HOLD IT

Don't lose your head if your water heater keeps running cold.

CALL US

for a free estimate on the only water heater that's *performance-rated* to supply all the hot water you need—even on busiest washdays.

ASK TO SEE AN

AMERICAN-Standard

WATER HEATER

- Easy terms
- Standard and DeLuxe models
- Gas or electrically heated
- Thick Fiberglas insulation

Call for an estimate today

AMERICAN-Standard

G. C. JOHNSTON

Service — Repair

Plumbing and Heating

MIdwest 4-5540 — Birmingham — 953 South Eton Road

Affluent Society Creates Earlier Dating Problems

Changes in our society make dating a problem in the grades and certainly in junior high school, according to Richard L. Cutler, University of Michigan associate professor of psychology.

"The average youngsters are dating younger, going unchaperoned younger. There are more pregnancies among the younger girls and more younger marriages," Cutler said.

"What's going on is something that is penetrating our whole society and several things are contributing to the loosening of the control parents have over their children," he said.

AMONG THESE contributing factors he named decay of the primary family group.

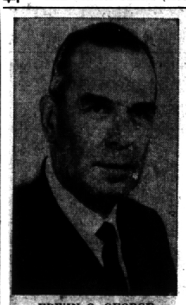
"Home is not as important as it used to be as a source of pleasure and gratification. Pleasures and fun for the entire family are found outside the home, and they are inexpensive.

"Every generation is different from every other one by virtue of having grown up in a different era. The present generation has seen such immense and fast changes since the first atomic bomb was dropped that we parents cannot comprehend how they see the world," he said.

THE TRADITIONAL emphasis has been on saving and on delay in gratification. "But since World War II this country and its people have grown unbelievably rich. We have good cars, good clothes, good rugs on the floor, all provided by jobs.

"Now we are overpowered by the philosophy of immediate reward. We think 'why wait, why not enjoy things now?'"

A subscription to The Eccentric brings you the community's top news events 52 times a year.



EDWIN O. GEORGE

Leads State Week

Edwin O. George, 352 Barden Road, Bloomfield Hills, vice president of the Detroit Edison Co., has been elected president of the Greater Michigan Foundation. The group was chartered to bring together labor, business, government, and other interests in programs for the advancement of Michigan, and also sponsors Michigan Week, to be held May 17-23.

MSU Coeds Leave School for Jobs; With Permission

It happens every fall at Michigan State University; a group of coeds leave the campus near midterm to take jobs in midwestern department stores. And they depart the classroom with their teacher's blessings.

Last month, on schedule, two Birmingham-area students began a seven-week training program designed to prepare them for careers in retailing.

They are Nancy Louis, 16909 Beechwood, Birmingham, and Julie Smith, 29840 Willowgreen, Franklin Village.

THE SOJOURN from classroom to department store is an annual one for girls studying retailing of textiles clothing in MSU's College of Home Economics.

Their fall quarter of study is especially designed to accommodate the seven weeks of field training. They take five weeks of accelerated course work in fashion industries, clothing and textiles merchandising, and supervision training and experience in retailing.

The girls are "junior executives," working as supervisors in retailing areas where activities are most likely to be accelerated by the annual pre-Christmas shopping rush.

Following her "internship," each coed will write a research paper exploring a phase of retailing. This year, for example, papers are being prepared on such topics as department store promotion, the role of women in retailing, and emphasis on the junior consumer.

THE MSU PROGRAM, begun about 28 years ago, is designed to give students a closeup view of department store retailing. As a result of her field training, each girl is better equipped to select the area of retailing in which she is most interested.

The experience also provides the girls with insight that will come in handy when they are interviewed on the campus later this year by prospective employers.

Dear Santa:

I want a charman chatty and a popatrena, a party dress, and a china-horse, and a bugs bunny. Thank you. Love and kisses.

Ann Webb
140 Harlan Drive,
Bloomfield Hills

Dear Santa:

Will you please bring me:

Beth—some new pairs of socks, water-proof mittens, an adress book, a give-a-show progector, a brownie uniform and book, a Barbie and Ken, a Barbie dream house and a Barbie case, some new paints, a books about horses, a model horse, a vac-u-form, a set of colored pencils, a box of crayons, Flintstone building boulders.

Dan—Tiger Joe, Mighty Matilda, Big Shot, Kenner Building Set, fire engine, a toy bull, a toy Bluto, a book of bulls, gum and candy, bop-a-bear, a dart gun, fire cannon, a box of crayons, a tool set.

Tim—some books, new records a candy Santa.

1699 Graefield, Birmingham

Dear Santa Claus,

Please bring me a tool belt and some stretchers, and a tractor with a traller, a Fire Chief's car, Clancey, Mr. Mercury, Mickey Mouse record player, Flintstones building blocks, skis, springy shoes, soda fountain, car with motor boat, front loading bulldozer, trailer truck, hopper, gas station with elevator, army set. Kenner's building set, Kenner's electric mold master, racing car, walkie-talkie speaker, play telephone with wire.

Love, Norman Hesskamp
6884 N. Clunbury, Birmingham

Dear Santa:

I hope you will be able to get these things, for I want them very much. These are the things: 1. casper the ghost doll. 2. some ice skates, size three. 3. encyclopedias. 4. I want my stoking full of small toys. 5. some toy horses. 6. All of the Black Stallion books. 7. A big huge blue stuffed toy dog.

Good by, see you Christmas eve night. Sincerly.

Linda Ellen Brennan, age 8
1484 Bird Street, Birmingham

South Americans Offered Aid From Area Group

Two area residents are members of a joint Oakland County-Cauca Valley (South America) Alliance Committee promoting mutual understanding and good will between the two areas and the two nations.

They are E. M. Estes, 1085 Waddington Road, Birmingham, vice president of General Motors and general manager of the Pontiac Division; and Robert J. Huber, mayor of Troy and president of the Michigan Chrome & Chemical Co.

THE COMMITTEE sponsored a series of exchange visits and now hopes to obtain several objectives in the Cauca Valley. Among them are technical assistance for the study of the municipal government, promotion of regional planning, creation of a center in Oakland County for the promotion of the industrial development in the valley and aid in primary and secondary education.

Dear Santa:

Please bring me a train.

Love, John Kutscher, 3 years
17431 Beechwood, Birmingham

BOTTLE AND BASKET SHOPPES
188 North Hunter Blvd.
4081 West Maple Road
Birmingham

"HEY HONEY...

...WHO DRYCLEANED THIS SUIT?

Bet they used Sanitone's Style-Set® finish"

He's right. We did!

Dry Cleaning & Shirt Service.
In by 10 a.m.—Out by 5 p.m.

Member of the Birmingham Credit Plate Association

Douglas Cleaners

534 South Woodward — Birmingham — MI 4-1507

65 W. Long Lake Rd. — Bloomfield Hills — MI 4-3242

CHRISTMAS IS COMING...

Look About You:
holly wreaths, poinsettias and Santas,
colorful cards from friends and relatives,
icicles marching in rows from roofs of houses,

Listen Quietly:
the intriguing rattle of an unopened gift,
wind introducing new snow with a soft whisper,
melodious organs, tinkling bells and quiet prayers,

Sniff Softly:
the mingled aromas of hot pie and roast turkey,
pungent spices and the waxen perfume of a candle,
the fragrance of spruce, pine and fir from far off forests,

Touch Gently:
the secure warmth of a woolen scarf,
the elusive tingle of a vagrant snowflake,
a satiny bow and ribbon that z-i-p-s into curly coils,

Taste Delicately:
favorite foods of the holiday season,
the exquisite flavor of still warm cookies,
the glorious filling feast on Christmas Day,

But Remember:
Savor the secular traditions of the season but recall the real reason for celebrating Christmas. Prepare yourself and your home for Christmas in spirit as well as in the more noticeable merriment, gifts and decorations.

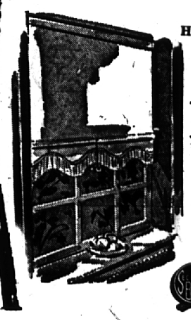
Greenfield's offers each of you our wishes for a Merry Christmas and a Happy New Year.

Greenfield's RESTAURANTS

BIRMINGHAM 725 South Hunter Blvd.
MIDTOWN 2561 Woodward Avenue
DOWNTOWN 1130 Griswold Street

It's WINDOW SHADE and DRAPERY TIME

They Go Hand in Hand...



At

BESSENGER'S

"Since 1927"

Visit Either The Northland Center Store or Woodward Avenue, Ferndale, Store. Phone For Home Service.

NORTHLAND CENTER
Facing Stouffer's
Enter Lot H. — EL 6-0331

FERNDALE STORE
23535 Woodward at Oakridge
LI 1-4936

Quality Charge Account Service

FREE with a new savings account, or if you add to your present account, ...between now and Christmas

"Let's make this a gift to each other, for Christmas . . . a new savings account.

"Let's start now . . . if only for a small amount. It is the best thing we can do for our family.

"BESIDES . . . I want those beautiful pine-scented, good luck candles*. They are something special."

*Legendary New England Bayberry Pirouettes. Red or Green. 12". Pine scented. In gift box.

FOR YOU "Slender cylindrical tapers of scented wax burned to furnish light"... for CHRISTMAS

Save weekly—bi-weekly—monthly. Learn the pleasure there is in having money in a savings account when you need it... like at Christmastime.

4% Current Rate

Paid and compounded quarterly. Every account is insured up to $10,000 by the Federal Savings & Loan Insurance Corporation.

Earn 4% while you are saving. Come in for candles and arrange for Passbook.

PEOPLES FEDERAL SAVINGS

3100 N. WOODWARD
cor. Woodslee, Royal Oak

LI 9-6600

FREE PARKING CONVENIENT DRIVE-IN

MAIN OFFICE: 1201 GRISWOLD • DETROIT