

# New Phone Books Here This Week

The Michigan Bell Telephone Company began delivery of its 1964 telephone directories in the metropolitan area this week. Included in the distribution are 687,000 North area directories, up 21,000 over last year. It will take two weeks for some 600 distributors to complete the delivery in the 49 communities included in the 452-page book.

The new blue-covered directories contain information concerning a modification in the procedure for dialing long distance calls.

**STARTING AT 12:01 a.m.** April 4, telephone users will first dial "1" when dialing long distance calls from the Royal Oak, Birmingham, Mayfair, Southfield, Troy, Walled Lake, Auburn Heights and Rochester exchanges, and Pontiac telephones beginning with 682.

This step saves callers from unintentionally making a long distance call when intending to dial a local or message-unit call. A direct dialed long distance call won't go through after Apr. 4 unless the "1" is dialed first.

The front pages of the new book contain detailed information concerning these dialing procedures.

Simply spin your dial to Midwest 4-1100 and a professionally-trained ad-writer will help you prepare your message.

## Legal Notices

John E. Maris, Atty., 727 Pemberton Bldg., Detroit 48158

STATE OF MICHIGAN - The Probate Court for the County of Oakland.

In the Matter of the Estate of DEAN A. JOHNSON, Deceased.

At a session of said Court, held at the Probate Court in the City of Pontiac, Michigan, on the 30th day of March, A. D. 1964.

Present: Hon. Donald E. Adams, Judge of Probate.

Order appointing time for hearing and notice is hereby given and it is hereby ordered that the time and place for hearing on claims against the above estate shall be the 27th day of June, A. D. 1964, at nine o'clock in the forenoon at the Probate Court in the County of Oakland, Michigan.

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# City Taxes Top \$18 Million

(Special to the Eccentric)

Taxes are again in the spotlight in Birmingham, what with April 1964 just around the corner.

Uncle Sam will have his hand out on that day to receive income taxes based on 1963 earnings.

The tax cut that was voted recently will not come into play at this time. It will show up in the tax reports to be filed in 1965. They will reflect 1964 earnings.

JUST HOW much will the local contribution add up to this year? The government hopes that it will be more than it was last April, when personal and withholding taxes came to approximately \$17,008,000.

That is the amount, in round numbers, that was turned in by local residents, as determined by a

breakdown of the state-wide collections announced by the treasury department, and by local income reports.

They show that the amount collected in personal income taxes throughout the State of Michigan totaled \$2,500,487,000 last year.

SOME 6.68 per cent of it was paid by residents of Birmingham.

Since incomes were higher in 1963, in most parts of the nation, than they were in 1962, the expectation is that the tax collections will be greater this year than last, when they totaled \$47.6 billion.

On the basis of preliminary reports giving personal income figures for Birmingham in 1963, this year's individual tax payments locally will be close to \$18,159,000, a rise of \$1,156,000.

THE NATIONAL economy continues to move forward at a brisk pace. It is expected by the administration to rise at an even faster clip during the rest of 1964. The extra push is to come from the cut in tax rates.

Despite the fact that the tax rates will be lower, the government predicts that personal tax payments next year will be \$1 billion higher. The reasoning—more people will be working and earnings will be greater.

According to the budget, personal income this year will total \$492 billion, compared with \$462 billion in 1963.

If incomes in Birmingham move up in unison with this national expectation, they will have to rise 6.3 per cent over last year's.

## Helping Others



Following their motto, "A Girl Scout's duty is to be useful and help others," a group of Girl Scouts from Troop 433 of Conant School, members of Troop 433 of Conant School. They recently visited the Friends and Relatives of South Oakland County handicapped and took with them the projects, including bean bags, games, hand puppets and board games, they had been working on to teach co-ordination to the students.

## B'ham Student Helps Team Win On TV Quiz

Ohio Wesleyan University did it again!

For the second week, the college won over their opponent, Marymount College, in the nationally-televised quiz show, "G.E. College Bowl." The score was 330 to 220.

ANSWERING NINE of the dozen questions was Bill Shaffer, son of Dr. and Mrs. Joseph H. Shaffer, 3401 Radnor, Birmingham. The Shaffers are planning to fly to New York to see their son and the rest of the scholarly team vie against the University of California at Los Angeles (UCLA) for a try at a third \$1500 scholarship for the school.

Shaffer is a senior history and international law major.

## Stanford Alums Top Fund Drive Goal

Stanford University alumni and friends in the Detroit area have topped their quota of \$650,000 for Stanford's PACE campaign. Detroit Chairman Ralph T. McEvenny announced today.

McEvenny, president of Michigan Consolidated Gas Company, said gifts and pledges solicited by some 20 Stanford alumni volunteers totaled \$651,576. Personal appeals were made to nearly 300 alumni and friends living in the area.

Thomas J. Peterson of Bloomfield Hills was advance gifts chairman and Les E. Gunnerson of Birmingham directed the general phase of the fund drive. McEvenny credited much of the local campaign success to their work, aided by committee workers.

## Area Educators Attend MEA Parley

Over 100 area educators will attend the April 9 meeting of the Region 7 Council of the Michigan Education Association at Novich Orchard Hills School.

Herbert R. Hengst, MEA director of higher education will discuss professional practices in the nation. Region President Charles Lemke, principal of Bloomfield Hills' Conant elementary school, said the agenda would also include nomination of region officers and a summary of the recent MEA Representative Assembly.

## Delinquency Themes Speaker's Talk At Holy Name PTO

Martha Rountree, president of the National Society for Prevention of Juvenile Delinquency, is guest speaker at the April 7 meeting of the Holy Name P.T.O. She will talk on "Delinquency Begins at Home."

The meeting, open to all area parents, will begin at 8:30 p.m. in the school auditorium.

Co-sponsors of the event are the Holy Name P.T.O. and the Birmingham Youth Fitness Council. While in Birmingham, Miss Rountree will be the guest of Mrs. William Compton, 711 Safford.

## Water Mains Topic At Public Meeting

BEVERLY HILLS - A public hearing has been set for 8 p.m. Monday to discuss water mains on Greenfield Road from 13 Mile Road to Amberst.

Due to commercial development in the area, there appears to be a need for an additional water supply.

GREAT LAKES 55 EXHIBITORS

## Mrs. Lyle Hosts GOP Women's Club

The Beverly-Franklin Women's Republican Club will meet April 8 at the Birmingham home of Mrs. Charles Lyle, 18890 Hillcrest.

Speaker for the meeting is Richard VanDusen, former legal advisor for Gov. Romney. He will discuss re-districting and reapportionment.

Coffee will be served at 9:30 a.m.

## SUNTA'S SAUNA INC.

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Two, 2 P.M. to Midnight  
Wed. 10 A.M. to Midnight  
Thurs. 10 A.M. to 6 P.M.  
Fri. 2 P.M. to Midnight  
Sat. 10 A.M. to 6 P.M.  
Sun. 10 A.M. to 2 P.M.

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Reduced Rates Tues., Thurs., Fri.  
Mon. 10 A.M. to 10 P.M.  
Tues. 10 A.M. to 6 P.M.  
Thurs. 10 A.M. to 2 P.M.  
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# 4 Awarded Fellowships In Science

Four Birmingham-Bloomfield residents were among the more than 4,100 fellowship winners for the 1964-65 National Science Foundation programs for graduate study.

Three additional residents received honorable mentions in the state standings.

The awards range from \$2,400 to \$2,800 a year, plus tuition and other educational costs.

Martin C. Weinrich, 165 Vorn, received a stipend for the Cooperative Graduate Fellowship for study at the University of Michigan. His NSF grant is in the mathematics field.

ROBERT R. O'Brien, 2140 Pembroke, was awarded a summer fellowship for graduate teaching assignments. His NSF award is a weekly stipend ranging from \$50 to \$85 each week of his summer fellowship.

Two area residents will also receive assistance for graduate study under a third NSF program.

They were Linda Caren, 1109 Derby, Birmingham, a microbiology student at Stanford University; and Roland E. Lehr, 1052 Stratford, Bloomfield Hills, chemistry study to be done at Harvard University.

Honorable mentions went to Richard C. Bailey, 6465 Sheringham, Birmingham; Kathleen Gaines, 2567 Stoddleigh, Rochester; Ronald A. Hites, 3211 Hickory Lawn, Rochester; Oakland University chemistry student; and Carol B. Weston, 1091 Lake Park Road, Birmingham.

## Heads Study Group

Former governor Murray D. VanWagoner (right) has been named chairman of the recently formed Citizens Committee for Local Government. VanWagoner, a consulting engineer, was appointed at the first meeting of the committee by Bloomfield Township Supervisor Homer Case (center), who also named Charles Wiggins (left), a partner in an insurance firm, vice chairman. Mrs. Horace Sheldon was elected secretary of the committee. Case explained the township's current problems which its growth has entailed and reviewed reasons why a change of government is needed. The next meeting is set for April 21.

## New at Sherman's



Wear lighter-weight Hush Puppies... make 18 holes feel like 9 on your feet! New 2-tone style... new arch and heel in breathable, brushable polyester.

Two-tone Dark and Light Grey  
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BREATHIN' BRUSHED PICKIN' CASUAL SHOES BY WOLVERINE

Sizes 6 1/2 to 13  
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You are about to invest money for an ad and you are entitled to get results. To accomplish this it is necessary for you to TELL ALL about the details of your offer. Be sure you don't make any of the following errors that prevent results:

1. Don't Omit The Address

Many out-of-town readers will write you but will not send money for a long distance call.

2. Don't Omit The Phone Number

Many readers will call you but do not find it convenient to come to your home.

3. Don't Conceal The Price Desired

Surveys show that a high percentage of readers will not answer an ad unless the price is given.

4. Don't Leave Home On The Days You Advertise

Many good prospects will not call the second time if your phone is unanswered.

5. Don't Omit Important Words To Save Money

Readers can't guess on important details. Remember, a well written informative ad will get results faster and cost much less in the long run.

6. Don't Overlook Our 3-Time Play Safe Plan

You'll get the biggest parade of readers at the lowest price.

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

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