

Observer-land FEATURES

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Just Chattin' . . . by W. W. Edgar

Legendary Figure of Old South Mountain

You won't find his name listed with the greats among the college football coaches.

His name never has been linked with such immortals as Fielding H. Yost, Bob Zuppke, "Pop" Warner, Amos Alonzo Stagg or Knute Rockne.

But for years Tom Keady was a name to be conjured with in the small college ranks and many are the tales they still tell about his psychological approach to the gridiron problems of his day.

In the early 20's Tom coached at Lehigh University, just up the hill a bit from the Bethlehem Steel Works in Bethlehem, Pa. and his teams roamed the gridiron getting better than they look. And in the process Tom became quite a character and a legendary figure whose steel men gathered around him like a magnet.

One of my first meetings with Tom was an unforgettable one. For it gave me a better picture of the man than ever could be painted.

In was close to midnight and we were walking along after attending a meeting and decided to drop in the neighborhood tavern to remedy our dry throats.

As we stood at the bar, imbibing a few "soft" drinks—neither of us drank—Tom turned and said, "I think I hear some familiar voices coming from that side room."

With that, we walked across the room, and Tom opened the door. What we saw would have upset most coaches in these days of the Joe Don Looney's, Bobby Lanes, etc. For seated at the table were four of his varsity players, including his brother, Jim, a husky half back.

"Just in time to buy a drink," the coach said, took a place at the table. There wasn't a dissenting voice, and for the next two hours we had a grand visit. There was no faulting of the filling—just a faint, bee interspersed with the sound of filling up the glasses.

We finally left and as we walked toward the Lehigh campus, the coach whispered to me, "Don't miss practice this afternoon."

I didn't. And I'll never forget what I saw.

Coach Tom ordered a surprise scrimmage and said to his quarterback, "I want you to call only two plays, but keep repeating them. I want you to send these two backs at these two tackles (the four players who had been with us at the refreshment parlor)."

For the next three hours the drill went on until the players could barely stand. Finally, Tom called a halt, and as he walked away he called, "See you down at the tavern tonight!"

"Like h-l you will," the players panted. It was Tom's way of disciplining those who broke training. There was no running to the newspapers with the story. Tom handled it his way.

And I recall one year, on the day of the big game against Lafayette. Tom gathered the players in a big circle on the gym floor and called them, one by one, to stand up. He'd talk to them, give them a pat and send them out on the field.

All the while his brother, Jim, sat there smiling and winking, as much as saying, "There'll be none of that for me."

Finally Jim was the last player left. Ordered to stand, Coach Tom walked over to him, placed his hand on Jim's shoulder and there followed one of the most dramatic moments I ever have seen.

Looking him right in the eye, the Coach said gruffly, "Your name's Keady, I believe. Well, Jim I'm your brother Tom, and up in New England this afternoon there's an aged gray-haired woman waiting to hear how her boys did in their big game?"

Jim's head bowed and he just choked.

Then Tom continued.

"What kind of news am I going to send her—good news or bad news. Well, Jim, it better be good. If it isn't, just stay out there and I'll see that you get a decent burial." With that he sent his Brother Jim down the chute to the playing field.

There wasn't an inch gained against Jim that afternoon. Tom Keady, the coach, had gained his point, with his brother, Jim, as a pawn.

No wonder he is a legendary figure down on Old South Mountain, hard by the Bethlehem Steel Works.

40 Year Shrinkage?



The Observer will pay \$5 for every picture you reserve the right to take picture. Best printed on the Editor's Page. Send or bring by Bill Irlbe, on hand when your entry to any Observer office with your Bud Guest (above) and company. For the name, address and phone number. The Observer model T car lasted 40 years ago.

"Little Book Store."

A True Success Story

By GEORGIA MOSSMAN

That six-year-old Jay can go 'round the corner and discover the book he's holding.

is Someone Who Likes You," also by Joan Walsh Anglund, or Dorody Higgins' "dreams" for more than 10 years.

Dorothy, who is also known as the Librarian at Cleveland School, "the lady who lives on Melrose," and "Mother" to six children, realized that "dream" when she opened the Little Book Store, just three months ago.

Being a resident of Livonia for many years, and knowing and loving books, was the foundation for her long-term plan to have a book store in Livonia. When some of her friends suggested that she buy books of the school shelves, not knowing where else they might be available, this provided her with further impetus.

When there was still no other store specializing in reading material in a city of 100,000 people and a building nearby became vacant, she "set up shop."

Although Mrs. Higgins will not be stocked to capacity until Christmas, she already has over 2,000 "titles" from which to choose. There are good things to read in paper back or hard cover; for all ages and interests, and they are available in a variety of prices, beginning as low as 15 cents.

For "free," she has filled one of her shelves with old copies of National Geographic, which she allows her young visitors to clip pictures from for school reports.

Mrs. Higgins has tried to maintain a well-balanced stock of fiction and non-fiction; she has a wide selection of magazines; some small gift items (with the Beatrix Potter books and figurines being her great pride); and she has offered to be of service to her visitors by displaying samples of Christmas cards that she sold for charitable purposes.

In addition to the current best and better sellers, she also carries a complete line of educational paper guides; scholastic tapes; date books; and high school and college Review Notes. Also many of the books for "assigned reading" in the schools are available for Mrs. Higgins is working closely with the teachers to make the necessary books more readily available to students.

Livonia's only book store carries all 38 titles in "The Wizard of Oz" series; the "classic" Hardy Boys and Bobbsey Twins books (some in paperback) for 38 cents; "How-to" and special interest books ranging from "A Seal's World" to "Funniest Fan Letters to Batman"; stories about reptiles; and a variety of cook books; and a listing of every book presently in print, any of which can be ordered for delivery within

three weeks. Plymouth Road, between Hub and Merriman. Hours are 10 a.m. to 5:30 p.m. browse is located at 32011. Or call 425-6050.

JAY

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HEALTH FOR ALL: By JUNE HART

Emphysema: A Counter Weapon

Good news can crop up in the most unlikely places. There is good news these days, for example, about the normally grim subject of emphysema—the "Sneaky Pete" of major lung diseases. An important step has been taken toward attacking this insidious ailment; if successful, the measure may help turn the tide of its disturbing increase shown during recent years.

The counterattack takes the form of a new program mounted by the Queens (New York) Tuberculosis and Health Association in cooperation with the Queens Hospital Center. The former organization, which has conducted an emphysema clinic for several years, is now undertaking to screen 5,000 working men between the ages of 40 and 64 who show no outward symptom of disease. Emphysema attacks principally men, and this is the most vulnerable age group.

The significance of this move becomes evident when we realize one of emphysema's outstanding characteristics: It usually creeps up on its victim without warning, damages the lungs without betraying any visible symptoms for a considerable time, and in advanced cases

makes the act of breathing a desperate struggle. So stealthily is the disease that its victims realize that they are ill until it has become well entrenched.

The Queens project, supported by the federal health service's Chronic Respiratory Diseases Branch, will include chest X-rays, test of lung function, and the taking of

medical histories. Those in whom disease symptoms are discovered will be cared for as outpatients at the emphysema clinic. Long-range treatment programs will be planned, with monthly clinic visits.

By detecting and treating emphysema in its early stages, it is hoped that results can be achieved in arresting the disease.

\$\$ "Industry Inquiries" \$\$

Should I Begin Investing Now?

(Mr. Wysong welcomes all inquiries on investing. Send your questions to THE OBSERVER, 7100 Mile Road, Jackson, Michigan. Answers are the opinion of Laurence A. Wysong who is considered highly qualified on the subject.)

Q: I am 26 years old with \$200.00 a month, over and above our household and living expenses going into a savings account. My feeling is that now would be a good time to start a stock investment program, but I am in the dark as to how much to invest. Also can you recommend any books on the stock market?

A: May I commend you on your wisdom? A stock investment program for a considerable vestment program I started now in the present depressed

market should have satisfactory long term results. The opportunities to purchase stocks at their present low levels have been far and few between in the last ten years.

In reviewing your living expenses, requirements my opinion would be that you could invest \$100.00 monthly. I would adjust this figure from time to time depending upon your situation. To help you on your way towards a successful investment program I have forwarded, under separate letter, a number of publications on the stock market.

By Laurence A. Wysong
Stockbroker
Paine, Webber, Jackson & Curtis

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Fall Bargain Days

BLANKET BARGAINS!

CANNON "Bonnie Lass" Plaid Blend 289 Reg. 399

CANNON "Hastings" LOCK-NAP THERMAL 339 Reg. 446

A blend of rayon for luster, lofty nap and color, bright colors with acrylic fiber for strength. Plaid in red, turquoise or grid. Thermal in pink, blue, green, bronze, bamboo, white. 72x90"

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Specially Priced! Shetland-Wool CARDIGANS 297

3 Days - Our Reg. 4.99!

Blue Heather, Moss Heather, Popple Heather, White, Black, Heather, Loden, Brown, Navy

100% wool impregnated cardigan in fashion colors to harmonize with fall colors and skirts. Ribbed crew neck, cuffs and bottom with full-fashioned saddle stitching. Women's size, fits 44-42.

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Striped and tweed patterns with serged ends. Solid colors with fringed ends. Low-cut rayon-nylon cocoe pile on latex-covered back.

Like It? Charge It!

3 Days - Our Reg. 7.99 Stretch Campus Hose, Jr. sizes, 6-7½; 8-9½. . . . 48¢

3 Days - Our Reg. 1.00 Stretch Campus Hose, Misses' size, fits 9-11. . . . 62¢

Like It? Charge It!

THERMAL SHIRTS and DRAWERS

Men's 96¢ Reg. 1.29

Women's 127¢ Reg. 1.29

Soft, knit to lock in body warmth. Long-sleeve shirts and circular knit, long-leg drawers. Boys, white; men's, natural. Reinforced for extra wear.

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MEN'S WHITE DRESS SHIRTS

3 Days - Our Reg. 1.99! 137

Sanforized® white shirts of mercerized cotton broadcloth or button-down cloth. Long-sleeved, regular, button-down or snap-up styles. 15½-16½.

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3 Days - Reg. 2.97, 20-Gal. PLASTIC TRASH CAN 194

Can be holed clean, won't rust! Tough gray poly plastic resists cracks and dents. Snug-fitting lid "locks" in place.

Like It? Charge It!

3 Days - Our Reg. 69¢ lb. PEANUT BUTTER CUPS 54¢

Wholesome, creamy peanut butter filling molded in cups of rich milk chocolate. Salted. Priced in bulk or 1½ lb. tray.

Like It? Charge It!

★ WESTLAND CENTER Wayne at Warren Road		★ LIVONIA MALL 7 Mile at Middlebelt		★ WONDERLAND CENTER Plymouth at Middlebelt	
PLYMOUTH Main at Ann Arbor Trail	FARMINGTON PLAZA	7-GRAND SHOPPING CENTER	8-MILE & BEECH SHOPPING CENTER	SHELDEN CENTER Plymouth and Farmington	
TELE-CRAFT SHOPPING CENTER	GRANDLAND SHOPPING CENTER	WAYNE 35004 Michigan	CHERRY HILL PLAZA Cherry Hill at Inkster Rd.	7 MILE of EVERGREEN	

NOW YOU CAN CHARGE IT! KRESGE'S

Theatre Ticket Could Buy Life

Did you know President Jack Kennedy might be alive today if Lee Harvey Oswald had had the benefit of a place such as Northwest Child Guidance Clinic?

How many potential killers are stalking our classrooms this minute? The Clinic's entire aim and purpose is to catch these disturbed young people while they can still be drawn into a productive society—and where they will have a place. Their work is important. But their funds are inadequate. Many school districts, including Livonia send a long drem to the Clinic but do not support it financially. The Livonia School Board, for example, has refused steadfastly to support this Clinic, that stands ready to help with highly qual-

ified people in 16 school districts in our area. The Clinic Board, rather than see the doors close, are having a six-week theatre party, Charles LaMorte of the Quo Vadis Theatre located on Wayne Road across from Hudson's Westland has cooperated and proceeds from every theatre ticket sold from Oct. 12 through Nov. 30 will benefit the Northwest Child Guidance Clinic.

This is a chance, as a citizen, to have an evening's entertainment and assist a disturbed child find a new life. This child is not only your enemy but his own. Tickets are available by calling Mrs. Louis Peetman, GA 44-317, or by stopping at the Livonia Observer office, 33050 Five Mile Road in Livonia.