

## Mental Health Board Member To Speak

An Oakland County Community Mental Health Board member will appear on a panel discussing "The Retarded and Community Services" at a public information day, Dec. 12, on federal retardation planning.

Mrs. Henry E. McDonnell Jr., 2500 King Richard Court, Birmingham, will explain the board's inception and its relationship to retardation planning in Oakland County during the 10:15 a.m. panel program. Mrs. McDonnell is co-chairman of the board's program committee.

Dr. Stafford Warren, assistant to the President for retardation planning, is the featured speaker of the day, which is sponsored by the Oakland County Council for Retarded Children at Kimball High School, Royal Oak.

OTHER panelists are Mrs. Frank Zuercher, 1917 Roseland, Royal Oak, chairman of the Oakland County Retardation task force; Mrs. Kerol Charron, 1408 Gardena, Royal Oak, chair of the Michigan Association for Retarded Children governmental affairs committee; Tracy Stockman of Marshall, Director of Special Education, Oakland County; and Dr. Koral Goknar, Director of Psychiatric Services, Lapeer State Home.

Michael C. Kreider, of Lansing, executive director for the Michigan Association for Retarded Children, will show slides of facilities for retarded in advanced European programs.

"Suburban papers are proliferating and doing very well." This cheering statement comes from no less a source than an article on the newspaper business which appeared in a recent issue of Fortune.

The author noted that there had been a decline in big city dailies and forecasts further declines. But the special role which is played by suburban papers and the special situation in which they find themselves seemed to him to be grounds for an optimistic view of the prospects for the future.

The population trends reported for different sectors of the nation's population and encouragement to such a view. The 1960 census reported that nearly 85 per cent of the growth of the nation's population during the 1950's had taken place in the metropolitan areas and that about three-fourths of it occurred outside the central cities, in the areas which can loosely be designated as the suburbs.

These areas grew more than twice as rapidly as the total population and life times as fast as the metropolitan areas. Since 1960 there appears to have been some slowing down in the rate of growth in metropolitan areas.

Nevertheless, between 1960 and 1963 the suburban areas increased nearly twice as fast as the nation as a whole and about three times as fast as the population outside metropolitan areas.

Forty three per cent of all the housing units built in the United States between 1950 and 1960 were built in suburban areas in the standard metropolitan statistical areas.

## Posthumous Award Given to Keller, Advertising Man

The late Ralph E. Keller, Sr., of Grosse Pointe, a pioneer in advertising circles in this country and known in the Birmingham-Bloomfield Hills area, has been honored by the Art Directors Club of Detroit for his outstanding and significant contribution to advertising. His son, Ralph E. Keller, Jr., resides at 1021 Donnar Court, Birmingham.

The Club's "Bravo Award" was presented posthumously to Mr. Keller at its annual award dinner meeting held at the Detroit Yacht Club.

Donald C. Graves of 1280 Redding Lane, executive vice president of Zimmer, Keller & Calvert, Inc., Detroit advertising agency, received the award on behalf of Mr. Keller.

At the time of his death in early September of this year, Mr. Keller was chairman of the board of the agency which bears his name. A pioneer in the advertising agency business in the United States, his career started in the early 1920's with Hampton Advertising Agency in New York City.

The world's highest artificial ski jump is located at Iron Mountain, Michigan. The slide has a vertical height of 500 feet with a traveling distance of more than 900 feet. Annual ski jumping events attract competitors from all over the world and more than 25,000 spectators.

## FOR CHRISTMAS SURPRISE Seek Lost Stockholders

Santa Claus is playing detective this season. He is hunting some former residents of this area for the purpose of giving them an unexpected Christmas present.

They are among the 50,000 missing stockholders sought through the world for large corporations, in order that they may receive unclaimed and accumulated dividend checks, cash surrender values and other interests due them from stock purchases made many years ago and apparently long since forgotten.

This huge task has been assigned to Tracers Co. of America, of New York City.

MAIL TO these "lost" stockholders has been returned by the post office marked, "address unknown" or "removed." Many of those sought are probably deceased and their heirs don't know that they have a legal right to money which have been idling for many years.

As Santa's helper, Tracers Co., specialists in finding all sorts of missing people for 40 years, is trying to complete this job by Dec. 25.

According to Tracers Co., there are over a million lost stockholders in America who do not know they have more \$500,000,000 coming to them. Many forgot about their holdings during the lean years when no dividends were paid; others are unaware they inherited them; still others threw them into attic trunks and cellars' chests, considering them worthless.

ALL OLD securities, back to 1800, can be checked and many of them are worth money, even if the issuing company has been in the past.

Remember, these addresses are old—some dating back 25 and 30 years and some even older. The missing stockholders (or their heirs) being sought in this area, together with their last known addresses, are Nils J. Carlson, 25026 W. 12 Mile Rd., Birmingham and Mary M. Howard, 1699 Auburn Rd., Rochester.

If you have knowledge about any of the persons written to; TRACERS CO. OF AMERICA, 515 Madison Ave., New York 22, N.Y.

## Older Citizens Join Move to Suburbia

Among adults the tendency to move decreases with increasing age. For the largest metropolitan area those with 500,000 inhabitants or more, the movement of middle-aged and older white men was overwhelmingly a movement out of the central city rather than into it.

Among white men 45-54 years old, those 54-64 years old, or those 65 and over, the figures for the last half of the 1950's show that about three times as many moved from the central city to the suburban areas as made the move in the opposite direction.

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## Lathrup Women Plan Holiday Ball

Members of the Lathrup Women's Club will entertain at their annual Holly Ball Saturday in the Armeanian Cultural Building on Northwestern Highway. Alexander Furs of Birmingham donated a ribbon knit sweater collared in mink as one of the prizes to be given away during the gala evening. Mrs. Harry Simpson (from left), Mrs. Tomas Canan and Mrs. Emil Ploch are hopeful recipients.

## Suburbs, Central Cities Show their Differences

Residents of suburban communities differ from those in the central cities in a number of ways, including the difference in ages. They tend to be better educated, to have a higher proportion of persons in the white collar occupations, and to have higher incomes.

Accordingly, they tend to include more home owners, to pay more for their housing and to have a higher rate of ownership of the major household conveniences. They also have a relatively low proportion of their population in what are considered as minority groups, foreign born or Negroes.

They have less than half their share of Negroes, 4.5 percent compared with a national total of 10.8 percent and a total in the central city of 16.7 percent. The Negro population is now more urban than the white population.

THE SPLIT LEVEL, or the ranch house may not be as common in the suburbs as is generally assumed, but home ownership is more common in the suburbs than it is in the central cities or in the area which lies outside the standard metropolitan statistical areas. For the country as a whole 62 percent of homes are owner occupied; in the central cities the figure drops to 47 percent, but in the suburban areas it is 73 percent. Outside the metropolitan areas, 97 percent of homes are owner occupied.

Owner occupied homes in the suburbs are reported as having greater value than those in the central cities or outside the metropolitan areas. Average rents for those units which are rented are higher in the suburban areas than in the other sectors of the population.

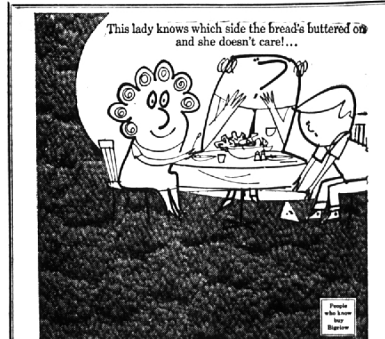
HOUSING FOR suburban families on the average is more ample than is the case for families in the central cities; they have more rooms per unit, and they have a higher proportion of homes with four bedrooms or more.

Reflecting their higher incomes, the suburban households tend to have more modern conveniences in their homes. They lead in the proportion having washing machines, clothes dryers, telephones, two or more automobiles, or two or more television sets.

Its air conditioning, they are slightly behind the households in central cities, and in home food freezer, the families outside the metropolitan areas are in the lead. Insofar as these durable goods can be taken to be indexes of levels of living, they indicate clearly that the families in the suburban areas enjoy higher levels of living than do the residents of cities, and that the metropolitan areas generally have an advantage over the non-metropolitan areas.

There is generally a close relationship between education and income, and, therefore, it is expected that the distribution by income would follow a similar pattern.

For the white population the suburban areas have more than their share of families with incomes of \$10,000 and over, and the central cities have more than their share of families with incomes of \$3,000 or less. Suburban areas have more than their share of professional and technical workers, but



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