

Osteopathic physicians market themselves

A new organization, The Michigan Council of Osteopathic Physicians, has embarked on a marketing, advertising and public relations program to inform the public about osteopathic physicians and osteopathic medicine.

Although more than 35 million Americans receive osteopathic care and health guidance, many people today are still unaware of the health care resource Doctors of Osteopathic Medicine represent.

"This is the first time in Michigan that D.O.s have coordinated efforts statewide to introduce our medical philosophy and services to the public," said Dr. Gerald Robbins, president of MCOOP, headquartered in Farmington. Michigan has more osteopathic physicians and hospitals than any other state.

"Consumers have been bombarded by advertising for medical care alternatives for some time and are

confused about where to turn for the best health care for themselves and their families," Robbins said. "We hope to make the public aware that D.O.s offer them something unique and special. D.O.s believe in the holistic approach to medicine, that the human body is one integrated system, and that a problem in one area may cause a problem in another."

Osteopathic physicians also believe in the concept of family medical care. All D.O.s are trained as general practice family physicians.

While D.O.s are trained and licensed in family practice, and the majority work in that area, some go on to study specialty areas such as internal medicine, gynecology, pediatrics, neurology or surgery. These specialists do, however, still practice the concept of holistic medicine.

"With a D.O., the patient can go to one doctor who can treat all the

members of the family and knows each one from head to toe," said Robbins. "This broader view of the patient is the key. We don't merely treat symptoms, we treat the entire person. If a specialist is necessary, a D.O. specialist is called in."

Osteopathic medicine was, and continues to be, an American product since its founding in Missouri in 1874 by Dr. Andrew Taylor Still, a traditionally trained physician. Still proposed that the body's muscular and skeletal structures form an in-

terconnected web that regulates a patient's health.

The practice of osteopathic medicine was originally limited to hands-on, drug-free therapy, but in time expanded to include the full range of medical treatments.

The MCOOP was recently organized by a combination of the Wayne, Oakland and Macomb County osteopathic associations to provide a strong statewide, coordinated effort to inform and educate the public. MCOOP has developed a brochure that explains the osteopathic approach to

health care, available by calling a toll free number. Also included in the brochure is a tri-county listing of D.O.s and osteopathic hospitals, arranged by city.

"WE ARE confident that once people learn more about D.O.s and osteopathic medicine, they will become interested in what we offer," said Robbins.

"We tell them in our ads, 'Choose a family doctor who chose family doctoring... choose a D.O.' Osteopathic medicine offers families an

added dimension to traditional medicine, not a replacement. We offer something more, not something else: physicians specifically trained and interested in the whole individual and the whole family. Our people-oriented approach makes us humanistic, sensitive physicians."

Copies of the osteopathic brochure and list of tri-county D.O.s and hospitals can be obtained by calling 1-800-543-2136 or writing to: MCOOP, 31000 Freedom Road, Farmington 48024-9915.

The Great Pumpkin is coming for lunch

Farmington Area Community Women will host their annual "Lunch With the Great Pumpkin" combined with a canned food collection Saturday, Oct. 24, in Orchard United Methodist Church, 30450 Farmington Road.

Lunch will be served at 11 a.m. and at 12:30 p.m. At both seatings, children are asked to wear their Halloween costume to take part in the costume parade. Along with lunch, guests will be invited to the cupcake walk, make a craft to take home, see a Halloween skit and visit with the Great Pumpkin.

Reservations are necessary, and must be made beforehand with Diane Matous, 851-3072. The cost is \$2.50 per person, paid in advance. Reservations are also accepted by sending a check, made payable to Farmington Area Community Women, to Farmington Area Community Women, 29817 Muirland, Farmington Hills, 48018.

Children must be accompanied by an adult. One can of food will be asked at the door from the guests.

"ALL PROCEEDS will be turned back into the community in various charitable ways," said Katrina Cheema, spokesperson for the group. "The canned goods will be added to our 'Food Baskets for the Needy Program,' which is scheduled just prior to Thanksgiving."

The fund-raisers sponsored by the club bring money to support activities for residents in the Sarah Fisher Home, Marillac Hall and Oak Hill Nursing Home. Money is also given



RANDY BORST/staff photographer

Jennifer Matous (at left), Julie Allerding and Katie Matous are dressed in their Halloween costumes, prepared for their visit with The Great Pumpkin. The annual luncheon, sponsored by Farmington Area Community Women, is scheduled this year for Saturday, Oct. 24.

throughout the year to Farmington Families in Action, Community Living Centers, HAVEN and the Farm-

ington Hills Salvation Army Corps. The community service and leadership organization also schedule so-

cial events for its members. Membership inquiries are taken by Joyce Allerding, 553-7217.

Crafts of the world offered by SERRV

Amber from the Dominican Republic. Jade from Taiwan. Coral from the Philippines. Handbags from Ecuador. Sweaters from Bolivia. Dolls from Bangladesh. And the list goes on and on.

The exquisite handcrafts come from artisans around the world through SERRV (Sales Exchange for Refugee Rehabilitation Vocations) for a three-day boutique manned by members of the congregation of First Presbyterian Church of Farmington.

The boutique, which travels across the country, will open here for shoppers Thursday through Satur-

day, Oct. 29-31. Shopping hours are from noon to 8 p.m. Thursday; and from 10 a.m. to 5 p.m. Friday and Saturday in the church at 26185 Farmington Road. Admission to the boutique is free.

SERRV BRINGS together the crafts of Third World countries to give a market to the handcrafters, who more often than not have no other outlet for their items. It is owned and administered by the Church of the Brethren's general board in Illinois. Its purpose is to promote the social and economic progress of people in developing regions of the world.

The promotion is accomplished in as direct a manner as possible, which gives the individual hand-crafter the highest possible margin of profit.

First Presbyterian Church, as well as other churches who set up the SERRV boutique during the pre-holiday season, make no profit at all.

Fun, fitness continues

Cake decorating, hair styling, nutrition-conscious cooking and crafts will be featured during the "Fun and Fitness" season in Faith Covenant Church, corner of Drake Road and 14 Mile.

Volunteers in the church will spend some three days setting up the teak furniture from Hong Kong, creches from Jordan, lace from India, onyx from Pakistan, wood pieces from Kenya and Christmas ornaments and accessories from at least 10 countries.

Sessions begin at 9:30 a.m. every Thursday through Nov. 19.

Baby-sitting is available for \$1.25 per session. For inquiries call the church, 661-9191.

Los Flamencos

Members of Los Flamencos Dance Theatre are the featured performers in "Flamenco — The Fire of Spain," which joins Spanish dance, comedy, song and guitar in concert at 8 p.m. Saturday, Oct. 24, in Wallace Smith Theatre, Orchard Ridge Campus, Oakland Community College. Discount-price tickets are available on sales made before Oct. 15 by calling Manoli Marin, 826-9512. The performance is followed by an afterglow with the artists.

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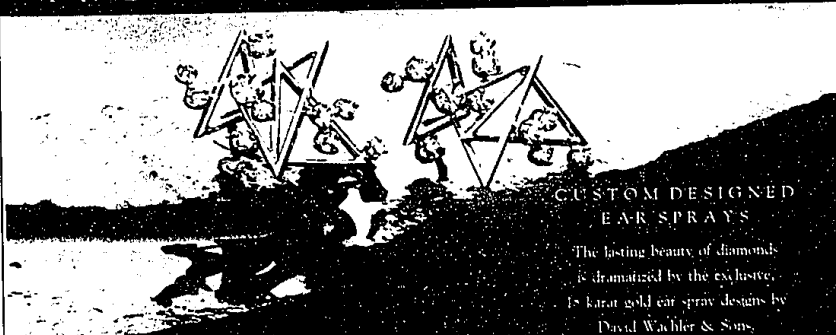
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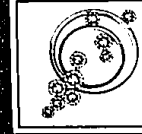
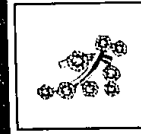
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