

# What Best Generates Spirit Of Christmas?

**By CORINNE ABATT**

**SOUTHFIELD**

They were very quiet when they arrived. Probably reacting to the strangeness of the unfamiliar surroundings. It was to be a Christmas party, yet the spirit wasn't there, even if the decorated tree was. Each guest was led to a seat at one of the cafeteria tables by a pretty young girl.

THEY WERE 75 patients, all over 65 years old, from the Pontiac State Hospital and their hosts were the employees of Maccabees Mutual of Southfield.

They had come by bus. For one man, it was the first bus trip in 35 years. For several, it was the second time outside in 10 years. The first was the same party last year.

The meal conversation was at best, thin. The sound of Christmas songs by the South-

## Pernick Gets Appointment

LAWRENCE PERNICK (D-Southfield), chairman of the Oakland County Board of Commissioners, has been appointed by the Federal Highway Administration to serve on the National Advisory Committee on Uniform Traffic Control Devices.

Pernick will be one of two representatives of the National Association of Counties to serve on the committee, established in 1966 to develop new techniques through research for improving the national safety program.

"I believe the need for constant improvement in highway safety is well recognized by our citizens as well as government officials," says Pernick.

## Effect Of Ads Is Discussed

"Measuring Advertising Effectiveness" will be discussed by Lucien DiSalvo during a meeting of the Oakland County chapter of the National Assn. of accountants at Pine Lake Country Club of Orchard Lake on Dec. 14.

DiSalvo, director of marketing and marketing research for the Bloomfield Hills operation of D'Arcy, MacManus, Inter-marco Inc., will speak at 8 p.m. The social hour begins at 6:15 p.m. and dinner is served at 7 p.m.

DiSalvo joined the company in 1964. From 1954 to 1963, he was an account executive for the Marketing Research Corp. of America in Chicago.

## Resident Wins Apple Prize

L. Moretsky of Lawn St., Southfield, was one of several area residents winning a crate each half-hour of each day of the Detroit Auto Show.

Crates of assorted Jonathan, Delicious, McIntosh, and Northern Spy varieties were given away through the courtesy of the Michigan Apple Committee to those visiting the Dodge Truck exhibit.

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SANTA STOPPED to talk and give a gift to each guest at a party for Pontiac State Hospital senior citizens. Huguette McGowan, of the Maccabees Mutual activities council, was chairman of the party which was held in the company cafeteria. Watching Santa are two members of the Southfield-Lathrup High Madrigal Singers. (Observer photo.)

# Candidate Judd Raised Only \$475

Republican Ralph Judd, who challenged U.S. Rep. Martha Griffiths (D-Detroit) for her 17th Congressional District seat, spent \$373 on his campaign.

In a report filed after the Nov. 22 deadline with the Wayne County elections office, Judd listed his receipts as totaling \$475 and stated he owed the 17th District Republicans \$100 in printing costs.

Judd didn't receive his political brochures until the Saturday evening before the election on Nov. 7.

Mrs. Griffiths spent \$17,000 on her reelection campaign. The Downtown Young Republicans donated \$450 to Judd's campaign.

His prime expenses were \$100 for a newspaper ad, \$200 for literature, \$55 for printing, and \$20 in salaries to three people for delivering his literature.

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