

FEAR is a state of thought that universally afflicts human beings. It is, however, the challenge to intelligence that one learns to overcome in a universal, non-conscious manner. It is not a disease, but a natural reaction to a stimulus. Most of us realize that the vast majority of our fears never do happen—yet, somehow, we tend to change our tendency to think fearfully. . . . though our experiences on this subject cry loudly to cast aside this mental burden!

United Foundation Tops Area Goal Contributions Over '63 Quota

Contributions of Birmingham, Bloomfield and Franklin residents to the Torch Drive through the month to house canvases headed by Mrs. Robert N. Green of 2600 Turtle Lake Road as regional chairman totaled \$172,520, according to figures compiled by the United Foundation.

The pre-assigned quota for the residential solicitation was \$162,829.

At the same time, Birmingham business establishments contributed \$11,221, or 109.5 per cent of their quota of \$10,247. The Community Business solicitation was headed by Clarence W. Kraft of Mutual Benefit Life Insurance, 28 W. Adams, and David W. Logan Jr. of David Logan and Sons, 2480 W. Maple.

The divisional chairmen in the residential solicitation, and the amounts given to the Torch Drive through their workers were: Birmingham, Division A, Mrs. Robert Saffell, 572 Madison, \$28,795; Birmingham, Division I, Mrs. Thomas Van Degrift Jr., 1421 Villa, \$15,232; Bloomfield Hills, Mrs. John Mitchell, 5420 Long Meadow, \$79,117; Bloomfield Village, Mrs. James H. Weeks, 636 Wadlington, \$15,822; Oakland Hills, Mrs. Green, \$11,119; Wing Lake, Mrs. Walter T. Hicks, 6928 Sandalwood, \$5,287; Franklin, Mrs. C. A. Rasmussen, 26009 Herseyville, \$6,731; and Beverly Hills, Mrs. John Cavan, 16154 Marguerite, \$8,107. An additional \$5,040 was raised in the region.

FIVE TEAMS headed by Kraft raised \$4,360, or 114.4 per cent of quota, while the five teams under the leadership of Logan were given \$5,861, or 106.6 per cent of quota.

Contributions received in this region went toward the Oakland County total of \$347,837, which was 107.7 per cent of quota.

The figures were announced in connection with the observance of the 15th anniversary of the United Foundation.

Jaycee Week Proclaimed by B'ham Mayor

Birmingham Mayor William H. Holladay proclaimed the week of Jan. 19-25 as "Jaycee Week."

The observance commemorates a week in 1920 when young men from 14 cities met in St. Louis to form the National Junior Chamber of Commerce which now operates in more than 3,700 communities and in special areas such as youth, childhood education, the gifted child, motivation, and adolescent psychology.

Jaycee week in Birmingham will be highlighted by the Distinguished Service Award Banquet at the Kingsley Inn, next Wednesday.

COMPLETION OF audits of money received during the Oct. 15-Nov. 7, 1963 showed that a total of \$21,600,224 had been raised, bringing to more than \$234 million the amount made available during the past 15 years for operating worthwhile services.

The United Foundation was organized in January, 1949 in an effort to raise money for the (See QUOTA, 7-A)

THE ANNUAL Junior Chamber of Commerce Man of the Year award will be presented at the banquet along with other awards for outstanding contributions to the community by Jaycee members.

Bloomfield Township artist Robert Thom will be the principal speaker and Chamber of Commerce President and Birmingham City Commissioner William E. Roberts will serve as toastmaster.

UCS Elects 4 Residents to Board

Four Birmingham area residents were named this week to the board of directors of United Community Services of Metropolitan Detroit (UCS), the organization responsible for community planning and the allocation of Torch Drive dollars for 123 health and welfare services in Oakland, Macomb and Wayne counties.

Fred Mosdale of Oak Hills Drive was elected vice president, and John H. Lamb of Warrington Road as secretary. Mosdale, vice president of National Bank of Detroit, has been general budget chairman for UCS during the past year and will serve his first term as an officer of the UCS Board. Lamb, director of procurements for General Motors Corp., was elected to a second term in the UCS post.

March of Dimes Chairmen Named For Southfield

More chairmen have been named to aid in the Southfield March of Dimes campaign effort this month by Al Kalline of Franklin, county campaign chairman for the National March of Dimes.

Appointed were William Kemper, new Southfield area co-chairman to aid Municipal Judge Clarence A. Reid, Jr., who was named to the post recently; Dr. Robert Olson who will be a co-chairman with Kemper at a Coffee Day; and Tom Hartford, canvasser for business places.

Also Mrs. Edward Watkins, school solicitation; and Mrs. Elmer Forman, newspaper publicity.

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KEMPER, 19730 Magnolia Parkway, is a Southfield policeman who is active in the Southfield Jaycees and Goodfellows in the area.

Dr. Olson, a dentist, lives at 28596 Red Leaf Lane. He and Dr. Joseph Langnus were co-chairmen of a successful Coffee Day in Southfield last year. The two share office space at 17670 W. 12 Mile Road in Southfield and both are Jaycees.

Hanford, president of the Key Club at Southfield High School, lives at 26300 Telegraph Road. He was assisted in placing some 119 canvassers in business places by two Key Club members, Bob Miller, 19070 Melrose Avenue, and Joel VanDeven, 24079 Fern Court.

MRS. EDWARD WATKINS, 28540 Stuart Avenue, is marking her first year with local March of Dimes groups and, last year, was appointed as school chairman duties as a co-chairman of the Mothers' March with Mrs. Forman, 16216 West 11 Mile road, who also was busy with publicity.

Mrs. Jules Lightstein, 19100 Coral Gables, the present Mothers' March chairman for Southfield, had more time to organize the march than the two chairman last year, but still asks that volunteers for the traditional march on Jan. 28, please contact her at her home as soon as possible.

REPLACEMENT of damaged plates is being offered at branch offices for \$1.00, Hart reminded. However, he said that some confusion exists about these replacement plates.

"We must insist that both old plates be turned in before new ones can be issued," he noted. "I realize that this can be somewhat inconvenient, but it's for the protection of the individual motorist." Hart said his office has had records of license plates being transferred to other cars and the cars used for illegal purposes and the original owner of the plates is blamed.

"License plates are issued to motorists and each owner is responsible for his own plates," Hart concluded.

Do you have a car to sell? Then, why not join the parade in Everycity Classified ads . . . most everyone does.

P.S. Ask about our low 3-time insertion rate with cancellation privileges.

THE Birmingham Eccentric
Classified Ad.
CALL MIDWEST 4-1100



THOMAS B. ADAMS (left) 931 W. Harsdale, Bloomfield Hills, president of Campbell-Ewald Co., and John F. Pival, 6327 E. Thorncrest, Birmingham, president of WXYZ, Inc., congratulate Mrs. Joseph Dodge, 843 Suf-

field, of the United Foundation staff on the fund-raising organization's 15th birthday at a recent meeting of the UF board of directors, of which Adams and Pival are members.

Home Rule Author Is Guest of LWV

Home rule for Michigan counties will be the subject on Monday, Jan. 20, when John F. Holland addresses a general meeting of the League of Women Voters of Birmingham.

Holland, resident of Warren in Macomb County, is committee coordinator for the Wayne County Board of Supervisors. He directed the research and was an author of the proposed enabling legislation for county home rule presented to the Holge Committee by the Wayne County Board.

A GRADUATE of the University of Detroit, Holland was employed as Director of the Metropolitan Detroit Advisory Committee For Retarded Children prior to assuming his present position in 1963.

He has been an active volunteer in the Birmingham Community House, Oakland and Macomb counties, having served on the Macomb County, Detroit metropolitan area and southeastern Michigan metropolitan planning commissions. In addition to an extensive interest in and knowledge of urban and metropolitan governmental problems, Holland has spent a great deal of time, both as a volunteer and an employee, working with youth groups and retarded children.

In speaking before the luncheon meeting at the Birmingham Community House, Holland will stress implementation of the constitutional home rule provision and the ramifications of enabling legislation.

The League of Women Voters invites the public to hear Holland.

Cost of Yule Decorations Up In Birmingham

By LARRY EVOE
City Editor

Christmas decorations are becoming an expensive item for the City of Birmingham.

Commissioners learned Monday night that the expenses involved in decorating the downtown area for the 1963 holiday season will cost the City \$3,314.50.

Forestry and Parks Supt. Darrel C. Middlewood said most of the cost was for labor.

In 1962 the labor cost to the City was \$1,827.

"The large increase in labor expense for the past season was due primarily to the expansion of the program," Middlewood said.

A total of 63 lamp poles and about 140 street trees were decorated in 1963. In 1962, 48 poles and 100 trees were decorated by the forestry department.

ALSO, THE remodeling of our electrical hookups to take advantage of ease of wiring through overhead-wires and particularly the very time-consuming project of inspecting and preparing the small white tree lights added to the expense," he said.

Middlewood said the "extremely high installation figure for 1963 of 233 hours (155 in 1962) was due to the difficulty encountered in putting the lights into the trees and keeping them lit."

For the coming year Middlewood recommended that the City be authorized to purchase the materials rather than the Birmingham Chapter of Commerce as in previous years.

"MY RECOMMENDATION, in view of the difficulty of maintaining these lights, would be to construct (See COSTS, 8-A)

BLOOMFIELD HILLS School Superintendent Eugene Johnson (left) and Dr. Walter Ambinder, who heads the district's Learning Abilities Laboratory, look over group tests which will be given school children later this month.

B'field Schools Schedule Tests on Role of Emotions

By SAVILLA SLOAN
Special Writer

Late this month some 5,000 students in the Bloomfield Hills school system will take psychological tests designed to uncover those children who are not working to capacity or near-capacity because of possible emotional problems.

The tests are a part of the Learning Abilities Laboratory program established in the school system last year. The laboratory is unique



Romney Admits He Would Respond to Presidential Call

Governor George Romney's announcement that he should be "drafted" by the Republican Party's forthcoming national convention, as a Presidential choice, he will be required, "in good conscience," to accept, creates several situations.

With some, it will raise his stature as a political figure; others will argue that his decision compromises his ability to retain his Party leadership within the basic Republican intra-party circles of Michigan and there are many who are happy that a Michigander should be able to obtain national recognition as a potential Presidential candidate.

These situations would, of course, be the lot of any high public official whose name and fame could attract national political headlines.

IN THE MEANTIME, the very best means of any Governor, for example, to increase his stature is (See THIS & THAT, 4-A)

Hare Urges Purchase Of '64 License Plates

Michigan motorists—more than 4-million of them—were urged to do their license plate shopping early this year, preferably during January, if they haven't already gotten their 1964 tabs.

Secretary of State James M. Hare said that less than 10 per cent of all registered vehicles in the state were licensed during the first two months of the current license year, November and December.

"We will have an extra day tacked on to the tail-end of our sale this year with a leap year," Hare said, adding he hoped it wouldn't be another day that "late buyers" would put off getting their current tabs.

HARE SAID he fully expected the "big long lines and frayed tempers during the last few days of the sale. He did say that sales reported from the more than 250 branch offices located throughout Michigan totaled more than last year at the same date, but the increase was negligible and "a drop in the bucket" when considered in light of the total sale which is expected to jump well over the 4-million mark, after topping this

Open until 9:00 p.m. every evening. Unlimited free parking. Charge accounts invited.

AT 1/2 OFF!

Better come quick, and scoop up an armful of real bargains! We've just taken even further reductions on our winter collection of casuals and sportswear . . . and buys like these just can't last long! We've even added our apres-ski group, right at the peak of the season. Come look . . . and save!

AT 1/3 OFF!

Dresses: were 29.98 to 55.00	now 15.00 to 27.50
A-lines, sheaths, shirtwaists, jumpers.	
Skirts: were 9.98 to 19.98	now 5.00 to 10.00
A-line, pleated, wrap-around, slim. Plaids, tweeds, solids.	
Suits: were 25.00 to 35.00	now 12.50 to 42.50
Handsome knits and wools, imported and domestic, 2 and 3 pc.	
Coordinates: were 7.98 to 27.98	now 4.00 to 14.00
Interesting go-togethers from well-known makers.	

AT 1/3 OFF!

Apree-ski group: Stunning stretch slacks, silks, velvets. Costume blouses, festive sweaters.	now 6.00 to 12.00
Slacks: were 8.98 to 17.98	now 6.00 to 12.00
Proportioned and non-proportioned; wools, corduroys, knits.	
Sports sweaters: were 6.98 to 24.98	now 6.00 to 16.63
Pullovers, cardigans, wools, sheklans, fur blends.	

YEAR ROUND SHOP: BLOOMFIELD PLAZA, MAPLE AT TELEGRAPH, BLOOMFIELD HILLS • 2770 WOODWARD, FERRISDALE
SEASONAL SHOPS: BOYNE HIGHLANDS, HARBOR SPRINGS, MICHIGAN • 2734 FORT STREET, LINCOLN PARK