

FIFTY-SECOND YEAR—NO. 13

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, JULY 11, 1929

\$1.50 PER YEAR—SINGLE COPIES 5c

## TO REGULATE PLANES OVER BIRMINGHAM

Commissioners Halgren and White Directed to Prepare Ordinance Here

### TO PROTECT CHILDREN

How far should an airplane be from the ground when it flies over the village of Birmingham? And if it flies too low, and brings down the wrath of local officials, citizens, and so forth, how will Birmingham's police department be able to apprehend the violator? These are questions that must be solved by village commissioners Hope Halgren and Lee A. White, both of whom Monday night at the commission meeting cited the increasing danger to local life and property through low airplane flying over the town.

Commissioner Halgren believes that a federal statute compels all fliers to remain up over 1500 feet; White asked if 500 feet was too low, while president Elberly felt that any village legislation passed to regulate airplane heights should be "plenty high enough to insure safety."

Danger, to village children who, on numerous occasions, have flocked to the location of an airplane

### ASK REMOVAL OF OLD HOUSE NUMBERS HERE

Removal of the old street numbers from Birmingham homes is asked for in a resolution passed Monday night by the village commission, at the request of manager James W. Parry. "The old numbers have been left up over three months since the new numbers were given out," explained manager Parry, "so that now, to avoid possible confusion, we should have them removed."

That was taking off or landing was cited by commissioners Halgren and White, who are now working on an ordinance to regulate the problem.

According to James Oliver, of Villa road, local amateur flyer, federal rules and regulations of the Dept. of Commerce request that a minimum of 1500 feet altitude be maintained by all pilots; except where weather conditions require coming closer to the ground to obtain visibility, this regular figure, which allows a gliding radius of eight to one, so that a plane up 1500 feet can go 12,000 feet before landing, thus insuring a greater factor of safety not only to the pilot, but to those on the ground," stated Mr. Oliver.

Rules and regulations are issued to pilots by the Dept. of Commerce, just as in the case of motorists, and are generally found at all airports, said Mr. Oliver.

## A Meeting of the Endorsers' Club

(FROM THE NEW YORKER)

By CAREY FORD

At the regular monthly meeting of the Endorsers' Club, held in the palatial home of Mrs. Fredrick Cameron Church (nee Mrs. Vanderbilt), Chief Officer Manning was elected President of the Society for the coming term.

Chief Officer Manning's nomination was endorsed by Captain Fried, himself an endorser of no mean ability; captain Fried complimented Mr. Manning on his services to the Endorsers' Club, and congratulated him upon what was without doubt the year's original testimonial of the year, in which Chief Officer Manning received watching a seaman pause in the act of rowing a leaky life boat filled with 38 survivors of the Florida, in order to light a Lucky in the very teeth of a howling Atlantic gale.—It was endorsements like Chief Officer Manning's, Captain Fried concluded, which gave the society its reputation today.

The election itself was rather cut and dried. Each member of the Club was blindfolded and handed a ballot-box containing five ballots, wrapped in plain black paper and numbered from one to five. As the cameras clicked, each member in turn walked up to the ballot-box and took out these ballots, one by one. The blindfold was then removed, and the member remarked without hesitation, "Chief Officer Manning."

In gratitude for his election Chief Officer Manning presented each member with a handsome testimonial, signed by himself.

In order to prevent any jealousy (not that there is any jealousy in the Endorsers' Club, for in reality they are just one big happy family) an Association of Vice-Presidents was instantly formed, similar to the Vice-Presidents' Association of the Guaranty Trust Company, except that the Endorsers' Club Vice-Presidents do not have to wear morning coats.

The Association consisted, in part, of: Cornelius Vanderbilt, Jr. (Chairman), Paul Poirot, Mrs. Robert R. McCormick, Sir Harry Laurie, Mrs. Sidney Borg, General Robert Lee Bullard, Queen Marie of Romania, John Raskob, Anna Pavlova, Paul Whiteman, Mrs. Henry W. Taft, and Countess Colorado Mannfield of Vienna (né Nora Ieslin).

Following the appointment of this Committee, nominations were considered by the Society for new members; and after some discussion Miss Natica (Woodbury Facial Soap) de Acosta, Miss Ruth (Tangee) St. Denis, Mrs. Jerome Napoleon (Borzi) Bonaparte, (Simon & Schuster) William (Bonaparte) McFee, Miss Mason (Blue Jay Corn Plasters) Johnson, and Mr. Gene (Nujol) Tunney were duly elected to the club. Secretary of State Simmons was elected an Honorary Member for his endorsement of Mrs. Gann.

The next name to come up before the Society was that of a

Mrs. Minnie F. Swackhamer of 124 Railroad Avenue, Council Bluffs, Iowa. It seems Mrs. Swackhamer has been an enthusiastic disciple of Friar Cohen's Little Liver Pills for 25 years. She has her husband and nine children. "They have kept us blooming with health," said Mrs. Swackhamer. Inasmuch as this testimonial had been published in a recent edition of the Farmer's Almanac, accompanied by her picture before and after taking, Mrs. Swackhamer felt that she had earned a right as any to join the Club.

"Do I hear any objections?" asked the Chief. Instantly several members of the Club leaped to their feet.

"I feel that the time has come for us to draw the line," declared Gloria Gould in a loud voice. "As I cannot know the Endorsers' Club has come to take the place of the Four Hundred today in American life. The advertising sections of our magazines practically amount to a Social Register. Everybody who is anybody has been photographed at least beside a jar of Pond's Cold Cream."

"I feel that if anybody has should certainly try to keep our organization as exclusive as possible, even if it means the exclusion of drop-drops," declared pointedly at Glenn Hunter.

"I had enough when the Pepsodent advertisement employed testimonials from mere nobodies," agreed the Baroness de Grass.

"Mindful of the inherent responsibility of royalty in shaping the destinies of the people," interrupted the Princess Maryanna Mayovskaya, "I do not care to associate myself with endorsers of liver pills. After all, I have some pride."

"As a matter of fact," said Mrs. W. W. W. Hunter, "after the motion had been thrown out, followed by Mrs. Swackhamer, 'I think it is high time in this connection to bring up another little matter which I feel is proving detrimental to the dignity of the Club. I am referring to a certain tendency on the part of one or two of our ex-member-members'—and she let her gaze wander slowly from Mr. to Mrs. Martin Johnson and Mrs. Gann, who were among their endorsements of late. One cannot turn the pages of a magazine today without finding that Veedo Oil, Spratt's Dog biscuits, Maxwell House Coffee, Allen's Foot Ease, and Dr. Eliot's Five Foot Shears are being carried to the center of Africa or the South Pole. I really feel there should be more discrimination."

"She's just jealous," whispered Mrs. Martin Johnson to her husband. "She was never invited to take an Old Gold blindfold test."

"Darling, you were perfectly stunning in that last Cutex advertisement," murmured Lady Heath to Anna Pavlova.

"At all," purred Anna Pavlova. "Really, dear, your Cutex ad was much sweeter than mine. You looked so sincere."

"Mrs. Church, I should like to have you meet Mrs. Morgan Belmont," said the Countess Mannfield. "I feel that we Simmons' mattress endorsers should get to know each other."

"So glad to see you with us in the Pond's group," nodded Mrs. Adrian Ieslin II to Lady Lavery. "I decided to send my son to Yale," remarked another voice. "With a little influence he may make one of the college papers, and have a chance to endorse Old Golds."

"My son made the Harvard football team last year," replied her companion proudly, "and he's already endorsed two fountain pens, a portable typewriter, and a Bradley sweater."

"...so of course I refused to go out to her weekend," confided Marilyn Miller to Paul Whiteman. "At least three of her guests had never been asked to endorse so much as a cigarette. Really, you know, I couldn't afford to be seen."

In spite of the desperate efforts of the Chairman to control it the meeting distinguished itself by good natured chaffing and exchanging of compliments. Mrs. Douglas Maxwell (House of Commons), Talmadge was persuaded to render a popular new endorsement; which consisted of reading a Borzoi Book blindfolded while smoking a Simmons Mattress soaked in Pond's Extract, to keep that Pepsodent-bright smile.

In leaving, everybody vowed it was one of the happiest and most profitable meetings of the season.

### RECOVERS AUTO IN BLOOMFIELD HILLS

Sergeant Delos Anderson, of the Bloomfield Hills Village police, recovered a stolen automobile Sunday afternoon, belonging to F. W. Minnich, of Pontiac. The car was stolen Saturday night by joyriders, believes, Anderson, who found it stuck in the mud near the Grand Trunk car yard at Long Lake road. "Apparently those who stole the machine tried driving without any wheels on a wheel, for it abruptly left the gravel road and landed in the soft mud," explained the officer.



... For the meal in the open!

## VACUUM JUGS

Special 1 gallon capacity, regular price, \$2.75

**\$1.98**

Vacuum Bottles, \$1 and up

LUNCHEON KITS PAPER PLATES NAPKINS CUPS SPOONS

## SHAIN'S DRUGS

PHONE 61 WEST MAPLE AVE. WE DELIVER



ARE YOU THERE, HENRY?

YOU OUGHT TO BE ASHAMED OF YOURSELF TO WRECK THE CAR WHEN YOU HAVEN'T INSURANCE -I TOLD YOU YESTERDAY TO CALL

## BINGHAM & BINGHAM

REAL ESTATE INSURANCE BIRMINGHAM MICHIGAN

Telephone 2000

Our Real Estate Offerings are listed in the Classified advertising columns of this issue

# BIRMINGHAM DEPARTMENT STORE

116 So. Woodward Birmingham's Foremost Store

## Offers New, Desirable and Timely Merchandise at JULY CLEARANCE PRICES

### Sheets and Pillow Cases Sheeting and Tubing

- \$1.85 63x99 Pequot Sheets, \$1.29
- \$2.00 72x99 Pequot Sheets, \$1.39
- \$2.25 81x99 Pequot Sheets, \$1.55
- 50c 42x36 Pequot Cases, 39c
- 55c 45x36 Pequot Cases, 45c
- \$1.95 81x99 Mohawk Sheets, \$1.39
- 4c 42x36 Mohawk Cases, 35c
- 9 4 Lockwood Sheeting, yd., 49c
- 42 in. Quinebaug Tubing, yd., 35c

### All Summer Frocks Reduced!

- Stunning summer dresses in plain pastel shades, gay printed ensembles; also long and short sleeves. Every desirable mode and color awaits you.
- \$11.00 Dresses, now \$7.95
- \$16.00 Dresses, now \$12.95
- \$21.00 Dresses, now \$17.95

### Guine Red Label B.V.D.'S 98c

- Reg. Size
- FAULTLESS NO-BELT PAJAMAS
- Also Other Good Makes
- \$1.69 Reg. to \$2.25
- \$2.39 Reg. to \$3.45
- \$3.29 Reg. to \$4.95
- \$4.89 Reg. to \$7.50

### Towels and Toweling

- 29c Bath Towels, 19c
- 59c Bath Towels, 39c
- 75c Bath Towels, 59c
- \$1.35 Bath Towels, 79c
- 29c Huck Towels, 19c
- 75c Linen Towels, 59c
- \$1.25 Linen Towels, 99c
- 10c Wash Cloths, 5c
- 29c Stevens Linen Toweling, 19c
- 2 for 25c Dish Cloths, 3 for 25c

### Wash Dresses Reduced!

- \$1.00 Wash Dresses, now 79c
- \$1.95 and \$2.45 Wash Dresses, now \$1.69
- \$2.95 Wash Dresses, now \$2.49
- \$3.95 Wash Dresses, now \$3.29

### Sale of Smocks!

- \$1.50 Smocks, now 95c
- \$1.95 and \$2.25 Smocks, now \$1.69
- \$3.95 Smocks, now \$2.95
- Women's Sport Coats, 1/2 off
- Wool Challie Coolie Coats, \$3.95
- One Lat Trench Coats, 1/2 off

### Dress Goods—July Priced!!!

- 55c Peter Pan Prints, yd., 39c
- 29c Kalburnie Gingham, yd., 22c
- 29c Sterling Prints, yd., 22c
- 29c Rumson Percales, yd., 22c
- 49c Printed Dimities, yd., 39c

### Bradley Swimming SUITS—1/5 OFF

Extra Special!! KOTEX—3 for \$1.00

### Phoenix and Ruby Ring Hosiery

- An opportune time to stock up on these famous stockings. Service, style service, chifon. All Finishes. All sizes. All Shades.
- 89c Reg. to \$1.00
- \$1.39 Reg. to \$1.65
- \$1.69 Reg. to \$2.25

### \$2.25 Crepe de Chine, yd., \$1.49

- Printed Rayons, yd., 69c Values to \$1.50
- 75c Beverly Radium, yd., 59c
- 55c Canton Chiffon, yd., 39c
- 55c Non-Cling, yd., 39c
- DEARABLE and smart materials. JULY PRICED!!!

### Coats Thread, 3 for 10c

Black and White—All numbers

### Domestics Reduced!

- 22c Fruit of the loom, yd., 22c
- 22c Hope Cotton, yd., 17c
- 18c Unbleached muslin, yd., 13c
- 29c Berkeley Cambric, yd., 22c

### Curtains and Cretonnes

- Curtains for every room, all have tie backs and some with valance, also panels in a large selection.
- \$1.50 Curtains, 99c
- \$1.95 Curtains, \$1.59
- \$2.95 Curtains, \$2.29
- Cretonnes in an endless array of patterns. All new and desirable.
- 39c Cretonnes, yd., 29c
- 65c Cretonnes, yd., 49c

### Bed Spreads and Linens

- \$2.95 Crinkle Spreads, \$1.95
- \$5.95 Rayon Spreads, \$3.95
- \$12.00 Rayon Spreads, \$6.95
- \$1.25 Linen Luncheon Cloths, 95c
- \$5.50 Linen Luncheon Sets, \$3.95 With Napkins to Match
- \$7.95 Linen Luncheon Sets, \$5.95 With Napkins to Match
- \$10.00 Linen Luncheon Sets, \$7.95 With Napkins to Match
- \$12.00 Linen Luncheon Sets, \$9.95 With Napkins to Match
- \$1.25 Linen Bridge Sets, 95c
- \$1.95 Linen Bridge Sets, \$1.39

### Smart Bags—Thrilling Values!

- Every wanted style to complete and enhance your ensemble.
- \$1.95 Reg. to \$2.95
- \$2.95 Reg. to \$3.95
- \$3.95 Reg. to \$5.95
- \$5.95 Reg. to \$8.95

### Beautiful Scarfs

Reduced—\$1.95 to \$4.95

### FLOWERS ARE SELLING—One-Half Off

### COSTUME JEWELRY 50¢ at One-Half Off

### Bradley Sweaters JULY PRICED!

- \$2.65 Val. to \$3.95
- \$3.95 Val. to \$5.95
- \$4.95 Val. to \$7.95

### TWEED KNICKERS AND BREECHES 1/2 OFF

### OPEN EVENINGS—Daily till 9:00, Saturday till 10:00 FOR YOUR CONVENIENCE

# L.E. Davidson BIRMINGHAM DEPARTMENT STORE

116 So. Woodward Birmingham's Foremost Store