

### Northland Center Built To Serve Homes In Its Area

Local business in the area should not fear completion of J. L. Hudson company's Northland Center in Southfield township, Horace Carpenter, Jr., vice president and general manager of the center, told Birmingham Real Estate Board members at a meeting Thursday, Feb. 1.

Carpenter stated that the center would derive enough business within its area and would not have to go to other communities for business.

He said that a survey of potential home building in the area within a ten minute ride revealed that over 21,000 building permits had been taken out in the area within the past ten years, establishing a potential of 100,000 customers.

When questioned on the amount of business the company thought they would lose from the downtown store, Carpenter stated that the loss was believed to be near 20 percent of the business gained from this suburban area and would total \$2,000,000 a year.

He explained that estimates have been made that the company would gain \$14,000,000 yearly in new business at the branch store to more than make up for the loss.

The \$22½ million center will include 70-75 competitive businesses, Carpenter told the audience. Parking spaces have already been developed for 4,000 cars.

He illustrated his talk with slides on the plans and sketches of the center that is scheduled to open in March, 1954.



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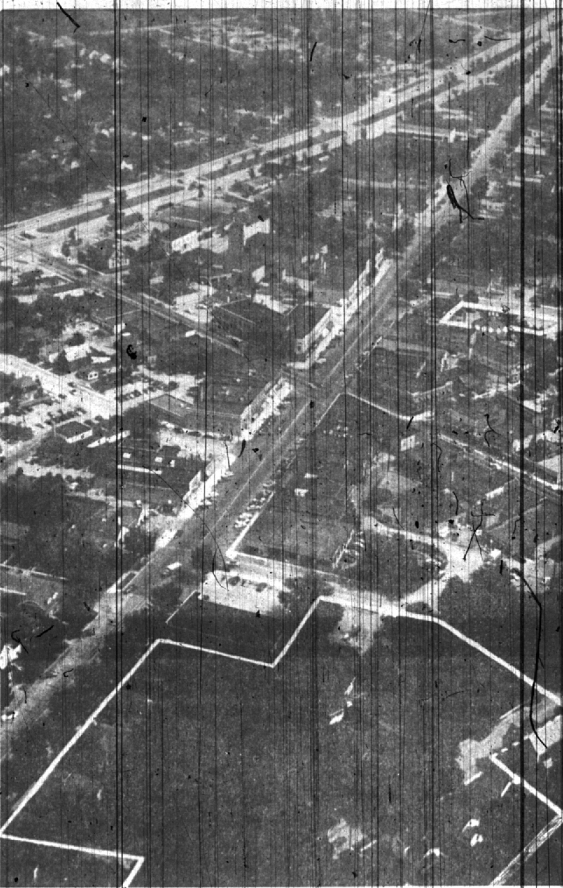
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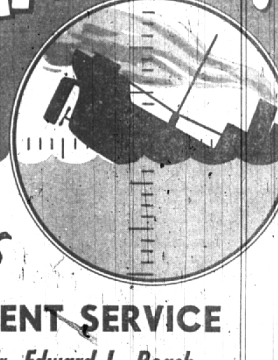
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AERIAL VIEW OF BUSINESS SECTION SHOWS PARKING SITES  
Proposed lots on East Merrill and Willets would serve area

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### Proposal

(Continued from Page One)

Comp, which are prepared to invest \$30,000 in the project.

It would be to let the city do something like \$12,000 a year, and the lease would contain in agreement to sell to the city for \$100,000.

Six pieces of property and to be located in the proposed new lot, four of them in the city.

Among these properties owned interested in the project are off-street parking facilities for the southwest corner, between the Widener and Jackson, also Robert McHone, Henry Dillman, Earl Horton Leonard, and Edward E. Hoffman, and Herbert T. ...

ALL ARE Birmingham citizens except Horton, who lives in Dry Oak, and T. ...

At Monday's meeting, Lebowitz disclosed that the city's proposed parking meters have been purchased from the city's general fund for the parking meter revenue account.

The cost was \$17,000 and still leaves \$22,000 in the parking account. This money has been set aside as meter revenue since July 1, when the city commission regulated the parking revenues and placed them in a special fund.

Commissioners approved Lebowitz's suggestion that special studies on off-street parking be paid for out of this special fund. However, they will appropriate money at least one is presented, reserving the right to pay it from other city accounts if needed more appropriate.

### Given Fine Arts Degree

Miss M. Carey, son of Mr. and Mrs. M. Carey, 330 Lincoln Road, Birmingham, has been awarded a master of fine arts degree from the University of Art, Zeller, St. Louis. Miss Carey has an impressive record of achievement in her work. She has been awarded a number of medals and honors in her work. She has been awarded a number of medals and honors in her work. She has been awarded a number of medals and honors in her work.

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(Continued from Page One)

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### VOTE FOR BERNARD A. CHAPMAN

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### Receipts

(Continued from Page One)

"It seems so long ago, that science may be before long find the answer to this terrible sickness and make more people in shape to it."

Taylor said that 400 women, mostly young mothers, took part in the one-hour canvass on Jan. 29. These young women went out and rang doorbells, he said. It was a not too pleasant task, but we had no trouble getting them to do it.

"THE MEN wore the tape which said 'Tonight I Am A Mother' and did their share. The Girl Scouts pitched in, too. We want to thank each one of them."

"There is also the North Chevrolet company to thank for the sound car, the Artcraft company for the posters and The Birmingham Eclectic for its part."

"We want to thank the editors for the space they gave us and the staff members for the pictures and stories they prepared. We want to thank the lady who wrote of her family's experience with polio and the National Foundation."

"Responses like these are heart-warming."

"THE CAPTAINS did a wonderful job in organizing their forces and having it all work smoothly. The members of the American Legion drove their cars through all sections of the city, guarding the women who were out collecting the money."

"I want, especially, to thank Mrs. Howard Riemann for the great job she did."

"Originally, I was the chairman for Birmingham," Taylor said, "but she did the work. She did the same wonderful job this year; that she did last year. She devoted herself to the work with never any hesitation or question as to whether she could spare the time or not. She just went ahead and did it."

Taylor remarked that she felt "very happy" at the financial support received from doctors in Birmingham.

"I THINK it shows they are beginning to be a hundred percent," he said. "It makes me feel that perhaps they can see the end of this awful disease is not far away."

He pointed out that greater hope for a workable check to the spread of polio has been given this year than ever before.

"The money we received last Thursday night are going into research as well as for the care of polio victims," Taylor remarked. "The time may not be too far off when scientists and their test tubes and experiments will have it licked. Maybe, some day, we can have the last March of Dimes. I hope so."

IN CONCLUDING his message of appreciation, Chairman Taylor said, "When the lights went on in Birmingham homes last Thursday night, a feeling, the sure, that all of us were playing an important part in the March of Dimes."

It was brought to the attention of workers that in many cases school children, arriving home with their reminder messages, hastened to turn porch lights on immediately. Parents were warned that the light must remain on until after the "lady comes for the polio money."

Many reports of emptied piggy banks were received by workers who, by some cases, found themselves laden with more pennies than they had seen in a long time. "It felt like a parking meter," one collector commented.

AS TAYLOR pointed out, the hour of collection did not, by any means, represent all of the work that went into the campaign.

Mrs. Riemann, with her captains, spent hours planning the drive and assigning block volunteers for their part of the job. Then came the deluge.

A corps of workers received re-

### The Birmingham Eclectic

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