-visor" will help you word your ad.

Large Registration

With spirited contests going on from the gubernatiorial to the township level, and with both major political parties putting on grass roots registration drives, Secretary of State James M. Hare anticipates one of the largest registrations in Michigan's history. The final day for residents to get their names on voters' lists to be eligible to vote in the November 6 General Election is Mon., October 8.

EDWARD J. HALEY
Funeral Director
24525 Northwestern Highway
(At 10-Mile Rd.)

THE GOLDEN YEARS

By THOMAS COLLINS

Retired people, as a rule, do not need much balm for their wounds. By age 65 they have toughened up, and the barbs of the world don't hurt too much. They can manage.

So what follows here is not intended as balm. Instead it is a factual account — based on the many letters that are coming to me—of what is happening to "all the other people" out in retirement. If it gives some consolation—to those who are growing old, then maybe they won't mind.

* * *

IT SHOULD be emphasized that this is not an opinion piece by an expert, or a theoretical talk on how things might be. It is an account of modern-day retirement as people who are out there are telling it to me.

1. Most retired people aren't as rich as other people think they are. The "average citizen who has retired from a normal job with a normal company is getting $200 to $225 a month from pension and Social Security. For many reasons he and his wife may not be getting maximum Social Security. And even if the company he retires from has a good pension system—and it may not have—the average citizen has been switching jobs over the last 25 years and has not built a large pension fund.

There are exceptions of course . . . the fellow who got in on Social Security in the 30's and kept his face washed for the next 30 years, meanwhile paying weekly into a pension fund. He may be getting $350. And the corporation executives, now living in Santa Barbara or the Carolina Hills, who got some fat deals to go away and get lost. They may be getting $20,000 a year.

* * *

THE NEST egg of "all the other people" in retirement usually ranges from $4,000 to $10,000, except that those people who owned a house and sold it have $14,000 or so salted away. They are the rich ones.

2. Most children of retired people, now between 35 and 45 and with families and ambitions of their own, intend to be attentive to their parents. Occasionally they are. But not very. They are most attentive when the parents have money, when the parents live close and it costs no money to visit them, or when the parents have the rooms and food to put the child's family up for a free vacation. Many retired parents feel they are failures or their children are ingrates when they are ignored. They're mixed up. The same thing is happening in the best families all over, and all the time.

3. A long helpless illness is the deepest fear of most retired people . . . because of the bother and expense apparently and not because of the pain.

4. A feeling of being unwanted and unimportant is quite common for the man in retirement . . . at least for the first couple of years. Many men think this is a private cross they alone bear. They tell themselves they are misfits after all. But the retired man down the street is in the same predicament and has the same thoughts. Men don't talk to others about this, just as parents don't tell neighbors their children neglect them. Everybody in retirement seems talented in putting up a brave front in such matters.

Freeways have reduced the driving time between the populous Detroit area and Northern Michigan resort areas by as much as 40 per cent. The driving time between Detroit and Traverse City, for instance, is now approximately four hours using mostly freeways, compared to more than six hours it used to take on old roads.

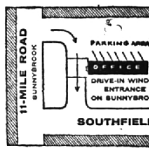
TAKE ADVANTAGE OF OUR EXTRA BONUS DAYS . . .
SAVE BY OCTOBER 10th—EARN FROM THE 1st.

"Established in 1890—Never missed paying a dividend. Over 72 years of sound management—Your assurance of security. Assets now over seventy-five million dollars."

PAID QUARTERLY 4 1/4% CURRENT RATE (PER ANNUM)

CAPITOL SAVINGS & LOAN ASSOCIATION
27215 Southfield Rd. at 11 Mile Rd.

EL 6-7770 | Downtown Detroit Office 234 State St. WO 2-1078 | KE 7-6125



Member Federal Home Loan Bank System

A Fall Fashion First from
STETSON

THE EAGLE $13.95

This is the '62-'63 version of the hat that last year blew up a fashion storm. From every angle, it proclaims Stetson style leadership. We have it in a choice of brim widths to suit your face and figure exactly — and flatteringly. It features a specially designed inner lining and an antique gold eagle on the contrasting black band. Stop in today!

Dickinson's

Wabeek Building, Birmingham — Open Thurs. & Fri. Nights
Saginaw at Lawrence, Pontiac — Open Mon. & Fri. Nights

The Authentic Tassel By FLORSHEIM

Sizes 7 to 12 A to D Widths
$24.95
Size 13 ..... 25.95

Today, men who know style . . . and convenience . . . are slipping into Florsheim Tassels. The fit is perfect: no slip, no gap. The styling is authentic: correct for business or leisure. And the man in the know says: "Let's face it! Why lace it!"

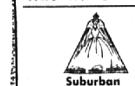
Sherman's SHOES

Member of the Birmingham Credit Plate Association

115 WEST MAPLE MI 6-8788
Open Thurs. & Fri. Evenings 'Til 9

Birmingham's Finest Selection of Men's and Boys' Footwear

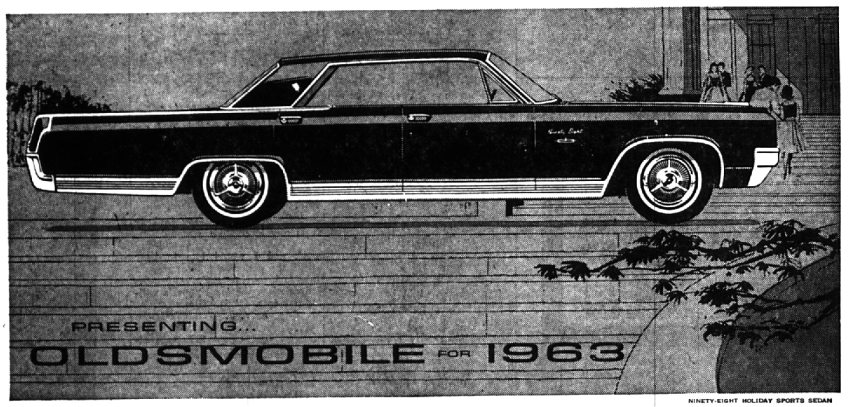
Who Will She Be!



Suburban Homemaker of the Year Win $5,000 cash

Win Local Prizes:
- $250 Cash
- Trip to Chicago for two
- Fly by Jet
- Dine Jacques Restaurant
- Drake Hotel and many other prizes.

Get Details of Contest In Section C



NINETY-EIGHT HOLIDAY SPORTS SEDAN

NEW STYLE TO EXCITE YOU!
NEW LUXURY TO DELIGHT YOU!

Here's the year's most tasteful combination of elegance and performance—Oldsmobile for 1963! Wide new choice of exciting body styles! Stunning interior detailing! Responsive V-8 engines with up to 345 h.p. There's even a new 7-position Tilt-Away Steering Wheel, optional at extra cost on all full-size models. See and drive the style-leading 1963 Oldsmobile—now on display at your local Oldsmobile Quality Dealer's!

NINETY-EIGHT • SUPER 88 • DYNAMIC 88 • STARFIRE

F-85 CUTLASS COUPE AND CONVERTIBLE

Exciting new blend of beauty and action ...in the low-price field!

A longer look . . . a zesty feel . . . and every inch an Oldsmobile! That's the F-85 for '63! Powered by a spirited aluminum V-8 with up to 195 horsepower! Handles like a dream—turns full circle in 37 feet! Features a smooth coil-spring ride! And there's a choice of coupes, sedans, station wagons, convertible . . . plus the revolutionary turbocharged JETFIRE! See the fun-to-drive F-85—on display at your Dealer's!

THERE'S SOMETHING EXTRA ABOUT OWNING AN OLDSMOBILE!

SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER

SUBURBAN MOTORS CO., INC., 565 S. WOODWARD AVE,, BIRMINGHAM, MICHIGAN

DON'T MISS THE AWARD-WINNING "GARRY MOORE SHOW" • TUESDAY NIGHTS • CBS-TV!