



## Pediatrics Associates: 'A place for kids'

By LORAIN McCLISH

If you see a child walking around with his nose in the air at Pediatric Associates, he's probably doing only what he's been asked to do—follow a line on the ceiling through a maze of halls lined with multi-colored doors.

The young patient in the Orchard Road establishment might be following any one of several colored lines on the ceiling which lead him to a color-coded room for the next stop on his visit.

When he arrives at the designated room he might find a psychiatrist, a speech therapist, a dietitian, or one of any number of specialists who make up the organization which offers complete medical services to the patient all under one roof.

**PEDIATRIC ASSOCIATES** of Farmington offers a new concept of total comprehensive care for those from infancy to 18 years of age, even though Dr. Nathan S. Firestone, its director, says the idea is neither new or unique.

"They've been writing about it in journals for years, and it's the same concept used in university hospitals for years. The only new and unique part of this is that we're the first group in the country ever to put it into practice in a field of pediatrics," he said.

Firestone spoke against a background of brightly colored posters and paintings, and a wall clock designed as a oversized Mickey Mouse wrist watch. Of this he commented, "It's a place for kids."

**ABOUT 175** kids a day pass through these halls, a number he said that could not be served as thoroughly by the number of staff on hand if the doctors were working as a scattered force.

There is some similarity here for the mother of the young patient between Pediatrics Associates and a one-stop shopping center.

Firestone gave an example of this with the child who needed what he termed "a super specialist."

"There might be only two or three of these super-specialists in the state because we don't need any more than that. So the father of the patient may have to take a weekday off from work and drive to Ann Arbor. And it might not only be one day, but many trips back and forth. Then add baby-sitting costs to that for the other children at home.

"When the need arises we can bring the super-specialist here for a couple of hours, save our patients a lot of traveling as well as money," he said.

**THIS MIGHT BE** called the later-day answer to the old-fashioned house call. The idea could extend, Firestone believes, to where the super-specialist might have given hours in many or any far-flung parts of the state where he could get to in minutes by helicopter. Which in turn would save the patient many miles and hours of driving.

Pediatrics Associates does not act as an emergency hospital or clinic, but because of its number of staff, the hours are longer than an individual physician could give, and there is a 24-hour telephone service. The nine-member pediatricians of the team rotate being on call on off-hours.

Within their own group they have the pediatrician who has had special training or background in allergies, endocrinology, kidney disorder, intestinal disorders, emotional disorders and infectious diseases for switch-offs and consultation.

**TOGETHER THEY** work with a child psychiatrist, psychiatric social workers, a consulting clinical psychologist, a speech therapist and a dietitian.

"The whole idea," Firestone says, "is to give the greatest amount of service to the greatest number of people."

"Suppose one of my patients needed a dietitian. How many doctors working alone could afford to have one working in his office?"

"If we have a kid we think could benefit by group therapy, we don't have a whole lot of trouble getting him into a group. The fee is probably the same but the service is there. It's accessible."

The concept also has a doctor-patient benefit value, Firestone believes, because the doctor is working regular hours.

"How many people do you know that can give the same service at 11 o'clock in the evening as they can give at eight in the morning?" he asked.

"And in a situation like this, the experienced older doctor who wants only to work three days a week, can."

**WHEN FIRESTONE** was asked how the patients were taking to the new concept, he answered, "I think they were taken aback by the size of things at first, because we are the amalgamation of three little offices."

"Some pediatricians in the Detroit area have been so busy they had to close their doors. They just couldn't take any new patients."

"With a set-up like this, we won't have to do that anymore."



DR. NATHAN FIRESTONE

## Jeans: The great leveler

By SHIRLEE IDEN

Thomas Edison invented the electric light and Henry Ford the automobile, but the most revolutionary discovery of all may be that of a young Bavarian immigrant, Levi Strauss, who first fashioned blue jeans.

Jeans today are the great leveler.

They're worn by the young and the not-so-young and they've clothed princes and paupers alike.

Jeans are just about everywhere in the world and they're more welcome in some places than the Stars 'n Stripes or the yankee dollar.

Once they symbolized the lowly proletarian dungaree, but today they're "funky" fashion worn everywhere and anywhere.

THEY COME in bright indigo

blue, ready-faded or in any imaginable color.

They come straight-legged or bell-bottomed, cuffed or uncuffed, hip-hugging or high-waisted.

And they can be tie-dyed, embroidered, appliqued, studded with stones, and patterned.

Nobody really knows why but jeans have become a global uniform for work and play, and what's more they're unisex.

Levi's are no flash-in-the-pan fad. Strauss began making his strong, durable trousers back in 1850.

**THE GOLD** rush lured him to California, but instead of gold 20-year-old Strauss made his fortune by clothing the miners rather than joining them.

When he arrived in San Francisco, he had with him assorted dry goods including some tough canvas for tents and wagon covers.

Strauss soon found that pants strong enough to last in the gold fields were a non-existent commodity.

That's when Levi locked out. He took a roll of canvas and had a tailor make it into a pair of pants.

**HE GAVE** away the first pair to a miner friend. Since that day nearly 800 million pairs have been sold.

After more than a century, they still go by the name "Levi's." Even if they aren't genuine Levi brand.

Soon after Strauss set up shop in San Francisco, he switched from canvas and began making Levi's from a tough blue cotton originally loomed in Nimes, France and called "serge de nimes," soon shortened to "denim."

In the 1860's a Nevada tailor began riveting the pocket corners of pants for reinforcement.

**STRAUSS** and the tailor, Jacob Davis, jointly applied for a patent on strengthening Levi's overalls with copper rivets at all points of strain.

In 1873, the patent was granted and until it expired, Levi's were the only trousers with "copper-riveted strength."

Custom-fitting Levi's are the only item of wearing apparel to remain basically the same for more than 120 years.

From the onset, Levi's been imitated, but wearers learned to look for the trademarks of genuine Levi's.

**GRADUALLY**, the company began to expand to include Lady Levi's, western style shirts, jackets, and riding pants.

Levi's entered the man's casual slacks field and began producing tan cotton twill pants fashioned like the denims.

