

Relocation guide aids Detroit area newcomers

By JACKIE KLEIN

Which community would you move into if you were an out-of-towner relocating in the metro Detroit area?

Every year, thousands of persons ask themselves that question, according to Ron Brasch, executive editor of the new publication, Relocation Guide for Metropolitan Detroit.

With the guide, Brasch claims, puzzled individuals have all the decision-making information at their fingertips. A thick 132 pages with a fold-out map, the guide answers questions most commonly asked about a prospective area, Brasch said.

Published in Southfield, the magazine is designed to ease the pain and confusion of moving by describing in detail some 50 desirable living communities, the editor maintains.

"I believe the guide will soon become the region's Bible for relocators," Brasch said. "The publication will prove invaluable to in-towners changing their residences as well as out-of-towners. You've just got to flip through the pages to find out what you missed."

DETAILED INFORMATION about each city includes churches; government; housing; industry; libraries; location; median income; medical services; newspapers; social and civic

organizations; police and fire protection; parks and recreation; schools; shopping; tax rate; transportation and utilities.

"In addition, each city has its own map keyed to the large fold-out map," Brasch said. "Advertisers are pinpointed to assist newcomers in finding them."

"The guide also features editorials on what makes each community distinctive. You'll find helpful articles like packing tips, suggestions for moving and a checklist for home buyers. Many other stories are included to make home shopping smarter and more efficient."

Among these stories are, "A Look at the Apartment Market," "Building a House the Smart Way," "Information on Mortgages and Home Buying," and "Understanding Condominiums."

The magazine contains full-length articles on spectator and participation sports, a dining out guide, museums and entertainment, educational facilities and others.

The Relocation Guide is the brainchild of area residents Brasch, Michael Lezell and David Zimmerman. Published by Exclusive Publications Ltd. of Southfield, the guide took six months to produce.

"WE WANTED everything about the book to be first class, from the grade

of paper to actually putting it in newcomers' hands," said Lezell, distribution director.

The guide, which costs \$2, is available through participating chambers of commerce, leading hotels and motels in Oakland, Wayne, Macomb and Washtenaw counties and major news stands.

The guide is also distributed to Michigan corporation personnel directors and national firms with offices or plants in the state. They in turn use it for their executive transferees.

Among charter advertisers of the guide, to be published twice a year, are Manufacturers National Bank, Hudson's, Sullivan & Smith, Standard Realty, Century 21 of Michigan, First Federal Savings, Pulte Homes and Joe Homes for Living Network.

"The response from advertisers was truly gratifying," said Zimmerman, marketing director of the guide. "It's a testimony to the concept and the belief in greater Detroit. This kind of publication promotes the entire area, and that's needed to improve our image."

The guide touts Southfield as a progressively dynamic city which, in nearly two decades, has achieved a healthy balance between residential living, business, commerce and light industry.



Principals of the new Relocation Guide for Metropolitan Detroit are (from left) Michael Lezell, Ron Brasch and David Zimmerman.

Protect your child against toxic household products

Spring time means more freedom for children and a greater opportunity for mischief. Parents should be on the alert for the possibility of accidental poisoning when a youngster decides to explore the garden or the cupboard.

Household products which are poisonous are one target for a child's curiosity. Keep household products out of the sight and reach of children. A locked closet or cabinet is a good storage place for such products, according to the Michigan Red Cross.

Toxic products should be taken out of the room if the adult is called away, according to the Red Cross.

If a child does manage to swallow a toxic household product, call the Poison Control Center at 494-5711 or 494-5650 for advice.

ANTIDOTES are sometimes printed on the container, according to Farmington Fire Marshall Norm Maddison. Petroleum-based products can burn the mouth and throat and should not be forced up, again, Maddison said.

Instead three to four glasses of milk or water will help to dilute the chemicals until medical help is available. When taking the child to the hospital,

make sure to bring along the bottle which contained the substance, Maddison suggested.

Medicine should be separated from household cleaners and kept in their original containers. Caps, soft drink bottles and containers without the original prescription should be avoided when storing medicines.

Adults should avoid taking medication in front of children, because youngsters tend to imitate older persons.

Medicines should be referred to by their proper name. Calling medicine candy could encourage the child to help himself to an extra treat.

If the child has swallowed medicine or cosmetics, treatment may require vomiting, according to Maddison. Ticking the back of the throat is one way of inducing a child to vomit.

ANOTHER way of accomplishing this is by using ipecac syrup, available with a prescription.

Parents should have ipecac syrup in their medicine chest for an emergency, Maddison said.

But consult the Poison Control Center, Detroit, or the family physician

before administering it, he cautioned.

Besides household cleaning agents and medicines, the plant on the windowsill or in the garden could pose a threat.

Philodendrons, iris, larkspur, lily of the valley, English ivy and the leaves of the potato plant can be poisonous if eaten, according to Poison Control spokesmen.

Bulbs from tulips, hyacinths, narcissus and daffodils are toxic too. Treatment for this type of poisoning depends on the kind of plant and the amount consumed. In some cases, vomiting is part of the treatment. In others, that might be unnecessary.

Usually, children between six months to five-years-old are victims of this type of poisoning.

Post WWII babies buying homes now

That's the word from United States League of Savings Associations. The group, ages 25 to 35 and born in the post World War II baby boom era, are buying their first homes and creating their own single-family housing boom.

With any luck at all we've seen the last of sleet, snow and slush. Hopefully the winter of '78 will soon be merely a shivery memory. To further remove doubt from anyone's winter-weary mind that spring is just around the corner, we will publish our annual salute to the season — "Home & Garden" — Thursday, April 27.

This exciting addition to your hometown newspaper will be packed with exciting home improvement and gardening ideas.

And advertisers, there is still time to place your message in "Home & Garden." Just give your Observer & Eccentric advertising representative a call at one of the numbers below.

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