

Calendar of Cultural Events

Thurs., Aug. 20
RAVEN GALLERY — The Toppersiders, folk singers, at 9:30 p.m. at 136 Brownell, Birmingham.

SUMMER STUDENT SHOW — Work by eight departments of Cranbrook Academy of Art at Cranbrook Galleries, Bloomfield Hills, Tues.-Fri. 2-5 p.m.; Sat.-Sun. 1-4 p.m. Through mid-Sept. Admission charge.

LITTLE GALLERY — Paintings by Robert Alexander, Michigan State University instructor. Original prints by contemporary British artists. Through Sept. 5. Hours 9 a.m.-6 p.m. Tues.-Sat. at 915 E. Maple, Birmingham.

CRANBROOK INSTITUTE OF SCIENCE — Exhibit "The Southwest," featuring American Indian materials, through Oct. Hours 10 a.m. to 5 p.m. weekdays except major holidays; 1 to 5 p.m. Sat.-Sun. Admission charge.

BIRMINGHAM THEATRE — "The Carpetbaggers."

BLOOMFIELD THEATRE — "For Those Who Think Young" and "West Side Story."

Fri., Aug. 21
RAVEN GALLERY — The Toppersiders, folk singers, at 9:30 p.m. at 136 Brownell, Birmingham.

Sat., Aug. 22
HOOTENANNY — From 7:30-11 p.m. at Birmingham YMCA. Admission charge.

Sun., Aug. 23
RAVEN GALLERY — The Toppersiders, folk singers, at 9:30 p.m. at 136 Brownell, Birmingham.

Mon., Aug. 24
BRIDGE — Birmingham Duplicate Bridge Club at 7:45 p.m. at Birmingham YMCA.

Tues., Aug. 25
CHILDREN'S STORY HOUR — At 10:30 a.m. at Troy Public Library in Troy.

BRIDGE — Birmingham Duplicate Bridge Club at 12:30 p.m. at home of Mrs. Stuart Murphy, 2424 Manchester, Birmingham.

RAVEN GALLERY — The Toppersiders, folk singers, at 9:30 p.m. at 136 Brownell, Birmingham.

Wed., Aug. 26
BRIDGE — Birmingham Duplicate Bridge Club at 7:45 p.m. at Birmingham YMCA.

RAVEN GALLERY — The Toppersiders, folk singers, at 9:30 p.m. at 136 Brownell, Birmingham.

Thurs., Aug. 27
RAVEN GALLERY — The Toppersiders, folk singers, at 9:30 p.m. at 136 Brownell, Birmingham.

'480' Tells about Motivator of Men

The 480 by Eugene Burdick, McGraw-Hill Co., New York, 1964; 445 pp.; \$14.95.

Reviewed by PAULINE CRAIG

From the depths of the primal rain forest of South Vietnam came American engineer John Thatch.

Thatch, a modern-day Adam, ate from the pineapple of the Tree of Knowledge and became aware of himself, not as a sinner, but as a powerful speaker and a motivator of men.

After a band of communically oriented guerrillas had been sabotaging his cement factory, he spontaneously broke up the movement during a meeting with them by exposing their leader as a hypocrite to their own ethical standards.

As seen in his fertile present, Thatch spoke the colloquial language, paid his native workers as equal wages as his American laborers, and reinvested his company's profits into the local area.

HOWEVER, a reporter on hand during Thatch's conference with the guerrillas sold the story, complete with snapshots and tape recording, to news agencies back in the United States.

Thatch became a national hero as the only person to singlehandedly halt a communist movement. Such recognition probably would have died the natural death of yesterday's hero and today's nonentity, except that the name John Thatch began to appear on the "presidential preference" item of polls when any miscellaneous name could be selected.

At the same time a group of Republicans, headed by the chairman of the National Committee, began observing these polls to find a popular leader to run as a dark horse candidate against the Kennedy ticket and could "lose well" against the incumbent, who they felt couldn't be defeated.

THUS, THE potentially "safe winners" could be saved until 1968, when there would be no incumbent.

Then this nucleus of Republicans consulted with the polling company, Simulations Enterprises, they found that the population was divided into 480 socio-economic groups who appeared to react similarly to political issues and to vote alike.

As Thatch's name began to appear in polls from various sections of the 480, the Republicans started seriously to consider, groom and test him to determine whether he could survive the laws of the political jungle.

ONE OF THATCH'S first trials was to speak before a group from the American Medical Association. His dynamic speech concerned the world-wide need for doctors and advocated a compulsory year overseas for graduate medical students.

Through Thatch's speeches, as well as the plot itself, the author's views on many sensitive subjects were expounded, such as racial discrimination, internal communist subversion and American intervention in foreign countries.

THE UNOFFICIAL speeches also brought Thatch tremendous popularity, and his name often appeared on write-in ballots in the states with primary elections.

After President Kennedy's assassination, Thatch's backers shifted their campaign emphasis from Thatch as a sacrificial lamb to a potentially winning lion. Still Thatch refused to declare himself an official candidate, preferring to be drafted at the national convention only at the indisputable people's choice.

Being a neophyte to the political arena, Thatch misinterpreted the spontaneous decision of the voters. In reality, his men had previously polled the public's stance on key issues and had meticulously adapted the wording of pamphlets and news releases accordingly.

HOWEVER, the final primary in California had to be approached with methods beyond the mere wordsmithing of speeches because opposing movements within the party discovered Thatch's backers' polling or stimulation strategy and threatened to defeat them with their own tactics.

They, therefore, resorted to good ol' fashioned politicking.

A respected party hack ran in the primary as a Thatch man to keep Thatch's image nonambiguously pure while they still ran an official campaign in his name.

B'field Hills Women Writing Invitations For 'My Fair Lady'

Three Bloomfield Hills women are the invitation committee for the Michigan premiere of "My Fair Lady," sponsored by the Founders Society of the Detroit Institute of Arts.

Mrs. Raymond T. Perring, 545 Yarbrough Road, is co-chairman of the committee, which is addressing some 10,000 invitations for early September matinees.

Among committee members are Mrs. John Shenefield, 601 Berrington Drive, and Mrs. Roy E. Stringer, 1755 N. Woodward.

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mer presidential campaigns on the side.

But Burdick optimistically concluded that while red tape and vines continue tenaciously to persist, perhaps with the aid of tractors and simulation techniques, natives of all lands may be able to cut away the underbrush until their paths are clear.

BURDICK FELT, as expressed through Thatch, that the utilization of simulation techniques constituted a potential threat to the basic ideology of democratic politics. A campaigner with subversive or self-aggrandizing motivations could allegedly seize control of voter support through the same techniques.

At the same time, the author hopefully maintained that if the men behind each candidate used simulation, all candidates would necessarily be espousing similar platforms.

A process of leveling would result which, Burdick inferred, might bring more sincerity in campaign stances, still based on polled public opinion, but guided by administrative knowledge of contemporary political situations, thus, more candidates with responsibility to campaign promises.

FOR THE AUTHOR, Thatch represented just such a candidate, as he had been the ideal American abroad. He refused to slander his opponents and emphasized instead his genuine opinions on key issues.

However, while Burdick kept Thatch uncontaminated by political skulduggery, he failed to reconcile the protagonist's saintliness with the admitted necessity of staging dramatic events in favor of the candidate, ascertaining public opinion, and working within the party hierarchy to win the nomination.

The latter machinations were allotted entirely to Thatch's patrons. Realistically, even if Thatch became president, part of his role must be to represent many varying opinions, not his alone.

BURDICK ALSO intimated that Thatch couldn't have been successful in a single primary election without his men who had long followed the line of red tape through the political jungle and knew the road and its pitfalls well.

Nonetheless, any reader would enjoy following Thatch's trail, including the passages by astute and unbiased analyses of actual for-

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- FRUIT:** Hot weather has advanced ripening as well as insects. The latter are very numerous this year. Watch carefully. Deep watering will improve peach, pear, plum and early apples. Pick fruit as soon as ripe and the remainder will have a chance to get bigger. Same old thing—too many pigs in the same trough. Keep up the spraying of apples until Sept. 1st, as the apple maggots are on a rampage.
- We have a few more 1/2 and 1 bushel ordinary wooden baskets for fruit, trash, gifts or just for status purposes.
- LACE BUG:** Feeds on the BACK of the leaves of Sycamore and London Plane Trees. Use 50% Malathion emulsion at 2 teaspoonful to a gal. or 2 table-spoonful to a gal. of 50% Wettable DDT.
- The solidly matted areas of CRABGRASS must be killed TODAY if you plan to re-seed those areas this fall.
- BAR-B-SORB** is the best thing in the world for your grill. Put the briquettes on other fuel on them and get good draft, less flame and NO greasy mess next day. So simple and so cheap. I think it is 80c and lasts for several months, I know.
- Cut out the OLD canes of raspberry bushes (except overbearing varieties) and BURN them. Remove excess suckers and then fertilize and mulch—that is if you have and like raspberries.
- We have a very fine WILKINSON SWORD CO. STAINLESS STEEL RAZOR BLADES left. If you are a big shaver get busy. They are as scarce as the N. Y. Times.
- Almost everything growing in your beds will benefit by MULCHING. It prevents splashing of soil on vegetables, aids in soil penetration by rains, increases organic matter, equalizes soil temperature, prevents puddling and keeps soil friable. (Who ever ate friable soil?)
- We are off on a short trip to N. Y.—no not for the Fair—to load up with Christmas goodies. See you in a week.
- If your Japanese Yews, rhododendron or azaleas show half-circle notches in the leaves the Black Vine Weevil is present. The larvae feed on the roots and can turn the plant brown overnight. Treat all beds with 72% CHLORDANE at 1 1/2 table-spoonful to 100 Sq. Ft. with enough water to cover. DIELDREN is also good.

Matte Wall Surface Is Most Relaxing

A dull or matte wall surface is a better background for furnishings than a shiny surface, remind home management specialists.

Smooth, shiny walls are cold and glaring, but a somewhat rough texture is more interesting and more comfortable to the eyes. Also remember that light, soft colored walls make a room seem larger than do dark colors.

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