

# Babson's Forecast Points to Prosperity

By ROGER W. BABSON

I am still emotionally upset as I make this forecast after the brutal assassination of President Kennedy. I, however, will try to submerge my emotions and base this forecast of 1964 on the facts as I interpret them.

1. **OUR NEW PRESIDENT.** I state emphatically that President Johnson may accomplish far more constructively before November 1964 than our late President would have been able to do. President Johnson understands better how to handle Congress, and has the confidence of businessmen. Therefore, I am reassured as to the first ten months of 1964.

2. **ELECTION IN NOVEMBER.** At the Republican Convention in the summer of 1964, there will be a conflict between Goldwater and Rockefeller, and perhaps others. For this reason, Mr. Nixon may slip in and get the Republican nomination. Certainly President Johnson will secure the nomination of the Democratic Party; he is a farsighted man, and knows politics. Therefore, with the Republicans nominating any one of the three leading names mentioned above, I now forecast that President Johnson will be elected President of the United States in November 1964. All of this gives me more assurance that 1964 should be a good year.

3. **TAX CUT.** A tax cut will be enacted sometime during the coming session of Congress; and it will

surely be made retroactive to January 1, 1964. The tax cut should help consumer buying; it may even increase general business.

4. **CIVIL RIGHTS.** Some sort of a civil-rights bill will be passed by Congress during 1964. The Administration wants to please the South and hold its Democratic votes there, but the civil-rights bill now before Congress is not satisfactory to the white people of the North. Therefore, I forecast that whatever civil-rights bill is passed before the election of 1964 will be considerably watered down.

5. **NEGRO PEOPLE.** The Negroes will continue to make progress and get more, but I predict that the gains will have to come largely through changing attitudes of the people. Otherwise, the situation will be much like the prohibition problem which the good people of the nation thought could be solved by legislation. Such reforms take place only as the minds and hearts of the people are changed for the better.

6. **GOVERNMENT SPENDING.** Of course, in the long run, the survival of a nation should depend upon its spending less than it takes in. Nowadays, however, it is unfashionable—for consumers or government—to have balanced budgets. Therefore, I predict that 1964 will see a bigger deficit than this year.

7. **DEPRESSION.** Whether for better or for worse, the voters have been taught to believe they can and should get something for nothing, and only a

severe depression could ultimately change this belief. I, however, look for no depression in 1964.

8. **AGRICULTURAL OUTLOOK.** Although crops, prices, and farm income may be basically dependent on the weather, much of the world is short of food. Russia's and China's heavy purchases of grains will do more to bolster U. S. farm income than will government prices in 1964.

9. **DOW-JONES INDUSTRIALS.** I forecast that the stock market as measured by the Dow-Jones Average will make a new high in 1964, but may sell lower after the elections. However, readers must remember that the Dow-Jones Industrial list, which everyone seems to think represents the market, may be very deceptive.

10. **SPECULATIVE STOCKS.** Of the approximately 1,550 stocks listed on the New York Stock Exchange, a majority have been going down while the Dow-Jones list of 30 which everyone watches have been going up. This is due to the purchase of Dow-Jones issues today largely by trustee, pension funds, mutual companies, and others that prefer fairly conservative and dividend-paying companies. I forecast that stocks not in the Dow-Jones list will do better proportionately in 1964 than they did this year.

11. **SWITCHING.** Based on my above forecast, and having learned that only buying can send stocks up, I predict that 1964 may prove to be a good year

to switch from some of the overcrowded Dow-Jones stocks into other issues that are now overlooked.

12. **GOVERNMENT BONDS.** The only government bonds that interest me are the long-term ones which may now be purchased at a discount to use in payment at par for death taxes. I forecast that more governments will be issued during 1964 and that their prices may gradually sag as money becomes tighter.

13. **CORPORATION BONDS.** Those buying corporate bonds should either stick to issues of under five years' maturity or keep their money in the savings bank. I predict that long-term corporation bonds will drop in price in 1964 as interest rates rise.

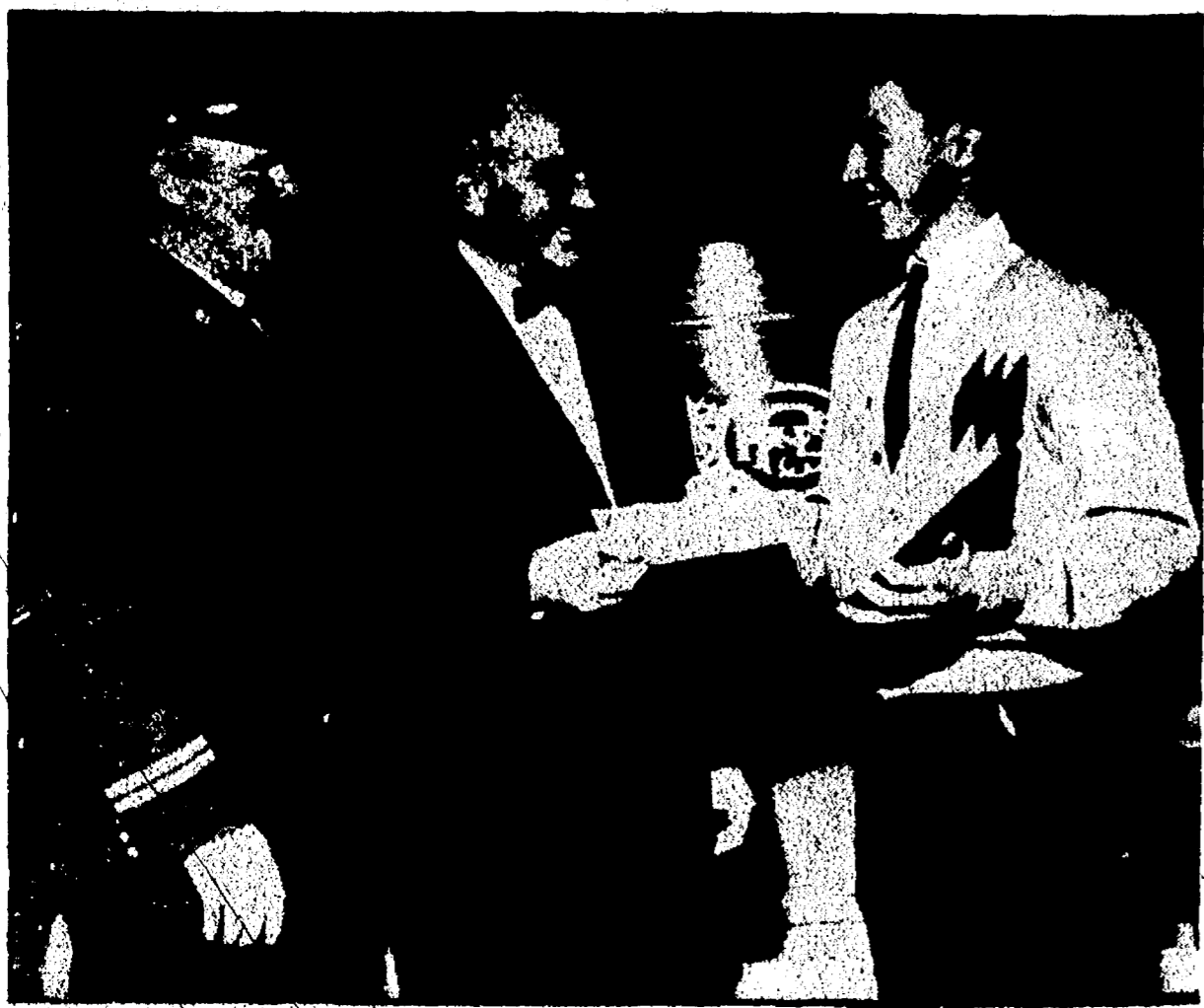
14. **TAX-EXEMPT BONDS.** Likewise, I predict that long-term tax-exempt bonds will decline next year. They are even more overpriced than corporation bonds, because of heavy bank buying during the past two years. I do not look for this to be repeated in 1964. Therefore, I would certainly confine buying of tax-exempts to short maturities; and I would avoid revenue bonds.

15. **INTEREST RATES.** I forecast that interest rates will continue at least as high as today, and will possibly rise through 1964 in order to keep gold here in this country and uphold the value of the dollar.

16. **DEVALUATION OF GOLD.** I forecast that there will be no devaluation of gold during 1964. I

Continued on Page 5

## Industry Shows Appreciation



JOHN ELY, right, 835 E. Cambourne, receives a check for \$15 from Gallen L. Hobbs, president of Erie Industries, Inc. Ely was credited last week with saving Hobbs' industry by reporting a fire before it became out of control. Ely holds a Certificate of Merit given to him by Ferndale Fire Chief William McMurray, left.

## FHS Hi-Y Collects For Needy

By KEN MOGILL

So that no family in Ferndale is without a merry Christmas, the Ferndale Hi-Y Club staged a two-part canned food drive last week. The first part was on Thursday at school. It was the annual collection from the students.

All records were broken as the students contributed 15 bushel baskets of canned foods. Hi-Y wanted to collect still more, and on Saturday they held the second part of the drive. The boys, assisted by some UN Club members, met at Nine Mile and Pinecrest at 10 p.m. They dispersed throughout the city and returned three hours later to count their bounties. The result was the same as Thursday's total, with 15 baskets again being collected.

The advisor of the Ferndale Hi-Y, Mr. Sleiman Kysia, originated the idea of the second drive and planned it out. President Ron Soltman was responsible for the smooth execution of the project.

All of the contributions of the students and residents will be distributed to needy families so that they, too, may have a happy holiday.

Hi-Y is active in many other capacities around school. The club sponsored five of its members to accompany the UN Club on its trip to New York. The boys also participated in the annual Michigan Hi-Y Legislature at Lansing last month. This morning the boys are downtown taking part in the Hi-Y basketball tournament. During the football season the club maintained a refreshment stand at the home football games.

The entire club wishes all of you a very happy and prosperous New Year!

## Meet Your Fireman

Richard Crean of the Ferndale Fire Department graduated from Lincoln High School.

He and his wife, Phyllis,



RICHARD CREAN

lives at 840 E. Webster with their three-month-old daughter, Kimberly.

A former salesman for Firestone Tire and Rubber Company, Crean is a member of the Lutheran Church and the Ferndale Association of Firefighters.

Between National Guard meetings, the fireman finds time for his favorite hobby and sport, golf.

## In Exercise

Army Pvt. Robert E. Micheau, son of Mr. and Mrs. Theodore W. Micheau, 20775 Reimannville, and other members of the 25th Infantry Division participated in Exercise DUSTY TRAIL III, a live-fire training exercise, on the Island of Hawaii.

During the month-long maneuver, which ended Dec. 8, tank, field artillery, missile and infantry units faced simulated combat problems.

Micheau is a medical aidman in Headquarters Company, 1st Battalion of the 5th Infantry at Schofield Barracks, Hawaii. He entered the Army in January 1963 and was last stationed at Fort Sam Houston, Tex.

The 20-year-old soldier is a 1962 graduate of Ferndale High School. He attended the University of Iowa, Iowa City.

## Youth Cited For Action

Ferndale can be proud of one of its teenagers.

John Ely, a 16-year-old student at Ferndale High, was credited last week by the Fire Department with "saving an industry."

Ely, the son of Mr. and Mrs. Proctor Ely of 835 E. Cambourne, was walking home from school when he noticed flames at the rear of Erie Industries, Inc., 810 E. Cambourne. He promptly reported the fire, using a nearby phone.

Firefighters arrived and held the damage to approximately \$3,000. Fire Inspector Kenneth Galbraith said that if 15 minutes more had elapsed before the fire was reported, it would have destroyed the building.

Ferndale Fire Chief William McMurray presented a Certificate of Merit to Ely and Gallen L. Hobbs, president of Erie Industries, gave the youth a \$15 check.

## Music Hall Slates Holiday Performances

Extra performances of the Metro-Goldwyn-Mayer-Cinerama production, "How The West Was Won" have been scheduled at Detroit's Cinerama Music Hall Theatre during the Holidays. Extra matinee performances will be held at 2 p.m. on December 27, 30, and 31. A matinee performance at 1 p.m. will be held New Year's Day. An early evening performance is planned for New Year's Day at 4:45 p.m.

Two performances will be held New Year's Eve at 7 p.m. and 10:30 p.m. There will be no increase in prices for any of these performances. Tickets are now on sale at the box office for all shows.

"How The West Was Won" is currently in the 42nd week of an exclusive engagement at the Music Hall.

Looking for work—An Adv. costs only 50c for 10 words. Bring it to our office, 30 Bartlett Ave. before 5 p.m. Wednesday.

A Legal Newspaper for Oakland County

# THE LEGAL ADVERTISER

Published Every Thursday

## AND

# FERNDALE GAZETTE-TIMES

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## JFK Awards Slated For Next Graduation

Two members of Ferndale High School's next graduating class will be the recipients of the first annual John F. Kennedy awards.

A committee appointed to "work out the details" of the awards announced that the citations will go to the boy and girl "who have best shown, through accomplishment in scholarship and service, values that can be derived from education."

The Kennedy Award winners will be selected this year in secret ballot by a committee of school officials, teachers, a PTA member and a "citizen at large."

The Board of Education hopes the award will encourage high attainments in the spirit of the late President.

Students eligible for the award must have at least a 2.0, or C, scholastic average.

The committee that designed the award details consisted of:

Board of Education members: Orlando S. Reimold, chairman; Mrs. George W. Nuler, president of the PTA Council; Dr. Wolf W. Zuelzer and Sheldon L. Kochman.

## MOD Names Two Locals As Chairmen

Two "veterans" in the March of Dimes program will have charge of the Ferndale-Pleasant Ridge area, Al Kalline, campaign chairman announced last week.

Mrs. Russell Hill, 314 Vester, a member of the Oakland County chapter's executive board, will again be chairman of the Mothers' March, with Henry Schiffer, 1065 Withington, as area chairman.

Schiffer, serving his third year as chairman, is a member of the Ferndale city commission, and is chairman of the South Oakland Roundtable of the National Conference of Christians and Jews. He is also a member of the Ferndale Kiwanis and Elks clubs, and several other community organizations.

Mrs. Hill has been active in the March of Dimes since 1949, serving in several capacities, including school activities and last year's bowling event.

Both chairmen said their interest stems from the fact that "the organization has proven its effectiveness in fighting polio and is now working in new areas, birth defects and arthritis."

This area has six patients receiving help currently from the Oakland County chapter, with an additional 43 who are eligible should they need it.

In the past 10 years a total of \$28,808 has been spent in this area, alone, with \$10,543 for the entire county.

## Higgins Honored By U-M

George N. Higgins, owner of Higgins Pontiac, 23225 Woodward, Ferndale, received



GEORGE N. HIGGINS

a Citation of Honor at the University of Michigan's commencement exercises last Thursday.

Higgins, who does not own a college diploma, has put 138 youngsters through college since 1931. He is the founder of the Higgins Foundation.

Following the commencement, Higgins and his wife were guests at a reception in the home of University President Harlan Hatch.

Less well known than his scholarships are his many private gifts to educational institutions.

Higgins, 63, is a former state senator, and last month was elected chairman of the Michigan Employment Security Commission.

## Firm Plans Outlay of \$200 Million

Chrysler Corp.'s investment in 1964 for plant expansion and improvement was estimated at more than \$200 million Monday by Lynn A. Townsend, president, in his annual year-end statement.

The new allocation to boost the corporation's production capacity is four times greater than the \$50 million spent for the same purpose this year.

Of the total, it is expected that at least one-third will be spent next year in the Detroit area.

The major share of the investment will be for a \$40 million stamping plant on Van Dyke between 15 and 16 Mile in Sterling Township and a \$50 million passenger car assembly plant at Belvidere, Ill.; both of which were announced by the company a month ago.

"Our investment total also includes expenditures needed to provide facilities in other countries," Townsend said. "The biggest outlays will be made in Australia and Spain."

The current rate of investment in plants and equipment by all industry was described by Townsend as one of the most encouraging signs of vitality in the present economy.

"The extended period of prosperity which the country is now enjoying, and which shows no signs of slackening off, has been sustained very largely by the energies of the private sector of the economy," Townsend said. "Consumers and businessmen have

Continued on Page 5



May we wish you a happy and rewarding New Year! In fact, for 1964, we wish you more . . . more progress and prosperity, more goals achieved, more new horizons explored and more happiness and success in all you do.

From the Staff  
The Legal Advertiser  
and  
Ferndale-Gazette Times

## Ferndale High Honor Roll

- 9th Grade All A's  
Judy Charters, Marjorie Hill, Howard Siegel.
- B Average  
Dean Andrews, Louise Aram, Catherine Armstrong, Eddie Aro, Ann Ballio, Jean Bechtie, Santha Belohoubek, Patricia Berndt, David Burkhardt, Deborah Clark, Cindy Burns.
- Jim Cannell, Sue Carlson, Holly Carper, Jay Chalmick, Linda Clausen, Sarah Coulson, Paulette Cushman, Ralph DiGaetano, Richard Duckworth, Sue Dueball, Margaret Dunn, Gretchen Engstrom, Ivan Favre, Barbara Frelove, Ellen Fritsch, Richard Fultin, Alice Fyffe.
- Mary Gardner, Sandra Gay, Costi Georgious, Deborah Geyer, Sara Giese, Marilyn Goldin, Carolyn Goldin, Danny Goodrich, Marth Gordon, Myron Grant, Laurie Gray, Susan Greenberg, Patricia Hackett, Margaret Hammerstrom, Kathleen Hauck, Monte Heclio, Garrick Hu, Margaret Hunter, Georgetta Indreica, Ann Marie James,
- Carol Johnson, David Jones, Linda Jury, Harvey Kahl, Chris Kapankke, Phillip Karpel, Larry King, Cynthia Kosovak, Sherry Lanza, Barbara Laughlin, Peter LaVallee, James Learmonth, Ron Legge, Robert Lindberg, David Litven, Leslie Loncar, Sandra Lyttle, Kenny MacMillan, Kathryn Marcinko, Sandra Marriott, James Mattson, Robert McKenzie, Michael Merrick, Terry Morley, Janet Morrison, Vicki Mullenhour.
- Kathy Mustonen, Kay Neely, Karen Nylund, Christine Paczkowski, Linda Paterson, Harry Patler, Leanne Perkins, Marc Perry, Doug Poisson, Dena Polinsky, Richard Potchynok, Roslynn Reed, Evelyn Reed, John Reynolds, Mark Reynolds, Crissa Risdon, George Roberts, Cheryl Rochelieu, Jan Rowe, James Ruddy.
- Mary E. Scheuer, Ros L. Schindler, Nicholas Schneiders, Martin Schweitzer, Burton Sherrard, Joan Slicker, Sibly Sloan, Jeff Smlack,

Continued on Page 3

## PARKER CLASSIFIEDS HAVE THE "REACH"

TO HELP SELL THAT AUTOMOBILE FOR THE CASH YOU NEED.

Sell Your Car or Truck NOW . . . With A Classified!

Mr. D. P. of 0000 Brentwood Ave., Detroit, recently commented about the classified ad he placed in the Parker Publications, "Sold my car on Saturday, had many calls."

This is the Ad . . .

Custom 900 — FORD 1967 — Automatic, four door, radio, power brakes and steering, etc. Sale. FW. 0-0000.

Next time you have something to sell, why not try our papers. Results are quick, the cost is small! All Ads Appear in Our 5 Papers for the price of one!

Reach for the Phone  
Call TO. 8-5072

**Notice!**

Next week's issue will appear on Jan. 2 and the deadline for classified advertising is noon Tuesday. The offices of The Gazette-Times will be closed all day New Year's Day. The deadline for news is noon Monday.







### Work Earns Promotion

Robert C. Work, gunner's mate third class, USN, son of Mr. and Mrs. R. H. Work of 315 Stratford, was promoted to his present rate Nov. 16 at the Naval Administrative Unit, Lake Mead Base, Las Vegas, Nev.

He performs the duties of record keeping, general office procedures, office machine operation and general administration.

Work, a graduate of Ferndale High School, entered the service in June 1961.



ROBERT C. WORK

There is dew in one flower and not in another, because one open its cup and takes it in, while the other closes itself, and the drops run off.  
—Henry Ward Beecher

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### How to Make And Keep New Year Resolutions

We don't help ourselves when we make up a list of New Year resolutions we cannot keep. We'd be much better off if we made no resolutions at all.

This is the advice of Dr. George I. Smith, professor of psychology at Rutgers (N.J. Newark College of Arts and Sciences).

Dr. Smith says we should make resolutions aimed at self-improvement rather than promising to do things which would require a sharp change in our habits or activities.

#### Four Rules

The State University psychologist offers the following rules for successful self-improvement resolutions:

● Don't resolve to do anything under the pressure of a calendar date or a friend's nudge to do "something to improve yourself."

● Do take serious stock of your problems. Try to define the source of the trouble, not merely the symptom. If you are overweight and it is due to boredom or feeling sorry for yourself, solve the problem and weight loss will be easier. If necessary, get professional advice.

● Once you have located the source of your difficulty, find out how important a change is to you. Is it a project you can really put yourself into? If you are not convinced you really want to overcome a situation as a personal goal, your resolution probably will be worthless. Other people's prodding is a poor substitute for a personal commitment.

● Finally, keep your goals reasonable. Many mental problems and lost resolutions are results of unreasonable, unattainable goals.

#### Ends Basic

Robert J. Nikora, 18, son of Mr. and Mrs. Alex Nikora, Sr. of 201 West Webster, recently completed basic training Dec. 6 at the Naval Training Center, Great Lakes, Ill.

The nine-week training includes naval orientation, history and organization, seamanship, ordnance and gunnery, military drill, first aid and survival.

During the training recruits receive tests and interviews which determine their future assignments in the Navy. Upon completing the program they are assigned to service schools for technical training or to ships and stations for on-the-job training in a Navy rating specialty. Naval training produces the power in seapower by supplying qualified personnel to man the ships, planes and shore stations of today's Navy.

## Ferndale Honor Roll

Continued from Page 1

Roger Bonnett, Robert Spangler, James St. John, Brian Stepek, Lawrence Stevenson, Joan Stokakis, Diane Stone, Lynn Swindler, Pauline Tatarian, Donna Taylor, Marilyn Tuttleman, Jo Anne Washington, Elaine White, Ruth Wilk, Terry Wolf, Linda Zack, David Zeltzer.

10th Grade All A's  
Joseph Haslitt, Carolyn Miller.

B Average

Bruce Alford, Larry Ashman, Linda Barte, Jim Biglow, Linda Block, Mark Borjardin, Kathy Brown, Kathleen Callguri, John Clarkson, Lindsay Cooper, Patricia Covert, Ken Cranshaw, Kristine Detert, David Driggs, Thomas Dykman.

Dorothy Ewald, Katherine Fleming, Katherine Forsythe, Joanne Frey, Katherine Funk, JoAnn Garrett, George Georgiouis, Paul Heeren, Madeline Henderson, Mike Juszak, Linda Keeley, Carol King, James Klemanski, Phillip Knight, Wm. Kropf, Karen Kurtz, Karen Larsen, Linda Lazar, Susan Light, Connie Lohrke.

Judith Marriott, Dale Mars, Becky Maxin, Andrew McDonald, Kathy McKillop, Christa Meachim, Nancy Miller, Vicki Mytych, Christine Nasso, Bruce Nordstrom, Richard Ochs, Andrew Ordway, Bruce Peltier, Elizabeth Pence, Lillian Phillips, James Powell, Leonard Purdy, Roslyn Robbins, Michael Roman, Chris Robinski, Jack Roy.

Terry Sheldon, Beverly Shimp, Donna Sillman, Steffi Skokos, James Spencer, Doug Sturdevant, Diane Super, Dawn Swenson, Hilda Tabachnik, Mary Taylor, Pat Taylor, Sharon Thompson, Kathryn Underwood, Thighla Verne, Pamela Voorhies, Judy Weiss, Robert Wellman, Pamela Winkler.

11th Grade All A's  
Karlis Ameriks, Robert Martensen.

B Average

Diane Anderson, Victoria Anderson, Joy Anderson, Ricky Andrews, Patricia Beach, Charles Becker, Martha Becker, Karl Blasius, Dwight Bonner, Pamela Botsford, Sandra Boward, Rubin Boyd, Chris Bragg, Kathleen Cain, Vicki Camper, Lynn Canniel, Linda Clemens, Margaret Collins, Connie Crowl.

11th Grade All A's

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B Average

Diane Anderson, Victoria Anderson, Joy Anderson, Ricky Andrews, Patricia Beach, Charles Becker, Martha Becker, Karl Blasius, Dwight Bonner, Pamela Botsford, Sandra Boward, Rubin Boyd, Chris Bragg, Kathleen Cain, Vicki Camper, Lynn Canniel, Linda Clemens, Margaret Collins, Connie Crowl.

#### Supply Course

Pvt. Edward L. Williams, son of Mrs. AryBell Hudson, 2808 Grayson, completed a six-week general supply course at the Army Armor Center, Fort Knox, Ky., Dec. 6.

During the course, Williams received instruction in receipt, storage and issue of supplies and material.

He entered the Army last April and completed basic training at Fort Knox.

The 24-year-old soldier is a 1958 graduate of Lincoln High School and attended the University of Detroit.

Before entering the Army, Williams was employed by the Midland Chemical Corp., Detroit.

### Holiday Film Program at Ford Museum

"The Emperor's Nightingale," a colorful Czechoslovakian feature film, will use puppets to tell Hans Christian Andersen's famous fairy tale in the annual Holiday Film Program at the Henry Ford Museum beginning today, and running through Dec. 31.

Two color cartoons, "Captains Outrageous" with Mr. Magoo, and "Family Circus," are also on the program, scheduled for 1 and 3 p.m. weekdays, and 2 and 4 p.m. Saturday and Sunday.

Produced and directed by Czechoslovakia's Jiri Trnka, "The Emperor's Nightingale" has English narration by Boris Karloff. It was made in Agfacolor.

The Henry Ford Museum's 1963 Christmas exhibition, "The World in Miniature," will be on view throughout the holiday season. Featuring the collection of miniatures given to the Museum by Mrs. Henry Ford, it includes tiny examples of furniture, china, glass, agricultural tools, transportation, and the Charles Brady King Collection of small-scale steam engines.

Both the Holiday Family Film Festival and the Christmas exhibition are included in the Museum admission of \$1.25 for adults and 50 cents for children.

The Henry Ford Museum and Greenfield Village will be closed on New Year's Day.

An open mind is all very well in its way, but it ought not to be so open that there is no keeping anything in or out of it.  
—Samuel Butler

Raymond DePalma, Constance Derr, Kathleen Digman, Susan Dolenga, Barbara Duckworth, Lisbeth Eggen, Allan Emery, Charlene Engstrom, Lawrence Fishman, Karen Prantz, Louise Freerlove, Thomas Fox, Bruce Gockerman, Bob Green, Ron Grundy.

F Pamela Hackett, Frederick Hall, Lynn Hanley, Richard Haynes, Glenn Hiller, Margaret Hughes, Jerry Hunter, Tobie Kahn, Robert Kantz, Sharon Kennedy, Marilee Kiser, Ken Krieger, Sharon Kritzer, Lynda Lomax, Tom Long, Bill Mackay, Craig Malcolmson, Bernice McDougal, Sue McKenzie, Nancy Meeks, Diana Menhart, Faith Mertz, Vicki Miller, Kenneth Mogill, Sally Moon, Janice Moore, Lyndann Morvan, Theresse Murray.

Margie Reynolds, Dave Roberts, Cheryl Roman, Diane Rose, John Ross, Jerry Roy, Nancy Rathburn, Sharon Sage, Paul Scensny, Alan Schneider, Connie Shepherd, Ruthie Smith, Linda Stefanel, Jeff Steger, Kathy Stewart, Charlotte Taber, Charlotte Tedesco, Robert Travis, Mark Tuck, Gerald Tutor.

Steven Unger, Vicky Vicklund, Carol White, Joan Wendell, Dennis White, Richard Wistrak, Kenneth Wojcik, Gregory Wolf, Jerry Woolpert, James Ziegler.

12th Grade All A's  
Phyllis Aronson, Edward Brown, Nancy Gardner, Ken Krabbenhoff, David Rice.

B Average  
Tom Berger, Carl Ahlstrom, Sybil Aldridge, Ruth Anderson, John Anstey, Bob Arcaric, Cathy Armstrong, John Barteld, Anne Beasley, John Pitrowski.

Dawn Ramsay, Phil Rocheleau, Mary Rogers, Richard Roof, Paul Ryder, Vivian Sadder, Doug Schank, Suzanne Schultz, Bill Sebastian, Jean Sellers, Sandra Settle, Lee Sexton, Gordon Slegle, Margie Scotnick, John Smythe, Ron Soltman, Sandra Sorah, Mike Stenkella, Gerl Steiner, Chas. Stenback, Ralph Steudie, Judy Stewart, J. Stuttermheim, Sharon Suitt, Mary M. Swetten.

Rosa Udo, C. Van Saggi, Carolyn Varner, Edward Wagner, Sandra Warner, Judy Weaver, Donna Weingarten, Erica Weiss, James Wellman, Robert Wick, Andrew Williams, Linda Wright, Vlinda Zvara.

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Rosa Udo, C. Van Saggi, Carolyn Varner, Edward Wagner, Sandra Warner, Judy Weaver, Donna Weingarten, Erica Weiss, James Wellman, Robert Wick, Andrew Williams, Linda Wright, Vlinda Zvara.

### If Your Name Is Cliff

BY ANN REYNOLDS, Ph.D.

Want to know about some other name? Write to Ann Reynolds, care of this paper. For a personal reply enclose a stamped, self-addressed envelope.

"Cliff" is short for "Clifford," a name confined to English speaking men. It had its beginning in a last name, the one of a famous English family, and it was taken from a village in Herefordshire. Its meaning is "ford by the cliff."

More than ever before, attention is focused on the prevention and cure of mental illness, and one of the men who in the early days of the mental hygiene movement had an important part, was Clifford Whittingham Beers.

He knew first hand what it meant to be locked up in a mental institution, and he did not forget that experience after he was cured and released.

He devoted the remainder of his life to improving the care of his former fellow sufferers, and to prevent mental disorders.

His autobiographical volume, "A Mind that Found Itself," remains a stirring human document. In it he narrates how his mental breakdown came about, describes his life among the mentally ill, and his cure.

In another book, "Twenty Years of Mental Hygiene," he wrote about his work in the service of mental health.

Among the members of the English Clifford family was "Fair Rosamond," the beautiful, hapless daughter of Walter de Clifford. She was the

sweetheart of King Henry II, of England.

Henry's wife, Queen Eleanor, was jealous of beautiful Rosamond. She dealt with her "in such a manner that she lived not long after," as the ancient chroniclers put it.

It is not known what that manner was; some said the queen had her rival bled to death in a hot bath, others believe that she had her down a poisoned drink, or that she was stabbed to death or beheaded.

A 15th century Clifford, 9th Baron de Clifford, earned himself the nickname "The Butcher" for beheading an adversary in battle. He decorated the severed head with a paper crown and presented it to the queen.

This does not seem to have done him any good, for he was attainted (deprived of all civil rights, and could neither inherit nor leave his heirs any property).

His son was brought up secretly, and led a lowly life in the family of a shepherd up to the age of thirty. Then his father's forfeited estates were restored to him with full honors.

Only then did he learn to read and write, and this new experience must have given him great pleasure for he became a man of learning, devoting himself to astronomy.

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## TO THE 1,185,000 FAMILIES SERVED BY DETROIT EDISON

People often ask if Detroit Edison is a part of any other electric company which has "Edison" in its name. The answer is no. Years ago, Thomas Edison licensed a number of newly formed companies to use his patented devices to generate and distribute electric power. In each agreement was a clause—long since expired—which stated that his name be a part of every company name. We are proud to continue this historic tie.

Detroit Edison serves Southeastern Michigan only. This being so, we are always deeply interested in the progress of the area. Edison employees are your neighbors and their concerns, as good citizens, are the same as yours.

About 110,000 individuals and organizations are Detroit Edison shareowners. Their dollars, working for the company, earn dividends at the current rate of about four per cent of the market value of the shares.

Nearly 73,000 Detroit shareowners live in Michigan. Of this number, 63,000 are also Detroit Edison customers. So our company is very much a part of Michigan. Many insurance companies and retirement funds own Edison shares too. Thus other Americans, here and elsewhere, are indirect owners of the company.

Investor ownership is basic to the American way of life and is largely responsible for the economic progress of the nation. Ours is an economic system which, more than any other in the world, supports and enlarges personal freedom. And it is an appropriate time, as an eventful and historic year draws to a close, to pledge ourselves anew to the cause of freedom.

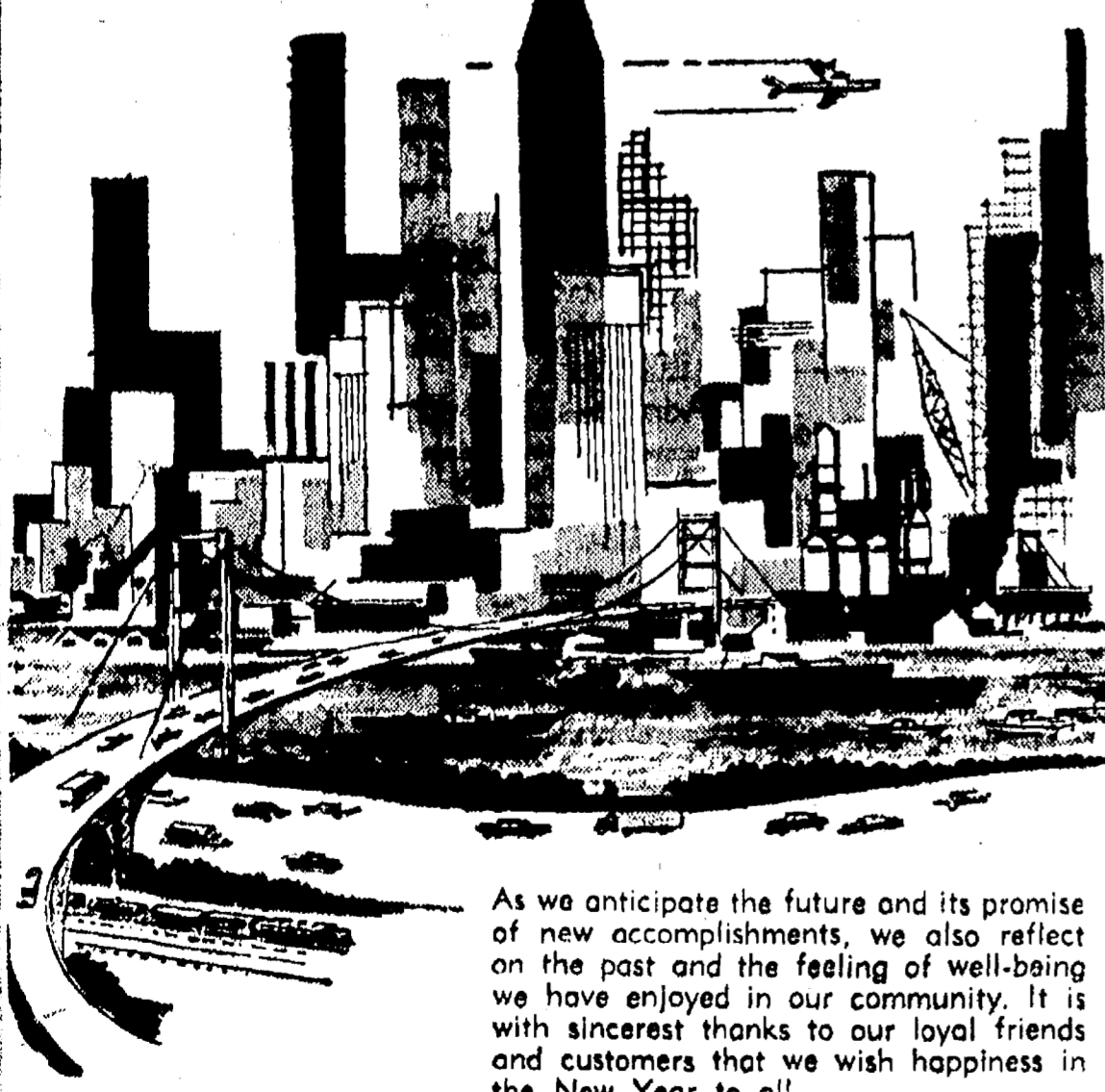
May I, on behalf of my associates and myself, wish you a Happy New Year!

Sincerely,

Walker L. Cisler

WALKER L. CISLER, PRESIDENT  
THE DETROIT EDISON COMPANY

## Progress in the New Year



As we anticipate the future and its promise of new accomplishments, we also reflect on the past and the feeling of well-being we have enjoyed in our community. It is with sincerest thanks to our loyal friends and customers that we wish happiness in the New Year to all.

**WLDM**

America's foremost FM station

95.5 ON YOUR FM DIAL

Lincoln Broadcasting Company, Detroit 37

Represented Nationally by WEED & Co.

Please Support Ferndale's Historical Museum



# WANT ADS

TO BUY

TO SELL

TO RENT

TO HIRE

HELP WANTED

LOST & FOUND

## WANT-AD RATES

(Charge Rate)  
**10 Words, \$1.20**  
Additional Words  
**6c each**  
Cash Rate  
**10 Words, \$1**  
Additional Words  
**5c each**

### "Situation Wanted" Ads

Minimum Charge  
**50c (Cash Only)**  
All Rates Effective  
August 18, 1961  
All cancellations must  
be received before  
Wednesday Noon  
Any requests for adjust-  
ment because of errors  
must be made before  
Wednesday, 4 p.m., fol-  
lowing insertion.  
All situation wanted, and  
wanted to rent ads must  
be paid for in advance.  
We reserve the right to  
classify, revise or reject  
any want ad.  
Contract rates will be  
quoted upon request for  
time insertion orders.  
**TO PLACE AN AD**  
Call **TO 8-5072**  
Deadline 5:30 p.m.  
Wednesday

## Automotive & Vehicles

**15—Autos for Sale**  
FALCON 1963—Deluxe. Radio, heater.  
Automatic, 4 padded dash, whitewall  
tires. \$45 down. Asking \$1,500.

**DICK LURIE**  
FORD  
10-Mile - Greenfield  
LI. 8-0817

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LI. 8-0817

**DICK LURIE**  
FORD  
10-Mile - Greenfield  
LI. 8-0817

## Announcements

### 18—Amusements

#### Sleigh Ride Parties

Exciting fun in the fresh clean out-  
doors at UPLAND HILLS FARM. Bring  
your group and enjoy the thrill of  
horse drawn sleigh rides through the  
snow covered fields and woods at  
Upland Hills. Come in to the Club  
House and savor home cooked ap-  
petiti. French bread and the most  
tasty salad ever. Top off your meal  
with a steaming cup of fresh brewed  
coffee. A most enjoyable winter out-  
ing or Christmas party for your club,  
school, church or scouts. Write or call  
for free illustrated brochure and low  
group rates.

**UPLAND HILLS FARM**  
481 Lake George Rd.  
Oxford, Mich. 828-1811

### 7—Notices

**ALL BREED OBEDIENCE BEGINNERS' CLASS**  
Training You to Train Your Dog  
Starting Jan. 2nd, Thurs. Eve. V.F.W.  
Hall, Ferndale. For further informa-  
tion call  
Sportsman's Dog Training Club  
LI. 8-1085

### 9—Spiritualism

READINGS BY APPOINTMENT. TY.  
67333, 1960 W. Grand Blvd. Rev.  
Lillian Lee.

### 13—Driving Schools

**WINTER SPECIAL**  
Complete  
Driving Course  
\$28<sup>95</sup>  
HOUSTON DRIVING SCHOOL  
293-6878

### Employment

#### 60—Help Wanted, Female

**COUNTER GIRL**  
Wanted for dry cleaners 3  
days week, 8 a.m. to 5 p.m.,  
Vicinity John R-Nevada.  
Apply 2212 E. 7 Mile Road

**Woman to live in**  
With elderly couple for 8 weeks.  
Marine City, Mich.  
LI. 6-3641

#### 60A—Help Wanted

**REAL ESTATE**  
Salesmen & Women  
Wanted  
If you have mature judgment and  
will work, we will train you for  
a high income position. For inter-  
view call . . .  
Mr. Elsea Sr. VI. 3-6000  
ELSEA REALTY & INVESTMENT CO.  
Michigan's Leading Realtor

**COLLEGE STUDENT**  
To work in Madison Heights  
Public Library after Jan. 1,  
1964. Typing proficiency.  
Scheduled hours, afternoons  
and evenings, occasional Sat-  
urdays. Apply Personnel  
Board.  
LI. 8-0300

#### 61—Help Wanted, Male

**MALE OPEN**  
PHARMACY HELPER  
Salary \$3,494.40  
High school graduate with  
minimum of 2 years chem-  
istry plus pharmaceutical  
stockroom experience.

**X-RAY LAB HELPER**  
Salary \$3,556.80  
Darkroom Experience  
Necessary  
**REGISTERED**  
**CIVIL ENGINEER**  
Salary \$8,382 to \$9,006  
Minimum of 4 years of mu-  
nicipal or related experience  
required.

**ORDERLY**  
Salary \$3,660.80  
Experience Required  
Apply Personnel Dept.  
City of Highland Park  
24 Gerald  
(Above Fire Dept.)

**ALL SIZES PINE BOOKCASES**  
from 9<sup>95</sup>  
Large Selection of Folding Screens  
and Room Dividers and Shutters.

**5-MILE WOODCRAFT & LUMBER CO.**  
13730 FENKELL  
3 Blocks W. of Schaefer  
WE DELIVER  
VE. 8-7576  
Mon. to Fri. 8 a.m. Sat. 8-5

**Year Clearance Sale**  
GENERAL ELECTRIC, WESTING-  
HOUSE, FRIODAIR, ADMIRAL,  
WHIRLPOOL, GIBSON, PHILCO, GAS  
REFRIGERATORS, AUTOMATIC AND  
REGULAR WASHERS AND DRYERS,  
GAR AND ELECTRIC RANGES, TELE-  
VISION, FURNITURE, NEW-USED,  
REPOSESSED. ALSO CARPETING.

**OTTO GRUNEWALD & SON**  
14617 HARPER  
LA. 1-1400

**BE SURE TO GET OUR PRICE ON THE '64 OLDS**  
**EDMOND OLDS**  
12101 Jos. Campau  
TO. 8-1230

**Year Clearance Sale**  
GENERAL ELECTRIC, WESTING-  
HOUSE, FRIODAIR, ADMIRAL,  
WHIRLPOOL, GIBSON, PHILCO, GAS  
REFRIGERATORS, AUTOMATIC AND  
REGULAR WASHERS AND DRYERS,  
GAR AND ELECTRIC RANGES, TELE-  
VISION, FURNITURE, NEW-USED,  
REPOSESSED. ALSO CARPETING.

**OTTO GRUNEWALD & SON**  
14617 HARPER  
LA. 1-1400

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REPOSESSED. ALSO CARPETING.

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14617 HARPER  
LA. 1-1400

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HOUSE, FRIODAIR, ADMIRAL,  
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VISION, FURNITURE, NEW-USED,  
REPOSESSED. ALSO CARPETING.

**OTTO GRUNEWALD & SON**  
14617 HARPER  
LA. 1-1400

## 61—Help Wanted, Male

**BLOOD DONORS**  
LO 7-5535  
Urgently Need O pos.  
All type R.H. Reg.

### WANTED

**EXPERIENCED DOOR OR WINDOW**  
**INSTALLATION MEN** AND **LEAD**  
**OR TILE FLOOR MEN**. APPLY  
8 TO 6 P.M.

### 61A—Salesmen Wtd.

**2074 E. 10 Mile, Warren**  
755-7690

## SALES

### COMMISSION — DRAW — BONUS

**RESPONSIBILITY** Selling at the  
executive level in virtually all types  
of commercial establishments, indus-  
tries and professions.

**QUALIFICATIONS**: Preferred age  
range, 30-45. Minimum, High School  
education. 3 years outside, creative  
sales experience essential.

**COMPANY**: Worldwide manufacturer  
of business and systems equip-  
ment, with a record of 40 years of  
continuous expansion and growth.

**OPPORTUNITIES**: Advancement de-  
pendent on applicant's ability.  
Planned and continuous on-the-job  
training by experienced men. Earn-  
ings well above average. Fringe  
benefits too numerous to mention.

If you are interested and believe  
you qualify, write immediately, giving  
a short resume of your selling  
experience to P.O. Box 7034, Detroit,  
Mich. 48202.

### 64—Employment Agencies

**WARREN BABY SITTING AGENCY**  
LICENSED - BONDED - REGISTERED.  
BABY SITTING & DOMESTIC WORK  
—EXPERIENCED—  
SL. 4-6339

### Educational

**LEARN IBM**  
NEW AND WOMEN  
Day or Evening Classes Approved by  
Michigan State Bd. of Ed.  
FREE PLACEMENT TERMS

**Business Machines**  
Institute  
10225 W. MICHIGANS  
UN. 3-3490

**PRIVATE TUTORING**  
IN YOUR HOME  
ALL SUBJECTS. ALL GRADES  
CHILDREN AND ADULTS.  
DAY AND EVENING SERVICE  
CERTIFIED TEACHERS  
KE. 7-4653

### 72—Musical Instruction

**ETHEL CORNER**  
TEACHER OF PIANO  
CLASSICAL & POPULAR  
LI 3-2368

### Things for Sale

**89—Christmas Suggestions**  
HOME BAKED decorated cakes, fruit  
cakes, Christmas cookies. By  
order. Call 948-0326.

### 90—Articles for Sale

21" & 19" TV's, Ironette, washer,  
Hamilton dryer, Frigidaire electric  
stove. \$2,998 or TO. 8-1033.

**DOLLS, TOYS, dresser, bed, bid-**  
**den, case, chest, vanity, 1874 Birch-**  
**igan, WO. 1-4963.**

**TOYS, CHILD'S DESK, baby bed, rug,**  
**dresser, washer, 9148 Oakland, TO.**  
**7-8480.**

**EXERCYCLE—Good condition. Sell-**  
**ing. Will deliver. American, 8030 W.**  
**McNichols, UN. 4-9533.**

**NEW FINE furniture, freight dan-**  
**aged, repairs by experts, for sale**  
**half price. 1937 W. Davidson at Twaib,**  
**CLOTHING, television set, certain**  
**rods, miscellaneous articles—Reason-**  
**able. Saturday morning, December 21,**  
**9 a.m.-12. Use rear entrance, 688 W.**  
**Goldensale.**

**LIVING ROOM furniture, rugs, clothes-**  
**hinges, washers, miscellaneous. UN.**  
**2-8529.**

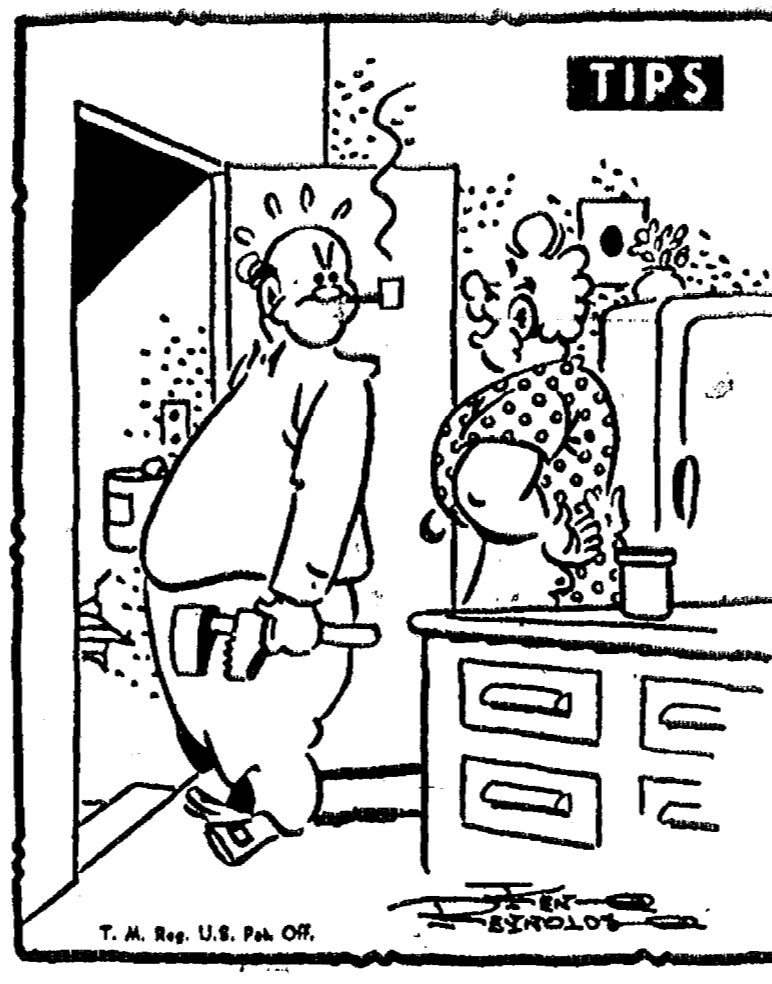
**Singer Sewing Machine**  
In lovely wood cabinet, \$42.80 Zigzag  
equipped. Used and guaranteed.  
**\$1 A WEEK OK**  
CAPITAL APPLIANCE  
MI 4-1294

**THrift STORE**  
Sponsored by Detroit Council of Pion-  
eer Women. Open daily, Mon. thru  
Fri. 10 a.m.-4 p.m. Men's, Women's &  
Children's good used clothing &  
household items. Reasonable prices.  
**16517 HAMILTON**  
ALL PROCEEDS GO TO CHARITY

**BUILDER'S**  
Model Home  
FURNITURE  
Never Used  
LIVING ROOM  
DINING ROOM  
BEDROOM ROOM  
Quality Furniture  
Also, lamps, tables, rugs, accessories.  
UN. 2-5874

**FREE DELIVERY**  
TABLE FREE WITH EACH RENTAL

**TYPEWRITER**  
RENTALS  
CALL 342-2311  
METROPOLITAN  
TYPEWRITER CO.  
18050 JAMES COUZENS



T. M. Reg. U.S. Pat. Off.

### 90—Articles for Sale

**BICYCLE, trike, child's car, toys, ice**  
**skates. 2204 E. Davidson, TO. 8-9719.**

**UNIFORM COAT for school crossing**  
**officer, Natl. scale, small neat blocks,**  
**man's winter top coat. TO. 8-7472.**

**Steel Rubbish Drums**  
\$2.50  
Painted and Delivered  
WE. 3-2464 - WE. 4-9292

### TYPEWRITERS

Rebuilt Guaranteed  
5 Remingtons \$17.50  
3 Smiths \$17.50  
1 Corona Portable \$17.50  
1 Underwood Portable \$25.00  
2 Royal \$25.00  
1 Adding Machine \$35.00  
Plus 25 more to pick from, \$17.50.  
Come to 3775 Rialto, one-half mile  
north of 11 Mile, east of John R.  
off Farmum. Open every night and  
Sunday.  
Call LI. 5-4894

**FORMICA WORK AND CABINETS**  
\$41. Long Cabinet Special \$35.00  
14 Lower Doors \$15.00  
1 LC Smith \$17.50  
Venerer from .50  
Formica from .50  
Superior Keph \$25.00  
1 Adding Machine \$35.00  
Plus 25 more to pick from, \$17.50.  
Come to 3775 Rialto, one-half mile  
north of 11 Mile, east of John R.  
off Farmum. Open every night and  
Sunday.  
Call LI. 5-4894

**LINOLEUM RUGS**  
9x12 \$4.95  
12x12 \$5.95  
12x15 \$6.95  
12x18 \$7.95  
12x21 \$8.95  
12x24 \$9.95  
12x27 \$10.95  
12x30 \$11.95  
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12x795 \$266.95  
12x798 \$267.95  
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12x969 \$324.95  
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12x975 \$326.95  
12x978 \$327.95  
12x981 \$328.95  
12x984 \$329.95  
12x987 \$330.95  
12x990 \$331.95  
12x993 \$332.95  
12x996 \$333.95  
12x999 \$334.95

**GILMORE'S**  
1521 Hillger cor. E. Jeff.



Classified 158A—Gtr. N. Woodward Season's Greetings from ROTH & POE LI 1-5522 LET US SELL YOUR HOME WOW!!! WONDERFUL VALUE FOR HANDYMAN GOOD RENTAL PROPERTY FOR INVESTOR 3 Bedroom 1 Story Bungalow Full Price Only \$4,000 Cash 9 MILE-PINCHCROFT, FERNDALE L. A. WELSH 25205 WOODWARD-FERNDALE LI 1-2670

161—Real Estate Exchange Sale or Trade Lot 110/100' Bloomfield Township, Square Lake Road and Woodward Avenue. This lot is only restricted for subdivision of fine homes. Paved street, utilities and sewer. Will sell on terms of trade. WO. 2-4033

165B—Wtd. Land Contracts A MILLION DOLLARS for houses. Data, apt. 5ky. TO. 9-3000. Wanted A Land Contract. 38 W. Davison Phone TO 8-2768

166—Wanted, Real Estate DISPLACED PERSONS with cash needs homes at once. Anywhere. Phone, 11224 Woodward, SU. 8-0200. A MILLION DOLLARS for houses. Data, apt. 5ky. TO. 9-3000.

179-Business Opportunities BEAUTY SHOP A basement of lovely ranch home. A-1 location. House and business. LI. 1-0199

CHIROPRACTIC Drugless Natural HEALTH CLINIC IN SAME DETROIT LOCATION OR OVER 30 YEARS. Will sell building along with clinic equipment. This is an excellent opportunity for 1 or several doctors. L. A. WELSH 22304 WOODWARD-FERNDALE LI 1-2670

183—Insurance Insurance Problems? LET US SOLVE THEM AT LOWEST PRICES. CALL DAY—LI 1-3744 EVENINGS—TO. 8-4041

3—Mortgage Loans MORTGAGES RESIDENTIAL—COMMERCIAL FIRST MORTGAGES Commitments 34 Hours 2 up—4% 1-3/4% Refinancing SECOND MORTGAGE LOANS \$1,025-1,500 NO APPRAISAL CHARGE Newbold Mortgage Co. 3 Years Reliable Service Ford Bldg. WO. 3-7280

LIBERAL LOANS On Diamonds, Jewelry, Clothing, Guns, Typewriters, Musical Instruments, etc. WE BUY OLD GOLD Tremendous Savings on Diamonds WE BUY OR SELL ANYTHING OF VALUE DUKE LOAN OFFICE 8812 W. 8 Mile LI 4-9835 2 Blocks E. of Wyoming

Babson's Forecast Points to Prosperity

Continued from Page 1 and to apartment houses, which could easily be overbuilt as the hotels and motels have been. 22. PUBLIC CONSTRUCTION. Otherwise, strength in building will occur mainly in the public sector—especially roadbuilding. 23. REAL ESTATE. I predict that farms on the "right side" of cities will constantly increase in value during 1964. I say "right side" because every city seems to have some one best direction in which to grow. This usually is toward the higher land and often to the west; but this is something subdivision developers must watch very closely. 24. RURAL AREAS. As I have said before, the way to buy real estate profitably is to drive out the main road away from the city in which you live, on the "right" side. Every few miles, stop and inquire the price of land; so long as it is quoted by the foot, get back in your car and drive until it is quoted by the acre. Everything else being equal, I forecast that the purchase of this land in 1964 will show you a profit over the long term. 25. FLORIDA PROPERTY. There is still a lot of land in Florida, and there are many retired people who are hoping to move there. I forecast that your best Florida buy in 1964 will be waterfront property. God made only so much waterfront land; but there is an enormous amount of interior land which for many years will be good only for pasture. Do not buy land anywhere—until you see it!—without depend on blueprints, catalogs, and super sales organizations. 26. FLORIDA HOME. I believe a small home in a small Florida city, and ownership of the vacant lot on each side thereof, will provide a safe and attractive investment in 1964 for anyone who has a check coming in regularly from the North. 27. ADVERTISING. While TV advertising will continue strong for patent medicines and some other products, I forecast that honest newspaper advertising will hold its own. Newspaper ads can be cut out and kept for reference, which is impossible with radio or TV ads. 28. NEWSPAPERS. I forecast that competing newspapers will continue to consolidate; and there may possibly be a return to the days when newspapers represented the opinions of some one man with courage, influence, and personality rather than the decisions of a "cold" board of directors. Note that this is something television is already trying to develop in its news reports, and newspapers must strike it. 29. STRIKES. I believe that 1964 will be free from large strikes. The "big show" of course, will be the negotiations between the auto workers and manufacturers. However, I predict that both sides will arrive at a peaceful settlement before the deadline. 30. WAGES. While labor will not get all the pay increases it wants in 1964, it will get the equivalent in "fringe benefits." 31. EMPLOYMENT. I forecast employment will rise further in 1964, due to a prosperous economy with new and expanding operations. Unemployment will rise, too, because of the influx of young job seekers and displacement of unskilled workers by automation. 32. WORK WEEK. There will be continuing agitation to cut the 40-hour week in 1964 to a 35-hour week with the same pay. I forecast this will not be accomplished. There may be a compromise to 37 1/2 hours, though this will depend largely upon President Johnson. 33. FOREIGN TRADE. Rising automation in the U.S. in 1964 will enable us to compete more effectively with lower per-man-hour labor costs in Europe. Labor costs in Italy are already rising, and inflation is threatening Europe—particularly Italy and France. 34. INFLATION. Like the rest of the world, we will be tempted to resort more and more to inflation; but I forecast this will not be a vital factor in 1964. 35. LIVING COSTS. There will be continued upward pressure on living costs during 1964, even though the Administration may soft-pedal any abnormal rise in the Labor Department's index to prove that costs are being held down. 36. RETAIL SALES. I forecast that 1964 will show an increase in retail sales and in installment purchases. 37. RECREATIONAL EQUIPMENT. I forecast that the great increase in leisure time and the consistent gains in personal income will give manufacturers of recreational equipment a prosperous year in 1964. 38. SYNTHETIC FOODS. I forecast that many new synthetic foods—cheaper than the natural, and just as healthful—will appear in supermarkets in 1964. 39. SYNTHETIC CLOTHING. I forecast that this new industry will develop notably in the United States during 1964, particularly as regards specialty work clothes. 40. AUTO PARKING. The auto companies are devoting much study to the parking problem. I forecast real progress toward mechanical parking in 1964. 41. SEAT BELTS. I predict that insurance companies will put added pressure during 1964 on all state governments to enact legislation requiring "roll-up" seat belts on all cars. 42. NEW INVENTIONS. I forecast that rapid strides will be made in 1964 in the direction of transferring mass through matter. 43. ELECTRONIC PRODUCTION. I forecast a great increase in electronic manufacturing in 1964—with emphasis on adaptation of space efforts to military applications. 44. AIR CONDITIONING. I predict radical changes in air conditioning in 1964 via the reduction, and later elimination, of moving parts in the heat-withdrawal machinery.



Chrysler

Continued from Page 1 been spending with increasing confidence throughout the period. "And the stable, noninflationary prosperity that has been produced by their confident buying has been creating a new healthy consensus among Americans regarding the wisdom of relying chiefly upon private spending and investment and upon business ingenuity to achieve sound and steady economic growth for our country." "The record-breaking performance of the automobile industry in 1963 is especially gratifying since it follows a near-record performance in 1962. For the first time in its history the industry has sold over seven million new passenger cars at retail in two successive years. And there are many reasons for being confident that the industry will have another excellent year in 1964: "People are in a car-buying mood. A recent survey by the U.S. Census Bureau showed that consumer intentions to buy new cars remain high. Of the households sampled in mid-October, 8.9 per cent reported that they intended to buy a new car in the following twelve months. "The base of automobile ownership has been growing steadily wider. There are now approximately 68 million passenger cars in use in the United States, as compared with only 46 million ten years ago. Just to maintain this 68-million-car fleet at its present level is requiring the industry to build at least five million new cars every year. "The number of young people reaching driver-licensing age in 1964 will be 3.6 million. This number will grow to over four million by the end of the decade and will increase steadily in the years beyond. This tidal wave of potential car drivers and owners will continue to put increasing pressures upon the supply of both new and used cars. "The continuing expansion of the suburbs is causing increasing reliance upon the automobile for personal transportation and a steady increase in the number of families owning two or more cars. "Progress in building freeways as part of the Interstate Highway System is making car ownership and use more and more attractive. In addition to providing convenient highways to link all major cities and areas, the Interstate System is providing increasingly convenient movement between central cities and suburbs. Over half the vehicle miles traveled on the Interstate System are on freeways within metropolitan areas—and for this reason it is giving an added stimulus to the growth of suburban areas and to the use of automobiles. "Conditions in the general economy are excellent and give strong support to expectations of another year of automobile sales at something like the 1963 level."

The beginning of a New Year is a time for joy and happiness. Father Time has pressed into our hands another "clean slate" and, with few exceptions, each of us hopes to write thereon with a bigger and bolder hand. It is the nature of man to plan and to hope. Ask anyone you meet to detail his "hopes" for 1964 and every man will give you some kind of an answer. No man will tell you that he will be satisfied with the coming 12 months if they bring the same things that came his way in the season just past. It is also the nature of man to be optimistic. Each man, whether he will admit it or not, cherishes within himself the belief that one day his "ship will come in," "dame fortune will smile" upon him, and all his dreams come true. We never attain all of our "wants," for if one dream comes true, we immediately fashion another. With these thoughts in mind, it is possible to fashion a happy year in the months ahead. The best beginning is in the simple matter of being honest with ourselves. This will help us to be reasonable in our expectations and firm in our resolution to do more than just "dream" and "hope" during 1964.

AT WAYNE STATE

Press Club Sets Workshop

"Cold type" printing, newspaper supplements and an address by Governor Romney's special assistant on financial affairs, constitute the program for the 19th Annual Wayne State University Press Club Workshop. The all-day event will be held Friday, Jan. 10 in the McGregor Memorial Conference Center on the WSU campus. L. William Seidman, Romney aide, who was the Republican candidate for State Auditor General last November, will be the principal luncheon speaker. He will address the workshop on "How's Your Financial Structure?" His talk will compare various forms of newspaper ownership and will deal with taxes and accounting methods. Seidman is a general partner in the Grand Rapids firm of Seidman and Seidman, Certified Public Accountants. He holds an A.B. degree from Dartmouth College, an L.L.B. from Harvard Law School and a Master of Business Administration degree from the University of Michigan. He is a member of the governor's task force on expenditure management and has participated in the Michigan economic development program. Newspaper supplements, and the best way to produce them, will be the subject of the workshop's morning panel. Beginning at 10 a.m., three executives of weekly newspapers will tell how their newspapers meet the problems of collecting and editing material for Christmas, Easter, Back-to-school, Fourth of July, Football season and other special editions. Panelists will be: Kenneth Weaver, managing editor, Birmingham Eclectic; Harry Arnott, managing editor, Dearborn Press and Roger Williams, editor, Marine City Independent.

Is President of Realtors Society

Robert J. Hartzell, vice-president of the H. M. Seldon Company, has been elected president of the Michigan Chapter, Society of Industrial Realtors for 1964, succeeding Ralph Vigliotti, Jr. Born in Dayton, Ohio, Hartzell has been active in Detroit real estate since 1925. He was associated with John A. Dodds as a broker prior to joining the Seldon Company in 1954. He is a member of the Detroit Real Estate Board and the National Association of Real Estate Boards. Elected with Hartzell as officers for the coming year were: Andrew D. Edwards, vice-president in charge of Homer Warren and Company, as vice-president; Charles S. Adler, vice-president of Schostak Brothers and Company, as treasurer; and Eldon K. Andrews, as treasurer, vice-president of H. M. Seldon Company. Elected a Director was Charles F. Hornauer, Down River Realtor.

Miller Realty Appoints Director

Miller Bros. Realty Co., 2580 Puritan, announces the enlargement of its Commercial and Apartment House Department by the appointment of Samuel Schwartz as director of the department. Schwartz has specialized in the sale of large multiple and commercial properties for the past 12 years. Schwartz stated that Miller Bros. Realty is interested in purchasing additional multiple and commercial properties for the management division.

Well-Equipped Resorts

Michigan ski resorts boast a total of 20 chair lifts, 42 T-bar and J-bar lifts, 19 pomalifts and over 350 rope tows, according to the Michigan Tourist Council Winter Sports Guide. Snow-making machines are in operation at 28 of the 85 winter sports areas.

Business & Professional Directory ALPHABETICAL LIST OF RELIABLE PERSONS AND FIRMS IN THIS AREA Deadline for Ads 5:30 p.m. Wednesday

17—Home Improv't Garage Doors Slightly Damaged Type steel garage doors Reasonable Model Old Garages F. FITZPATRICK OFF EVERGREEN VE. 8-3434 Business Service PUBLIC—Typing, legal or 6-3770 or 869-1408. Carpenter Work ER. all around man. Ask 17 Grove. DI. 1-1508. Carpet Service and furniture cleaning by No smoking. No disturbing. usable, same day. 7-8520 or LI. 2-7876 Electrical Serv. Repairs ELECTRIC CO. 28 Victor Violations Corrected. Power Exports Free Estimates TO. 8-7847

32—Electrical Serv. Repairs Dexter Electric Co. NO JOB TOO LARGE OR TOO SMALL. Residential, commercial, industrial repairs. Violations corrected. CALL TY. 6-3300 FOR SPEEDY SERVICE Nites TY. 6-5090 FHA TERMS UN. 1-3438 J. & M. ELECTRIC. Wiring, power fixtures and repairs. Machine wiring. Old or new work of any kind. 10620 Hull. TW. 1-7553. MODERNIZE ELECTRICALLY While you're repairing have the whole housework job done at one time. HOUSEPOWER SERVICE WO. 1-3871 A-1 ELECTRICIAN NEW, OLD BUILDINGS, WIRED PLUGS, ATTIC, VIOLATIONS CORRECTED CHEAP, FREE ESTIMATES. TR. 3-2922 A-1 FLOOR SANDING & REFINISHING. Varnish or wax. Call Thibodeau, UN. 2-9375. 2 AVERAGE BEDROOMS SANDED AND VARNISHED COMPLETE \$35 ESTABLISHED 1939 EDWARDS FLOOR CO. Phone 7 a.m.-5 p.m. 893-2230 Floors Sanded & Finished IN ONE DAY WORK MYSELF—CALL ANYTIME TU. 3-4098 37A—Furniture Refinishing KLEAN FURNITURE STRIPPING SERVICE 6111 Vermont 893-6822

POPS By George Wolfe 38A—Heating Service DECEMBER SPECIAL NEW GAS FURNACES AND CONVERSIONS Service on Oil & Gas Furnaces ROOFING AND GUTTERS NEW AND REPAIRS Baker Furnace ROOFING AND SHEET METAL Day or Night TO. 8-1333 43—Moving, Expressing ARE YOU MOVING? Local and Long-Distance Movers Agent of Allied Van Lines Storage Warehouse—Phone LI. 1-3310 POTTER MOVING STORAGE BETTER MOVE WITH CARE DARE'S MOVING 13835 HAMILTON TO. 8-8878 44—Painting & Decorating A COMPLETE MOVING & STORAGE SERVICE U.S.-Canada-Michigan All Foreign Ports JOHN F. IVORY STORAGE, INC. Main Office 4033 Woodward at Edward TR 3-5000 44—Painting & Decorating PAINTING Inside and outside. Cheaper for retired people. Free estimates. TW. 1-2117 Painting—Paper Hanging Plastering—Floor Sanding TO 9-4117 Guar. 43—Moving, Expressing 47—Printing PRINTING The Highland Parker OFFERS COMPLETE PRINTING SERVICE from typesetting to mailing. Black and white and four color process. Either letterpress or offset. TO. 8-3072 47A—Plastering NEW ceilings or patching, chimney and brick repair, workmanship guaranteed. Free estimates. J. Carter Duane, TV 2-8693.

44—Painting & Decorating A-1 INSIDE and out, guarantee good job. Reasonable. TO. 8-3582. 45—Piano Tuning PIANO TUNING Preparing, cleaning, formerly with Starck Piano Co. Work guaranteed. Mr. Mauring—833-9134 48—Plumbing and Heating Plumbing Repairs Installations, water heaters, violations. Licensed. Drain clearing. TO. 6-7579 Barnes Plumbing & Htg. Electric Sewer Cleaning 342-4191 48A—Sewer Cleaning DEPENDABLE SEWER CLEANERS 24 Hours Service, Nights, Sundays Sewer Work Exclusively CITY WIDE. ALL WORK GUARANTEED. FREE ESTIMATES 2052 Cardon, Detroit, Mich. 366-7005 273-4827 SEWER CLEANING Most modern method of removing roots and grease from sewers in cutting knives. 24-hour service. Work guaranteed. Established since 1938. A.B.C. ELECTRIC SEWER CLEANING 19455 Marx TW 1-5740 51—Roofing & Tinning PARK ROOFING CO. Residential Commercial Re-roofing Repairing FREE ESTIMATES "SATISFACTION GUARANTEED" LI. 4-4951 ROOFING, siding, gutter, Carpenter repair. TO. 8-2038. 54—Sign Painting UPTOWN SIGN COMPANY 21 E. Nichols at John R. TO. 8-4844 55—Upholstering QUALITY WORK, quick service, low prices. Bristol's Upholstery. Call LI. 1-2524.

48A—Sewer Cleaning ELECTRIC SEWER CLEANING 15% DISCOUNT GUTTERS • DOWNSPOUTS McDUFFIE'S SEWER SERVICE FO. 6-3450 50—Radio Service Victor Auto Radio & TV Service Hi-Fi's, Phonographs. Guaranteed work. License No. 184 16 Victor TO. 8-0335 58A—Wash. Mach. Serv. ALL MAKES—NEW—USED Parts—Service Auto. Washer Serv. 1772 E. 7 Mile TO. 8-7868 DISCOUNT ON WASHERS AND DRYER PARTS AND SERVICE. ALL MAKES. FREE ESTIMATES. CENTRAL 24906 John R. Hazel Park LI. 1-5145 - TW. 3-3130

56—T.V. Service SERVICE IN YOUR HOME Within the Hour SPECIAL PRICES ON PICTURE TUBES, ANTENNAS INSTALLED. RADIO, Hi-Fi's REPAIRED. LIC. #1128. WRITTEN GUARANTEE. B & M TV SERVICE 891-2540 58—Window Cleaning DICK VANDER'S window, wall cleaning, fully insured. Minimum charge \$200. Carpentry cleaned. 25 yrs. experience. TW. 8-7030. WINDOW Cleaning—Storms, screens and awnings. Wall washing. Eaves cleaned. G. J. Clark, UN. 8-6100. TWINN WALL WASHING CO. Excellent workwork. Pile, window washing, floor care. 1-Day Service. Janitor—Office work. References. TY. 7-7102 Average 5 Room House Or Flat Washed - \$35 Call TO. 7-5430 58A—Wash. Mach. Serv. ALL MAKES—NEW—USED Parts—Service Auto. Washer Serv. 1772 E. 7 Mile TO. 8-7868 DISCOUNT ON WASHERS AND DRYER PARTS AND SERVICE. ALL MAKES. FREE ESTIMATES. CENTRAL 24906 John R. Hazel Park LI. 1-5145 - TW. 3-3130



Pay Specialist

Pvt. Thomas W. Moberly, son of Mr. and Mrs. Winson S. Moberly 38 Amherst, Pleasant Ridge, completed a pay specialist course early in December at the U.S. Army Adjutant General School, Fort Benjamin Harrison, Ind. Moberly was trained in administrative subjects such as

leave records, pay vouchers and the Army personnel system. The 23-year-old soldier entered the Army last June and completed basic combat training at Fort Knox, Ky. He is a 1957 graduate of Lincoln High School. Before entering the Army Moberly was employed by Detroit Name Plate Etching Company, Oak Park.

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CONSUMERS POWER COMPANY

Pleasant Ridge Activities

By ANN RABE

MERRY CHRISTMAS . . .

Christmas came early at the Rabe's this year. The Rade family (of which I am the baby) has always opened presents on Christmas Eve so this year Husband Bill and I settled the children all snug in their wee little beds and went out to Birmingham to my brother and sister-in-law's house . . . Four-year-old Karl calls them Aunt Jack and Uncle Shirley Rade but you know what he means. My mother, Mrs. M. D. Rade, my sister and her husband, Jane and Harry Mountain were all there . . . with the goodies piled high.

When the children are older, no doubt they will join in this family custom, but for the time being it is one of the few times in the year the family can get together alone. After we opened our presents we had coffee and sandwiches then Bill and I rushed back home to trim our tree. That's a custom of Bill's family, unfortunately, to trim the tree very late Christmas Eve. Christmas morning came early with all the excitement and joy that reigned in every home. Little Karl had been putting straws in a crib for Baby Jesus and on Christmas morning was overjoyed to find the Babe cozily bedded down in His little crib.

After a gigantic breakfast all put on their Christmas finery and went to church. Although I felt a little selfish about it, this year we didn't invite anyone for Christmas dinner. Instead, we went visiting, that way we could brighten many more homes. Then back home to eat the casserole I had put in the oven before I left. I found a wonderful, easy recipe in a California Wine booklet . . . and I'll share it with you.

"Combine 1 lb. beef chuck or stewing beef cut into 2 inch pieces with 1/2 cup red dinner wine, a ten ounce can of undiluted condensed consommé, 3/4 tsp. salt, 1/2 tsp. pepper and 1 medium-size onion, sliced in a casserole. Mix 1/4 cup sifted all-purpose flour with 1/4 cup fine dry bread crumbs, stir it into casserole mixture. Cover, bake in a slow oven (300 F.) about 3 hours or until beef is tender."

After dinner each child made a short speech about Christmas; then, as a surprise for Daddy, they each recited a poem or sang a song about Christmas. To be perfectly truthful, I don't think this will become a tradition in our house. The children had almost no interest in either making up a speech or in learning something to recite. The children in books plan these things for months. Wouldn't you think I'd know by now that children in books are the farthest things removed from real children.

All in all, we had a lovely, easy, happy day. I hope you all did, too.

NAME DROPPING . . .

Bill took nine-year-old Joan to work with him Monday. While they were at The Detroit News, Governor Romney who happened to be in town wishing all and sundry a Merry Christmas came up to Joan, took her hand, looked her square in the eye, smiled, and said, "Little girl, do you know

who I am?" And Joan, honest to the last, said, "No, I don't." Governor Romney laughed and wished her a Merry Christmas.

Daddy took advantage of the meeting to ask Governor Romney to send a special Christmas Card to John Cronin, retired vice-president of GM.

Back in 1914 when John Cronin was a student at the University of Detroit he wrote a Christmas poem that was published in the Tamarack, the U of D student magazine. Bill ran across the poem not long ago and had a Christmas card printed using the poem as the verse. He left the card unsigned and sent them to John Cronin's friends asking them to send the card to Mr. Cronin with their own signature to see if he recognized the verse.

Governor Romney promised to send the card. We haven't heard yet if Mr. Cronin knew his own poetry:

"'Tis close to midnight Christmas Eve— A night so wondrous clear, That earth and sky gleam fullest joy And banish craven fear.

"Nor moaning wind, nor whispering brook, Disturb the sacred hour— The armed trees, like lordly guards, In rapt attention tower.

"'Twas such a night, our fancy paints, That Christ, peace-bearing child, Descended from His Royal throne, Our Savior, loving, mild!

"Again tonight from Juda's plain, Those angel echoes chime, Their blessed message, 'round the world To every Christian clime."

ENGAGEMENTS . . .

There are sparkling rings and even brighter eyes in Pleasant Ridge this month.

Mr. and Mrs. Bedford Lee Embrey of Elm Park Boulevard have announced the engagement of their daughter, Sally Marie, to William L. Smith, Jr., son of Mr. and Mrs. William L. Smith of Detroit.

The bride-elect, a 1958 graduate of Shrine High School, Royal Oak, was also graduated from the Barat College of the Sacred Heart, Lake Forest, Illinois. She is a home economist for the Michigan Consolidated Gas Company, Detroit.

Her fiancé is a graduate of the University of Detroit High School and College. He is district advertising manager for the Hotpoint Division of General Electric.

The couple plan a January 25 wedding at the Shrine of the Little Flower, Royal Oak.

Mr. and Mrs. Warren F. Sheehy of Woodward Heights

Church Calendar

BAPTIST — The Reverend John F. Upham will deliver the sermon "In the Beginning" at 11 a.m. services Sunday at the First Baptist Church of Ferndale.

CHRISTIAN SCIENCE — The scientific nature of Christianity will be explored in Sunday's Bible Lesson at Ferndale's First Church of Christ Scientist.

PRESBYTERIAN — "Follow That Star" will be the sermon topic of the Reverend David B. Lowry at 9:15 and 11 a.m. services Sunday at the Drayton Avenue Presbyterian Church.

UNITY — Minister Miriam Crowder will deliver the Lesson Topic "Right Resolutions" at 11 a.m. services Sunday at the Royal Oak Unity Temple.



Ring in the new, but not before we extend heartfelt greetings and thanks to those it is our privilege and pleasure to serve.

VIRGINIA TILE CO. 310 Livernois Ferndale

Boulevard announce the engagement of their daughter, Lucia (Toby) Sheehy, to S. Davis Cheney of Huntington Woods, son of Mr. and Mrs. S. J. Cheney of California, formerly of Huntington Woods.

The bride-elect, a 1958 graduate of Lincoln High School is employed as a legal secretary in Detroit.

Her fiancé is a graduate of the University of Michigan. He is employed by the Ford Motor Company, Dearborn.

A January 18 wedding is planned in the First Presbyterian Church, Royal Oak.

Use Caution When Ice Skating

Shiny new skates under the Christmas tree, added to winter's ice on lakes and streams, means winter fun for many a youngster—but early season ice can also be a threat to their lives, according to Gordon Traye, Deputy Secretary of State.

"In some areas early winter ice may look thick enough to walk or skate on," Traye said, "but may still be too thin for a youngster's weight."

He urged parents to warn their children about venturing on frozen waters before determining the thickness of the ice. Ice on top of deep

bodies of water should be four or more inches thick to be safe. Traye asked parents to check ice thickness themselves, rather than leaving it to the children.

"Even where ice is judged safe for skating or sliding," Traye said, "provisions should be made for rescue in the event of a breakthrough."

Breaks and weak spots can be caused by pressure cracks or from a flow of water current beneath the ice.

Traye also cautioned ice fishermen about using cars for transportation to ice

shanties, urging them to wait until well into January before venturing on the ice with any heavy equipment.

During 1962, 12 persons drowned from falling through the ice into Michigan's waters. This year has already seen a few deaths from this cause.

Traye concluded: "Keep your holidays safe and happy through forethought and the proper advice to your children."

The Kura is a Turkish river.

HAPPY New Year

Advertisement for Acme Mfg. Co. featuring a clock illustration and the text: 'Welcome 1964. It's time to meet and greet the New Year, and wish everyone the very best of health and happiness in all the days to come. Acme Mfg. Co. 1400 E. 9 Mile Rd. Ferndale'

Advertisement for KALTZ FUEL, INC. featuring a figure with a scale illustration and the text: 'Happy New Year. Hope 1964 is a year you'll remember as the happiest ever, with plenty of good luck and health for those you hold dear. KALTZ FUEL, INC. 730 E. 9 Mile LI. 1-0540'

Advertisement for Midwest Refrigeration Co., Inc. featuring a refrigerator illustration and the text: 'Hope the New Year overflows with prosperity for our good friends and patrons. We extend sincere thanks to all. Midwest Refrigeration Co., Inc. 460 Hilton JO. 6-6341'

Advertisement for KAR-NUT PRODUCTS CO. featuring a nut illustration and the text: 'Good Luck. Many thanks for your confidence and cooperation! May a magic touch turn everything your way now and all through the New Year! KAR-NUT PRODUCTS CO. 1525-Wanda LI. 1-4180'

Advertisement for Mac Dermid Inc. featuring a clock illustration and the text: 'Joyous New Year. Here comes little '64. May his bright and happy landing be just the beginning of a prosperous, pleasing year for you. Mac Dermid Inc. 810 Rosewood LI 5-0064'

Advertisement for FALVEY MOTOR SALES featuring a car illustration and the text: 'Happy New Year. As bells ring out, we chime in with a hearty wish for a happy New Year. FALVEY MOTOR SALES 22600 Woodward LI. 3-5000'

Advertisement for WALKER WIRE & STEEL CO. featuring a wire illustration and the text: 'Winding up our year and we want to extend our thanks for your friendship and patronage! WALKER WIRE & STEEL CO. 666 E. 10 Mile Rd. JO 4-5859 LI 5-1900'

Advertisement for CONSUMERS POWER CO. featuring a power plug illustration and the text: 'May 1964 Bring You Lasting Joy. Ringing out our good wishes for a joyous New Year to all! CONSUMERS POWER CO. 4600 Coolidge LI. 9-5000'

Advertisement for WETMORE'S SAFETY SERVICE featuring a clock illustration and the text: 'CHEERS. We cheer the New Year, with greetings to all our friends. May you have a really bang-up year in '64. WETMORE'S SAFETY SERVICE 23459 Woodward LI 4-2100'

Advertisement for ALLEGHENY LUDLUM STEEL CORP. featuring a steel illustration and the text: 'Happy New Year. As the New Year rings in full of bright hopes and new resolutions we would like to add ours to yours and to wish that every joy may come your way! ALLEGHENY LUDLUM STEEL CORP. 1500 Jarvis LI. 2-1100'

Advertisement for WEBSTER FLORIST & NURSERY featuring a flower illustration and the text: 'Ring out our good wishes for a joyous New Year to all! WEBSTER FLORIST & NURSERY 21430 Woodward LI. 1-9815 JO. 4-6275'

30% OFF SAVE 30% OFF GIANT INVENTORY REDUCTION SALE

MUST MAKE ROOM FOR NEW MERCHANDISE • MANY ITEMS AT COST and BELOW • LEFT OVER CHRISTMAS CARDS - JEWELRY - FLORAL CENTER PIECES GLASSWARE - VASES - FANCY ASH TRAYS AND THOUSANDS OF OTHER GIFTS & NOVELTIES YOUR PICTURES FRAMED ALL SIZES IT WILL PAY YOU TO PAY US A VISIT SALE BEGINS THURSDAY, DECEMBER 26th Center Gift and Supply Mart 25401 VAN DYKE at Engleman in Center Line 754-4550 754-4550 FRIDAY SATURDAY OPEN THRU 9