

Retarded Cause Research Project Needs Volunteers

The Michigan Association for Retarded Children is cooperating with two Columbia University researchers in determining the brain's sensitivity to malnutrition during the pre-natal stages of life.

Dr. Zena A. Stein and Dr. Holger H. Hansen of the University are doing research to see if unusual concentration and amounts of protein may also affect the immature brain.

Some mothers with increased phenylalanine, and amino acid also found to be elevated in PKU, gave birth to retarded babies. These blood abnormalities are usually so mild that they in no way affect the mother, yet the more sensitive fetus may suffer brain damage, which causes the researchers to suspect this condition to be a cause of retardation.

With early detection and proper dietary treatment, these mothers could have normal children.

The researchers need additional data before determining whether a preventive program could be launched.

For this reason they are asking mothers with retarded children to participate.

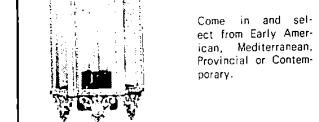
Information on the tests may be obtained from Mrs. Franklin Douglas, 5198 West F Avenue, Kalamazoo 49001.

Ladies To See African Scenes

Color slides of Africa will be shown during the Jan. 14 meeting of the Women's Association of the Goodwill Industries of Greater Detroit, Mrs. Willard H. Holt will narrate the presentation.

The meeting will begin at 1:15 p.m., in the Goodwill Building, Brush at East Grand Boulevard. A sandwich-dessert luncheon will be served beginning at 12:15.

Membership in and attendance at the Women's Association meetings are open to any interested persons.



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By MARGARET MILLER
Women's Editor

Being a "people-lover," makes Plymouth's Jean Noling a top-notch real estate salesman.

"I've been in the business of selling houses about six years and I just love it," said the attractive mother of four who now heads a staff of 12 in the Earl Keim Plymouth office.

"When I first started working, it was in accounting. But I really can't sit still long enough for that kind of work. I'd much rather work with people."

Jean considers her present spot an ideal one, except that heading the office adds a lot of paper work that takes her away from actual selling of houses more than she likes.

"I know this is good training for me," said the dedicated saleswoman who became a licensed realtor about a year ago. "But I do miss being out in the field."

IN THE LAST four years, Jean has sold a million dollars worth of real estate.

Part of the reason is that Plymouth is really a prime area for homes," she said. "People want to live here, so homes go fast."

For Mrs. William Noling,

Women on the Go

Liking People Her Secret Weapon



JEAN NOLING

home-selling began in Albion where the family used to live.

"There were two elderly brokers who wanted to cut down on their work," she recalled, "so they hired me to help out." The work was part-time then when her four sons were younger, but since moving to Plymouth and joining Keim it has been full time and then some.

"I do a lot of my listings in the evening," she said. "And I also get calls to show houses at night."

JEAN HELPS teach a class for new salesmen, covering such matters as purchase agreements, selling techniques and telephone techniques.

She also attends quarterly meetings of real estate executives, such as in Grand Rapids this weekend, and brings back new ideas for her staff members.

She believes the secret of successful salesmanship is exceptional service and many follow-up contacts after a sale.

"We send out cards for holidays and a special card for the first anniversary of buying a house," Jean said. "There also are thank-you cards we send out in appreciation of just about any assist."

"I think people like it," JEAN AND HUSBAND Bill, an estimator for Plymouth Tank and Fabricating, have purchased many homes, many of them for rental or fixing up and resale.

Their place on two acres of land on Ridgewood Avenue, however, is strictly a long-term home for their sons, Doug, now 15, and a student at Howe Military Academy in Indiana, Pat, 10; Mike, 9 and David, 7.

"We have a swimming pool

there and plenty of room for rabbits and other pets and a lot of ball-playing space," this mother said. Like many homeowners, they have improvement projects going most of the time. Currently it's a new kitchen, "and the whole thing arrived two days before Christmas."

That sort of improvement Jean recommends for living enjoyment but not for reselling a house.

"Location is the big thing that sells a home," she said, "and then neatness and sharpness."

THE REAL ESTATE business hasn't really changed a great deal during Jean's time "except for the prices."

"The price of homes in this area has gone up 10" in the last year," she said. "That takes a bit of adjusting for people coming in from the south or southwest."

The Detroit, Chicago and Cleveland areas are about on the same level, and prices are a little higher in the east. But a home in California doesn't cost as much as one in Plymouth.

Sales lagged a bit, Jean said, during the recent time of very tight money, but the raising of FHA interest rates already has things on the upgrade again.

Which means more busy days for a busy lady who loves selling and people.

Red Cross Explains New Blood Distribution Charge

Hospital administrators from Wayne, Oakland, Macomb, St. Clair and Washtenaw counties and officials from the Southeastern Michigan Red Cross Regional Blood Center have reviewed today a new operational funding plan to help finance the cost of processing blood.

The plan will become effective on Jan. 1. Called the Hospital Participation Plan, it was first instituted by the American National Red Cross 10 years ago and involves

charging the participating hospital a fee for partial reimbursement of the cost of collecting, processing and distributing blood to the hospitals.

The fee is not a charge for the blood itself.

UNDER the new plan, the basic fee will be \$12.50 per unit (pint) of whole blood transfused. The financing fee will be covered by Michigan Blue Cross insurance or most other commercial hospitalization plans.

An ad hoc committee of hospital administrators and Blue Cross representatives have met individually with officials of the Southeastern Michigan Red Cross Regional Blood Center to finalize the language of the agreement which will go into effect the first of the year.

The Southeastern Michigan Red Cross Regional Blood Center was the first civilian Red Cross Blood Program in the United States and has been in operation for the past 23 years. Until now, this blood center has been the only major blood center in the country still providing whole blood and its derivatives at no cost to the patient.

TV Show Gives Tips For Home

"Modern Mrs." is the title of a new 13-week television series beginning Monday, Jan. 12, on WTVS Channel 36 under the auspices of the YWCA of Metropolitan Detroit.

The half-hour Monday programs will be aired at 3 p.m. and repeated on Saturday at 2:30, providing an opportunity for the working wife or couples to view the series.

Designed as on-the-job training for young homemakers, the series was researched, written, and hosted by Mrs. Judith Turk and Roger Brown, members of the Michigan State University Department of Information Services, and produced by the Cooperative Extension Service of MSU.

Both hosts are in their early 20s themselves. Mrs. Turk explained, "Very few careers as important as homemaking require no training before you begin. Today's young homemakers generally have few chances for apprenticeship before commencing to make a home of their own."

This series deals with young couples' problems of 1970 and possible avenues of solution. Every program in the series will offer free study notes known as "Modern Mrs. Review," bulletins, and literature for which viewers may write.

Not a lecture kind of program, the young hosts discuss problems informally, consult with experts, use filmed illustrations and visit various locations as they come to possible solutions.

Wind-Blown Look

On those cold, wintry nights, before you sit down to eggnog before the fire, make sure your cheeks have a rosy, shiny glow. For indoor gals, this isn't always easy to arrange. Eliminate the problem by using a golden bronze or rosy gleamer on cheeks, chin and forehead. You'll arrive at any gala looking as if you've just returned from St. Moritz.

Engaged

Mr. and Mrs. Robert J. Walsh of Lyndon, Livonia, announce the engagement of their daughter, Maureen Elizabeth, to William D. Ulman, son of Mr. and Mrs. D. Ulman of Detroit. Maureen is a graduate of Ladywood High School and Western Michigan University. Her fiancé is a student at Lawrence Institute of Technology. No wedding date has been set.



MAUREEN E. WALSH

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