

# A Pint of Blood Is Given, Easy, Painlessly and a Life Is Saved



"WELCOME, and thank you for making an appointment in advance," says Mrs. Clarence Stenich of Gardfield, Redford Township, a volunteer, to Jack Henry, Lyndon, also of Redford Township who was one of the first donors to arrive at the July Red Cross Bloodmobile.



THE REGISTRATION DESK is where Mrs. Lowellyn Peares, Lexington, Redford Township, takes, "To whom should you give a pint of blood be credited?" as Mrs. Robert Chism, Woodworth, Redford Township, signs the registration card. Daily, five days a week, 350 pints are needed to fill the needs of patients in 108 hospitals.



"THERMOMETER ROW"—After registration and before medical history, a donor's temperature is taken. Women, providing they have not had any children within the past 12 months, are just as eligible to give as men between the ages of 18 and 59. One must weigh at least 110 pounds as well.



A RED CROSS nurse checks blood pressure, takes a blood test and questions past illnesses. Here, a Red Cross nurse Mary Betty questions a donor. Just in case there is any doubt as to whether the donor should give on a certain day, a physician is always on hand.

So you've never given a pint of blood. You should some time. It's easy! To prove it let us go through with some of the "customers" at the Northwest Service Office of the Red Cross Bloodmobile on Merriman Road in Livonia.

Remember when you give blood you are serving two purposes. You not only help yourself should you need blood some day, you also help someone else who may require open heart surgery or because of an accident, needs blood immediately.

See  
Your Home  
on  
**TV**

When you list your home with JAY REAL ESTATE it will be advertised on the "House Detective"—Channel 4—Sunday 11 to 12 noon. For Fast—Quick Dependable Service list with the Leader, JAY REAL ESTATE—Livonia's largest real estate office.

Member U.N.R.A.—Multi-List  
**JAY REAL ESTATE**

27850 Plymouth Road  
(Corner of Deering)  
**GA 5-1500**



**NORENE FAITH GUTIERREZ**

Mr. and Mrs. Ben Gutierrez Jr., of 27610 Spring Valley Drive, Farmington, announce the engagement of their daughter, Norene Faith, to John F. Fritz, son of Mr. and Mrs. Harold H. Fritz of Romeo. Mr. Fritz is currently attending Oakland University. An Oct. 16 wedding is planned at the Ward Memorial Presbyterian Church in Livonia.

## SR Nursery Slates Tea

The annual "Get Acquainted Tea" of the South Redford Co-operative Nursery School will be Aug. 18 at the home of the chairman, Mrs. William Robertson of 1868 Lexington, Redford Township.

The purpose of the tea is to give the mothers who will be in the nursery this year an opportunity to meet each other and the teachers for the coming year.

It is also affords an opportunity to arrange car pools. Nursery school will start the week of Sept. 13. For further information contact Mrs. Ernest Klinek at 425-2184.

Want ads get quick results!

**SAFE DRIVERS SAVE**

With Community Auto Insurance  
• Life Insurance  
• Home Owners' Insurance  
• Farm Bureau Insurance

Ray McConall  
Livonia, GA 425-1445

**FARM BUREAU INSURANCE**

Companies of Michigan

## Observer Newspapers Plan Publicity Writing Workshop

Have you elected or selected the Publicity Chairman for your organization this Fall? If so, are you familiar with the professional way to write a news release to best represent your group? Do you know the five W's in writing a release, the do's and don'ts newspaper editors look for?

In an effort to take an interest in your group, to best publicize coming events, as well as make our job easier (we confess), The Observer Newspapers is having a workshop for all of those interested in learning how to write a concise, interesting news release.

There will be a dollar registration fee to cover the cost of the printed material we will give you. There will be professional people present to assist you in the various phases of news release, pictures, promotions for your organization.

The workshop will be Thursday, Sept. 9, place to be announced. There will be two sessions. One at noon until 3:30 p.m. and the other at 8 p.m. to 10:30. Coffee and doughnuts will be served at each session. If you are interested in registering please fill out coupon below and you will be notified by mail, as a reminder, with the address of where the workshop will be. DO NOT SEND DOLLAR with registration. The dollar will be collected at the workshop when you receive your printed material. The workshop is for men and women.

Name \_\_\_\_\_ Address \_\_\_\_\_  
Phone No. \_\_\_\_\_ City \_\_\_\_\_  
Name of Organization \_\_\_\_\_  
How Many From Group Will Attend \_\_\_\_\_  
President's Name \_\_\_\_\_ Phone No. \_\_\_\_\_  
Time You Want To Attend \_\_\_\_\_

Residents of the area are welcome to attend who are interested in doing social writing, civic associations capacity group has registered.

## REPEAT of a SELLOUT by POPULAR DEMAND

## SHOE SALE

YOU ASKED FOR IT...  
HERE IT IS AGAIN  
3 MORE DAYS  
THURS. FRI. & SAT.

HURRY! EVERYTHING MUST GO —

DRESS SHOES

Regular 10.99 to 14.99

**\$5**  
Wow

**Alberts**

AIR STEP  
NATURAL POISE  
PETITE DEB  
TEMPOS

LIVONIA MALL  
1 Mile & Middlebelt

## Two in Area Are Delegates to Convention

Cecilia Aldrich and Daisy Proctor, of Plymouth, were among approximately 5,000 members of the National Federation of Business and Professional Women's Clubs attending the National Convention in Washington, D.C., July 25-28, at Sheraton Park Hotel.

Keynote at the opening meeting was Marion Sadler, president of American Airlines. The recipient of his company's 1965 Top Hat Award, from the National Federation, Sadler spoke on the expanding role of women in today's business world.

Sunday some 500 members were guests of Mrs. Perla Mesta at her home for tea. These were members who had earned "Gold" membership cards by earning five new members to the Federation during the 1964-65 fiscal year.

Three women from Plymouth, Cecilia Heyder, Betty Korte, and Ada Watson, were invited to attend.

Dr. Dorothy M. Ford, president of the Federation, from Sharnon Oaks, Calif., presided at the five-day convention.

"The Challenge of Change" was the title of an address by consultant J. Lewis Powell. Mr. Powell traced the changes faced by man and nature during the history of the world and related the effects to women as individuals, BFW members and citizens.

Back by popular demand for the second year, Laurence J. Taylor, Vice-President for Leadership Development at Hillsdale College in Hillsdale, Mich., spoke to a Membership Workshop on Wednesday. His topic, "Growth on Purpose," was geared to the development and utilization of leadership qualities and management skills.



"WOULD YOU CARE for a cup of coffee, and a doughnut?" asks Mrs. Hugh Barron, 25369 Ivanhoe, Redford Township, as Mrs. Suzanne Cordon, 19511 Imperial looks on. "Thank you for coming."

Picture-taking has reached a turning point. For years you needed a complex camera to master a variety of picture situations. But the better and more capable it's camera, the more mistakes you could make with it, too!

Then Kodak came out with the INSTAMATIC Cameras. Some are simple, all are instant-loading mode. But the more expensive ones are something more. Like a KODAK INSTAMATIC 800 Camera. It's the most completely automatic camera in the world.

The "800" is a camera that does the mechanical work and leaves you free to concentrate on your subject. It loads automatically... automatically adjusts for film speed... automatically advances the film for you after each shot... automatically warns when you need to use flash... automatically sets itself for correct flash exposure as you focus... automatically indicates by rangefinder when focus is correct... and more, a great deal more.

Many owners of the "800" are not even aware of all this camera does, automatically. But they are aware that they seldom, if ever, miss a picture. You could be enjoying the same simplicity and success with your picture-taking. Drop in and let us demonstrate.

**CUSTOM PHOTO FINISHING**  
**BLACK & WHITE & COLOR**  
**BEST QUALITY & FASTEST SERVICE**  
ALL APPROVED CREDIT CARDS WELCOME  
"Plymouth's Exclusive Camera Shop"  
Since 1945"

RESPECTED FOR QUALITY AND SERVICE

**THE PHOTOGRAPHIC CENTER**  
An Approved Camera Shop  
CL 3-5410  
882 W. Ann Arbor Trail, Plymouth  
**OPEN EVENINGS TILL 9 P.M.**

Classified Ads Bring Results

**no see, TV?**  
**CALL**

me... or me... or me!

**FRED**  
LIVONIA  
427-3910  
DON LOR T.V.  
15273 Farmington Rd.

**HARRY**  
REDFORD  
KE 3-7480  
BERCH T.V.  
24158 W. 4 Mile

**RON**  
FARMINGTON  
GR 4-0400  
FARMINGTON T.V.  
Grand River at 9 Mile

**WE SERVICE**  
COLOR TV - STEREO RADIO - ANTENNAS  
AUTHORIZED RCA, ZENITH DEALER

**SEARS**  
ROEBUCK AND CO.

Award Winning Hair Styles  
**Bela & Rudolph**  
Invite You to Sears Lyric  
Beauty Salon

MONDAY, TUESDAY, WEDNESDAY and THURSDAY SPECIALS

Toots' and Tween's  
Cream Perm. Wave  
**6.95**  
Complete

Teens' Oil  
Permanent Wave  
**7.95**  
Complete

Ladies' Protein  
Permanent Wave  
**8.95**  
Complete

Tinted or Bleached Hair Not Included

Ladies' and Children's  
Hair Shopping by Our Men  
Haircutting Staff

Appointments Are Not  
Always Necessary

Hand Crafted Wigs and  
Hairpieces Custom Fitted  
Expert Wig Fitter

PHONE 476-6000

USE YOUR SEARS CHARGE PLATE FOR YOUR HAIR FASHIONS

SEARS LIVONIA MALL, 7 Mile Rd. at Middlebelt