

REPORT

(Continued from Page 1 Part 3) the streets must for the most part wait on the completion of the water mains and sewers. No substantial progress can be made within the next two years. This being the most expensive part of the program and it being reasonable to assume that there will be some reduction in cost within the next two years, the delay in the construction of these improvements is not too serious, provided, planning is completed for the accomplishment of a permanent improvement program within a reasonable length of time.

In considering such an improvement program, I do not believe it is a proper viewpoint to consider the cost of such an improvement as a cost item but rather as an investment. It is my opinion that lots and buildings in the City of Birmingham have a substantial increase of value due to their being located within a city having the natural advantages of the City of Birmingham.

The main portion of the investment in Birmingham is represented by homes having values of from \$8,000 to \$40,000 for the most part. Consideration must be given to the value of homes in Birmingham 15 years from now and a decided factor in these values will be the type of City in which they are located.

One need go no farther than congested residential areas in De-

troit and surrounding cities to observe large areas where property values are depressed below present construction costs for replacement of homes due to lack of foresight in planning the area providing the type of surroundings which make for a desirable location in which to live.

Ansious to Invest Mortgage companies furnishing money for financing construction are at the present time anxious to invest in Birmingham. The experienced more stable conditions here than in other cities in 1933 and 1934. This indicates the soundness of viewing such a program as an investment rather than as an expense item. Even a casual study of values will show this statement to be correct.

I wish to point out that in the City of Birmingham during 1933 and 1934, the values in certain areas were very seriously depressed to even greater extent than the general economic condition warranted and yet homes in these areas were purchased by permanent residents, the areas were improved and at the present time these areas are highly desirable residential sections with stable values.

From the viewpoint of the individual property owner such a program will involve an investment of from \$300 for a partially improved 40 ft lot to \$700 for many of the larger lots. In considering the values of these properties in the future, it would appear to me that such an investment was certainly justified from the viewpoint of protecting property values, neglecting entirely the comfort, convenience and satisfaction of living in a well improved city.

Costs Will Be Greater A large part of this cost will be spent in maintenance costs of

ORDINANCE NO. 261 OF THE CITY OF BIRMINGHAM AN ORDINANCE AMENDING ORDINANCE NO. 232 OF THE CITY OF BIRMINGHAM

An Ordinance Amending Ordinance No. 232 of the City of Birmingham by Amending Sections Nine A and Nine B thereof to read as follows: Section 9 of Ordinance No. 232 and all of Ordinance No. 231 and all of Ordinance No. 230 of the City of Birmingham Ordinance:

That Section Nine A and Nine B of Ordinance No. 232 be and the same be hereby amended to read as follows: (a) For the purpose of making and collecting charges of water used by consumers the calendar year shall be subdivided into quarterly periods as established by the Department and all water bills shall be payable on or before the first day of each quarter for each preceding quarter.

(b) All charges for water will be made against the premises supplied and shall be paid as provided herein. The City of Birmingham will not be liable for any charges for water consumed, service performed or material furnished, including any charges for water in connection therewith are not to be made against the premises supplied, but shall be made against the person who has caused such charges to be made and the amount of such charges shall be paid upon such premises until so paid. When the amount of such charges has been turned over to the City, it shall not be turned over again until such charges have been paid.

(c) When one property consists of several premises as defined in this ordinance the property may be served by the Department through a single meter, the option of the owner shall be held responsible for the meter bill.

(d) In case of the temporary vacancy of any premises the meter will be turned off at the stop cock, and the meter-receiver by the Department upon request of the owner of the premises to be disconnected. The Department will be turned on again and charged for any quarter in which such meter is not used, but no rebate shall be made for such period of temporary vacancy (30) consecutive days in any quarter occupied, with the premises are left unoccupied, the same time and made payable to the Department, no rebate will be allowed for any allowance be made for any water registered by the meter that may leak or waste through the plumbing or fixtures.

(e) The following schedule of water rates or prices is hereby established and shall be charged for water supplied by the Department. The minimum charge in any quarter will be for six thousand (6000) gallons of water whether or not actually registered by the meter and shall include the meter rental.

Minimum Rates Per Quarter (6000 Gallons) 1/2 inch meter \$2.50 1 inch meter 3.00 1 1/2 inch meter 3.50 2 inch meter 4.00 For each additional 1000 gallons over the minimum20

The foregoing rates shall be subject to a penalty in the amount of 1% of the total of the bill if not paid within thirty (30) days after the same become due, and payable.

Special Rates Rates for special supply or for temporary supply for any purpose shall as fixed by the Superintendent, and as provided in Section Five, paragraph (j) of this ordinance.

(f) The Department will deliver mail bills to the premises to which the water is supplied, but will assume no responsibility for loss or failure of such bills to reach the proper person. Bills of premises for which the owner pays the meter bill should be returned to the owner promptly for payment.

(g) Charges will be made for water meter-receiver by the meter, and no deduction of the meter-receiver shall be made for the meter-receiver, except as provided in Section Six, paragraph (i) of this ordinance.

(h) Payment of all water charges and other accounts due the Department shall be made to the City Treasurer, Section Nine B—Sewage Disposal Rates shall be levied on each lot or parcel of land having or premises having any sewer connection to either the storm or sewer sewers of the City, provided, however, that no double charge shall be levied where there are connections to both storm and sanitary sewers. These sewage disposal bills shall be rendered with the water bills and made payable at the same time and under the same conditions as the water bills, for respective portions affected as set forth in Section 9 of Paragraph (a) hereof.

(i) The rates charged for sewage disposal service shall be to be billed for water consumption, provided, however, that where a substantial amount of water is used for landscaping and other purposes the amount billed against such property on the period from July 1 to December 31st shall be 40% of the amount charged for water consumption against such premises during said period.

When water from a private water supply is imported into the sewerage system of the City of Birmingham, it shall be consistent with the regular rate established for such use, and the amount to be determined by the Superintendent of the Water and Sewerage Department, based upon the facts of each case.

(j) If the bill for water and sewerage charges is not paid within thirty days after the same become due, the water service to such premises may be shut off until the same is paid. Paragraph (i) hereof and such unpaid bills shall be a lien in favor of the City of Birmingham against such premises.

Section 9 of Ordinance No. 231 of the City of Birmingham referred to therein (Sections 9a and 9b) and Ordinance No. 232 of the City of Birmingham are hereby repealed. This ordinance is hereby approved by the Commission of the City of Birmingham this 23rd day of May, A. D. 1934.

presently unsatisfactory improvements and the choice is apparently between an investment in property improvements or in providing a smaller sum on maintaining presently inadequate improvements.

It must be recognized that the costs for the improvement program will be greater than outlined herein as a portion of the cost will be borne by the general fund of the city; however, facing the unpleasant aspect of financing such a program, it still appears that the program will be good sound business.

Financing such a program will be extremely difficult and the Commission should be given the serious thought should be given to this phase of the problem. The amounts involved should indicate the impossibility of accomplishing any street improvement program except through our established special assessment procedure.

Greater Equity I believe we can, by realising the magnitude of the problem, dispose of any further arguments as to financing street improvements through our established procedure, and our established procedure will result in greater equity to all persons concerned.

Estimates on a ten year program (the financing of the City's share does not present a problem) would approximate 20 percent of \$8,000,000 or \$1,600,000. This, together with our present commitments would possibly approximate \$1,600,000. Such a program should be financed by bond issues.

The bonds would be serial, 20 year bonds with average maturities of something less than fourteen years. They would be issued over a period of ten years. The interest rate indicated for Birmingham Bonds at the present time approximates 1.7 per cent. Using a 2 per cent rate of computation, the interest would amount to 28 per cent, or \$420,000.

36 Cents Per Month The amount of \$1,920,000,000 being a total of \$1,500,000 principal and \$420,000 interest would all be paid over a 30 year period or at an annual average rate of \$64.00 per month. This means a continuation of the present debt service lead to approximately 1978, whereas our present issued bonds would all be retired in 1968.

To show the cost of such a program, the City's share would amount to \$15,000 population which is substantially less than the estimated population ten years from now when the heaviest burden will be placed on the taxpayers, the annual per capita cost would be \$4.23 or about 36 cents per month.

The above outlined program is recommended to the Commission for adoption. The City should be convinced that the best interest of the City lies in such a program. The City's share of the "stockholders" through the press and local civic groups. It is only through a united desire on the part of the Commission and the citizens that Birmingham can become the type of city desired by the residents.

I have no hesitation in recommending this program. The City program and firmly believe that the assumptions and conclusions contained herein are sound and factually correct.

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Around The Cracker Barrel

Every year you spend a great many dollars in purchasing garments made from cotton fabrics. Probably you have had the sad experience of finding your new shirt or dress lose its shape, luster and size during its first washing. You became disgusted and threw the shirt or dress into the rag bag.

Well, this is National Cotton Week and it seems like a good time to visit a bit about cotton fabrics. Perhaps we can discover a few things about cotton which will save you dollars and temper. For there is a big difference in cotton fabrics.

Cotton is generally graded according to the length of the fiber produced. Thus, Sea Island Cotton is probably the finest produced. It is grown on islands off the coast of Georgia, and in narrow strips bordering the Atlantic. Its quality is dependent upon the moisture from the sea, and it has an extremely long and fine fiber, ranging from 1 1/2 to 2 1/2 inches in length. When this fiber is spun into thread the product produced is tough and even. But, there isn't much of this quality grown, and most of it goes into laces, fine sewing threads, and silk imitations.

So-called Egyptian Cotton was an import from Egypt, and the plant has done extremely well in parts of Arizona and California. It, too, has a long fiber, ranging from 1 1/2 to 1 3/4 inches in length. The spun thread is almost as strong as that from Sea Island Cotton, and is in greater abundance. American Egyptian Cotton is now used in our finest cotton fabrics, and should be much desired by you.

American Upland Cotton supplies the bulk of our cotton thread. This is the common variety grown in most Southern states. The fiber is about an inch in length, and the thread produced is softer and weaker than the Egyptian variety. Most excellent fabrics are sometimes produced by mixing Egyptian and Upland threads.

With this meager knowledge about cottons what can we do to make sure we purchase garments made from good cotton? Nothing. So, let's go on a bit.

Good strong cotton thread doesn't guarantee a good finished fabric. Much can be lost or gained in the manufacture of the cloth. How closely and evenly is the fabric woven? This may not entirely depend upon the desire of the manufacturer to produce good cottons; it may also depend upon his equipment.

Today, almost 85% of the cotton looms in this country are of the old-fashioned variety. They are virtually obsolete. Their workmanship is very mediocre, breakages in the thread are frequent, and the resultant fabric is not good. The manufacturer, in order to merchandise the product coming from out-moded equipment, covers up his errors with an unconscionable amount of sizing—or filler. In some cotton fabrics this filler will equal as much as 8% of the total weight of the fabric.

And when you wash a fabric with this much filler, what happens? The filler is washed away, the fabric and garment lose shape, and the clothing is of little value.

Still you wonder what you can do. How can you tell the type of basic cotton in a garment? How do you know the type of equipment used by a manufacturer? How can you know how much filler is used to make the garment look fresh and crisp?

There is a way, and it's very simple. Buy a Nationally Branded garment. Look for that label you know. Don't buy unknown brands, or "bargains".

The manufacturer with a nationally known brand has to produce a quality of goods in the light; he's no bit player. He constantly has to protect his good name and good will. He can't cheat. He buys the best grade of raw cotton; he uses the finest modern machinery. Generally the manufacturer of a national brand has the necessary capital to keep his plant modern; the little fellow hasn't. Almost all of the country's modern looms are owned by manufacturers whose brands you know. And now that the war is over, and new looms are coming on the market, the big manufacturer is modernizing as fast as he can.

Cottons are sometimes sold at ridiculous prices. Cheap cotton dresses, cheap cotton shirts aren't really cheap. The price may attract you; high styling might attract you. But, the price you'll eventually pay for that garment isn't written on the price tag. A few cents more may insure you of quality; a National Brand will guarantee it.

These are just a few more reasons why Campbell's Village Store holds only National Brands. That's why the manufacturer's label is left on. You can see what you're buying. We don't have anything in the store which is "just as good".

But to every rule there is an exception. And we are making an exception to our National Brand rule in favor of a new product which we think has particular merit. This is the London Bobby Cape, made right here in Birmingham by the Wesley Gibbons Company. The London Bobby Cape is styled after the capes worn by the cops in London; it is very full, and light in weight. It can be worn by men, women and children. It gives perfect freedom of motion, is ideal for the sportsman and fisherman. It is manufactured from light weight nylon, which is fully water-proofed. It can be folded into a very small package—can be stuffed into a golf bag.

One of the very interesting things about this cape concerns its designer, Mrs. Alice Middleton McDougall. Mrs. McDougall was one of the survivors of the Lusitania sinking in 1915. Indeed, she is the lady about whom much has been written in papers and magazines, the lady whose life was saved by Mr. Alfred Vanderbilt when he forced his life preserver upon her. Mr. Vanderbilt perished. Mrs. McDougall has designed the capes, which come in several styles, and is the owner of the trade-mark. Mr. Gibbons is just commencing the manufacture. We felt we should place these capes on sale, in the hope that a new National Brand would be born. Come in and see the London Bobby Capes. They are really ideal rainwear. These capes will be produced in a variety of colors, and they're fairly priced.

The new capes remind me that we now have a fine line of beautiful shower curtains from Nashua Mills. Take a look at your shower curtain tonight, and imagine what a beautifully colored curtain would do for your bathroom. It might even improve your husband's singing in the shower.

Many of you ladies have been waiting for those white hosiery bed spreads. Well, they're here. Also at the store is wide embroidered ruffling for petticoats and slips; imported French Val lace; cluny lace; Indian head; permanent finish organdies.

And for you men we've just received new Game and Lake gabardine sport shirts; hand washable; soft shades of maize, green and gray. With collar buttoned you might try a fine woolen (Botany Mills) tie of Scotch plaid. Over 60 authentic tartans in stock. The plaids are small, so that the tie has the effect of a small pattern.

For a comfortable place to shop try Campbell's Village Store. Space to move around. You won't be hurried. Cheese and crackers every day; coffee served on Saturdays. For your convenience, open on Wednesday afternoons.

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