

ADELE CARRAHER

Busy Month Scheduled by High 12 Club

Birmingham's High Twelve annual Spring Ladies' Night on April 20 w 111 feature their Carraher, see the second of the control o

ON THE following Monday night at the Community House S. J. Luttes, promoted to the control of th



Retiring

Joseph J. Hartigan, 2790 Mackintosh, Bloomfield Joseph J. Hartigan, 2790
Mackintosh, Blo om field
Hills, one of the most respected advertising media
men in America, will terminate his advertising career
with Campbell-Ewald Co.
May 10. Hartigan is senior
vice president, vice chairman of the board, director
and a member of the executive committee of the agency. He has been with Campbell-Ewald over 39 years. It
is estimated that, during his
career, he has directed the
investment of two billion
dollars in media for Campbell-Ewald clients.

The Battle of Little Big Horn, fought in June of 1876, is one of the most famous military encounters in American history and also one of the shortest. The battle in which the Sioux under Chief Crasy Horse massacred General George Armstrong Custer and his whole force, lasted only twenty minutes.



This column is presented as a public service by the Oakland County Medical Society and The Birmingham Eccentric. It is 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 service area. specific cases.

MILK GOOD FOOD

Q—Is it possible to have an adequate healthy diet without milk?

out milk?

A—It would be helpful to know why you want to eliminate milk. If yours is a flavor problem, milk can be disguised by a wide variety of flavoring agents. The aftertaste of milk is caused by fat that coats the mouth for
a short time. Non-fat milk will not do this.

If it is calories that concern you, non-fat milk and lowfat cheese, such as uncreamed cottage cheese, can provide most of the nutrients found in milk.

The only nutrients that present a problem when milk is eliminated from the diet are calcium and vitamin D. Calcium is present in the green leafy vegetables and, of course, can be taken in the form of calcium tablets.

A BALANCED DIET

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Q—Recently our five-year-old has become a "picky" eater. How can I be sure he will get a balanced diet?

A—A number of factors, none of them usually serious, should be considered. For one thing, make sure your son is not eating between meals. At age five, children need relatively less food because their rate of growth has slowed considerably.

Sometimes emotional reasons may cause a child to reject his food. If he feels insecurity, rivalry or lack of family attention for some reason, he may try to compensate for this by arousing parental concern. Children learn quickly that most parents get disturbed if food is rejected. It is wise to get the opinion of your family doctor about

It is wise to get the opinion of your family dector about the physical condition of your son. Any child who is ill is apt to eat poorly. Mouth or tooth disease must also be considered. Sometimes a child will reject food because it is painful to eat, but he may not tell the parent this unless questioned closely.

IF NO PHYSICAL cause for not eating can be found, the best approach is to accept the child's decision calmly and permit him to leave the table. Make sure he does not eat anything until the next regular mealtime. Under such a routine, indifference about food will disappear quickly, and the child will realize that eating is a privilage, not a way of promoting family favor. If an emotional problem exists, parents must direct their attantion to eliminating it through family readjustments, separating the matter completely from mealtime.



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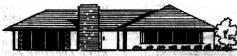
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The Boys' Club 'Big Three'

Birmingham and Bloomfield Hills can hers, Thomas B. Adams, (left), 931 N. claim three of the six winners of the annual Man and Boy Award of the Boys Clubs of Campbell-Ewald Co., and Edward N. Cole Detroit. The award was presented to United 1871 Kirkway, Bloomfield Hills, group Foundation Executive Vice President Walter C. Laidlaw (enter), 404 Tottenham, was made on Laidlaw's first day back at Birmingham. With him are previous win-work after suffering a stroke a month ago.

Fortunately, most motorists prefer to be recognized as a highway conformist. The limitute for Safer Living classifies a non-conformist.

A layer of buttered chopped nuts on top of your fruit pies will see a non-conformist as anyone who frequently drivers too alow, tailgates, exceeds speed limits, cuts in oddges from lane to lafe, passes on the right, or otherwise violates accepted rules of the road.

Fruit Pie Topping Uses Layer of Nuts

A layer of buttered chopped nuts will be not to the proposition of the proposition of the proposition of the proposition of the road.

To restore crispness to nuts, heat them in 325 oven in an open pain for a few minutes. Stir occasionally, limits, cuts in odges from lane to the family will enjoy can be read to the proposition of the road.

Rememer, dial MI 4-1160 to reach Eccentric readers through a jar in the refrigerator.

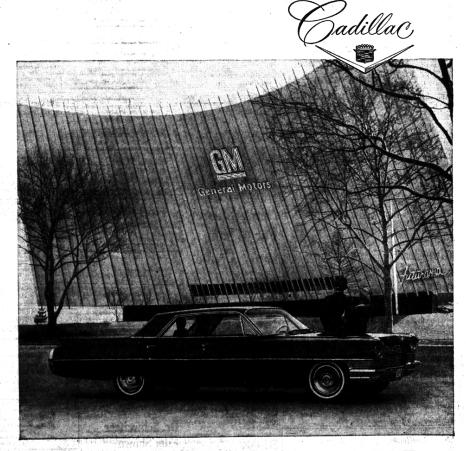


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