

Democrats Slate All-Day Session For '64 Campaign

Oakland County Democrats will combine a day of political training with an evening campaign kick-off when they gather in Detroit March 21 for the party's annual Jefferson-Jackson Day program.

Morning and afternoon discussion groups and workshops geared to Michigan involvement in President Johnson's war on poverty will precede the Jefferson-Jackson dinner which will feature a nationally prominent speaker.

The daytime sessions will involve Michigan Democratic state and party officials, according to Sander Levin, county party chairman.

"President Johnson's attack on poverty holds great meaning for our county and state," Levin said. "The daytime program will both inform people of the problems we face and suggest courses of action we can take right here at home."

THE OPENING session will begin at 10:30 a.m. Workshops will continue until 4:30 p.m. when a reception will be held for Democratic officials and candidates.

A noon luncheon will honor party workers and will feature political satire by "The Democratic Five and Their Hootenanny Parodies."

There is no fee for the daytime activities except for the luncheon. Dinner tickets are \$30 per person, with a reduced rate of \$40 for husband and wife. All events will take place in Detroit's Light Guard Armory.

Ticket sales in Oakland County are being handled by Mrs. Ernest Nigg of Birmingham and Julian Cook of West Bloomfield.

Arthritis quackery is big business. It annually costs Michigan victims an estimated \$12 million.



'LOOK' Looks to the Hills

Bloomfield Hills will be well represented in the March 10 issue of LOOK magazine. Gov. George Romney (left), a Bloomfield Hills resident, looks over a four-page article entitled "Why the Republican Pros Distrust Him" with LOOK area representative Hartford Kramer. The governor shares a double bill-

ing with Gov. Scranton of Pennsylvania in articles that feature "Two Republican Hopes." In the same issue, the concepts of the City and Country School of Bloomfield are shown in a five-page word and picture review entitled "Julie Wants to Learn."

Prescription for Profit: A Want Ad by phone or mail.

when spring arrives
will your inside work
be done?



SEE US FOR NEEDED MATERIALS



Fir Plywood
Interior and exterior grades.
4x8x1/4 panels.
As low as ...

\$2.88 sheet



CEILING TILE
Acoustic or non-acoustic. Full range of patterns.
As low as ...

11¢ sq. ft.



Plank Flooring
Prefinished, Bruce Ranch plank flooring. Ideal for a den only ...

44 1/2¢ sq. ft.

PREFINISHED PLYWOOD PANELS

TOP QUALITY—LOW PRICES

PAYCO
CHERRY or
SUNTAN CATIVO
\$5.95 Panel



WELDWOOD
ANTIQUE BIRCH
\$8.95 Panel

COME IN & SEE BIRMINGHAM'S MOST COMPLETE DISPLAYS AT BHAM LUMBER

WE WILL HELP YOU DO IT YOURSELF
OR RECOMMEND A
QUALIFIED CONTRACTOR

BIRMINGHAM
LUMBER & SUPPLY CO.
1025 HAYNES STR. MI 4-3636

Between Adams & Hunter—5 Blocks South of Maple
(East of Greenfield's)
Hours: Mon. Thru Fri. 7:30 to 5:30 P.M.—Sat. 7:30 to 4 P.M.

Ask the Doctor



This column is presented here as a public service by the Oakland County Medical Society and The Birmingham Eccentric. It will be written by "465 physicians in Oakland County" who are members of the society. Questions should be addressed to the Oakland County Medical Society, 346 Park, Birmingham. Questions must be of a general nature, as no effort will be made toward diagnosis or treatment in specific cases.

RH FACTOR EXPLAINED

Q.—What are the chances of trouble with an Rh problem? This is my first pregnancy and I am Rh negative and my husband is Rh positive.

A.—A first pregnancy usually will be completed without any harm to the child, provided the Rh negative mother has not already been sensitized as a result of having received a transfusion of Rh positive blood at some earlier time.

Even if the mother is Rh negative and the father Rh positive, the latter's blood may contain a variety of Rh components. In that case the child may inherit the same Rh classification as the mother and therefore will not suffer any harmful effects. Any increase in destructive antibodies in the blood of a sensitized mother can be closely followed by the attending physician so that he will know what to expect at the time of birth.

IN SEVERE CASES, the doctor may deliver the baby slightly earlier than expected time, and immediately give a substitution transfusion, where the infant's blood is replaced with Rh negative blood which will not react with the antibodies from the mother. The child will then have excellent prospects of developing no symptoms of blood destruction or the other serious disorders associated with this condition.

Reliable studies have indicated that only about 15 per cent of the white population has Rh negative blood, and the percentage is even less among Negroes. Some of the remaining 85 per cent have a mixed type of Rh positive blood that may not always be dominant in the child.

As has been stated, Rh reaction does not usually occur in one in 20 families where the father is Rh positive and the mother Rh negative.

We are pleased to announce the opening of
a new office in

Royal Oak, Michigan

under the management of

RAYMOND J. LAUDE

We also announce the association with us of

WILFRED G. GILL

as Registered Representative

W. E. HUTTON & CO.

Members New York Stock Exchange

Michigan Life Bldg., 1101 N. Woodward

LI 9-6133 10-4685

NEW YORK CINCINNATI

'Advertising' His 25th

More than 200 Detroit-area representatives of newspapers, magazines, and broadcasting, honored Ernest A. Jones, (right), president of MacManus, John & Adams, on his 25th anniversary with the advertising agency with a "surprise" luncheon at Bloomfield Hills Country Club. Jones joined MJA in 1939 as a production-department apprentice following graduation from the University of Michigan. He became chief executive officer of the agency in 1955. Pictured with Jones at the media representatives' luncheon are (from left) Don Hutton of 216 Hawthorne Road, Birmingham; and Bob Griswold of 1450 Pierce, Birmingham. The media representatives presented Jones with a check for a college scholarship to be used for the University of Michigan band.

Builders Cite Quality When Home Buying '64

Owning one's home is an American family tradition which is expected to accelerate during 1964.

That's the general opinion of home builders from across the country who compared notes and reviewed the latest developments in the industry at the recent annual convention of the National Association of Home Builders in Chicago, the largest show of its kind in the industry.

The continuing growth of the national economy, the greater number of new families desiring attractive living space, and the wish to make a sound investment in the security of real estate, are being regarded as a few of the prime indicators that the American public will step-up its activity in the home buying field.

INSOFAR AS styling is concerned, the basic outward appearance of the houses is expected to show little change, with the proven contemporary and traditional types dominating the design picture.

Quality, in the opinion of the majority of home builders, sums up in one word the element which will be a determining factor in many sales. They feel the trend towards getting lasting value and performance for every housing dollar invested, will undoubtedly gain momentum in 1964.

They said that home buyers in every age group and income bracket are showing an increased awareness for domestic name brand products in components such as window frames, bathroom fixtures, insulating glass and kitchen appliances, to name only a few.

IN REGARD to the actual structure of the house, builders also are finding that families have a better knowledge of what to look for in the board-by-board construction, and intend shopping until they find what they want.

According to O. F. Weppler, A.I.A., architectural consultant of Libbey-Owens-Ford Glass Company, this development is due in large part to the information being given to the public through newspaper real estate and home building pages, and shelter magazines.

"At one time, shoppers who knew what to look for as far as quality in a home is concerned were second buyers who had learned through experience," he said.

"NOW, HOWEVER, the picture has changed and there is a greater overall knowledge of what constitutes a sound buy. This can be directly related to the educational job being done by home planning editors. Many buyers readily admit they read most of their information and design ideas, and filed them away for review when they were ready to invest in a home. Their belief in what they read is reflected in their no-nonsense approach to what is important in a house."

Commenting further on the general trends emerging from the week-long meeting, Mr. Weppler said that the design possibilities present in existing home styles are likely to be developed more fully, with greater care being given to the placement of sliding glass doors and windows to provide pleasing views from inside, good natural lighting, and balanced appearance from outside.

LARGE GLASS areas are expected to become more widespread in the more traditional homes, as builders discover that the added livability of glass walls can be an asset in any style of house when used properly.

"The coming year has all the earmarks of being a buyer's market, with quality foremost in the shopper's eye," Mr. Weppler observed. "With this in mind, builders are gearing more than ever before to supply quality homes, pleasingly styled, at a price well in line with the facilities and living space being offered."

Older Cars Give Chevrolet Sales Hopes

Only one-third of the passenger cars in service in Michigan are less than three years of age, with 300,000 falling into a 10-years-or-older classification.

These figures were cited by Chevrolet research as a basic reason for 1964 Chevrolet's continued strength in automobile sales.

SIMILAR EVIDENCE of a mounting potential in auto replacements exists in every state, said the Chevrolet survey, based on a just-finished survey of the country's vehicular population by an independent statistical authority.

Chevrolet developed the facts during a study of the company's competitive position in the state, revealing that Chevrolet has contributed 400,000 units to the 3,068,000 count of all makes.

According to the tabulation, total cars in service in Michigan was up 125,000 units compared to the previous year.

'Attitudes' Sets Theme of Third Preschool Panel

Family attitudes will be the subject of discussion at the third in a series of four programs for parents of preschool children at 8 p.m. on March 4.

A film, "Roots of Happiness" will also be shown. Donald Burba, principal of Westchester School, will introduce Mrs. Betty Schaefer, chairman of the program at Westchester school.

The discussion meetings are sponsored by the principals and the visiting teacher of Pierce and Westchester schools, in cooperation with the Parent Education Association.

Discussion leaders will be Mrs. Earl Given, Mrs. William J. King, Mrs. John Gilroy, Mrs. Walter H. Young and Mrs. Ruth Kennedy. All are members of the Parent Education Association.

March of Dimes 'Donation Dinner' Set at S'Field Inn

Inviting area residents to attend a March of Dimes dinner at Southfield's Red Balloon Inn on March 5 are hosts Ken Curto and Al Leonard.

Serving will start at 11 a.m. and continue to closing time on Friday, March 6, at 8 a.m. A program of entertainment is also slated.

The two men have been hosting the annual "donation dinners" for a number of years and agree that they derive much pleasure from doing so.

The Birmingham Eccentric classified ads get quick results because they're set in easy-to-read type and reach over 70% of the Birmingham-Bloomfield area. Place a Want Ad yourself in the Eccentric's busy Classified Supermarket. Dial Midwest 4-1100 for fast results.



your traditional lenten favorite: freshly baked HOT CROSS BUNS

The rich yeast dough includes whole eggs plus extra egg yolks, cream, subtle spices and flavorings. The buns are individually formed and baked until light, fragrant and flavorful. You'll find these large buns are bursting with raisins, candied fruit and a freshly grated lemon. Wonderful with your meal or as a snack.

Our hot cross buns are baked fresh in our own bake shop every day during Lent. This week you can enjoy them at prices reduced for carry out. Be sure you take some home whether one, two or a dozen.

.10 per bun
.55 a half dozen
1.00 a dozen

Greenfield's
RESTAURANT
SELF-SERVICE • TABLE SERVICE • CARRY OUT

725 South
Hunter Blvd.
Birmingham



MEET OUR NEW CUSTOMER RELATIONS MANAGER, MR. JACK TARRAN

It is with pleasure that we announce the appointment of Mr. Jack Tarran as manager of our Customer Relations Department.

Although Mr. Tarran is on our payroll, he is actually working for you! For, you see, Mr. Tarran's only responsibility is to take care of our customer's interests. Your satisfaction with the cars you buy from us and the service you get from us is his business!

Come in and get acquainted with Jack Tarran. And whenever you have any kind of automotive problem you want to discuss, you'll find that he will represent you to your satisfaction—with a well-rounded background of 32 years experience in the servicing of Ford Cars and Trucks!

HAROLD TURNER FORD

464 SO. WOODWARD
MI 4-7500

BIRMINGHAM
JO 4-6266