



FOREST LAKE COUNTRY CLUB officers are shown putting the finishing touches on the new club's sign during the official opening of the course last Sunday. The course, near Square Lake and Franklin roads, is the first private club chartered in the area in the past 25 years. Pictured above, from left to right, are Lee N. Mays, 316 Pilgrim, vice-president; Victor R. Cramer, 15941 Amherst, Southfield township, treasurer. Applications for charter memberships are still being taken at the club.

#### PEOPLE'S COLUMN

##### Resident Praises Police, Firemen

TO THE EDITOR:  
I wish to take this opportunity to express our thanks and appreciation for the fine, prompt and efficient service of our Birmingham police department and our Birmingham fire department.  
At 5:15 a.m. (recently) I reported my car stolen from our driveway. At 6:30 a.m. I received a phone call that they (police) had located my car on Elm street. Our eight room frame home caught fire. How they were able to keep it from burning to the ground, I'll never know. Only the prompt and efficient service of our

Birmingham fire department saved our home.  
Dan Wells  
1653 Bates

##### On Duty in Pacific

Gilbert Salkeld, storekeeper 3/c, will return to Long Beach, Calif., for active duty following a two weeks leave at the home of his parents, Mr. and Mrs. S. H. Thomas, 1248 Bird. He will leave for duty in Pacific waters aboard the Samuel N. Moore.

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## BUSINESS BRIEFS

### Varsity Shop Set To Open May 14

A new sporting goods store, the Varsity Shop, is scheduled to open Friday, May 14, at 277 Pierce. The store will be operated by Vince Secontine, 1204 Edgewood, Birmingham football and baseball coach who resigned recently to go into private business.

His 20 foot by 90 foot store is one of several stores to occupy the completely remodeled building formerly held by the Birmingham Moving and Storage company.

Secontine is an authorized dealer for Rawling and Spalding sporting goods firms. The complete line of sport goods offered will include hunting, fishing, bowling, football, baseball, tennis, badminton, trophies and Little League equipment.

### More Bus Travel

Lowell Bush, 1101 Webster, local Trailways Bus company agent, predicts that five percent Federal excise tax reduction on bus transportation will result in a further travel incentive during the coming year. He explained that the extension of the life of a round trip bus ticket from six months to one year will mean that a person buying a round trip ticket will be able to stay at his destination six months longer than was previously possible.

### McSweeney's Shoes To Have New Store

McSweeney's Fine Footwear, located in the Village Store for the last 2 1/2 years, will move into larger quarters Friday, May 14, in

the modernized building at 277 Pierce.

The new 20 X 80 foot store will be air-conditioned and will feature perimeter type heating. The store will continue to carry women's casual shoes and children's shoes but will broaden these lines.

The selling area will be separated from the stock area and will be on the first floor of the building formerly occupied by the Birmingham Moving and Cartage company.

James D. McSweeney, owner-manager of the store, formerly operated a downtown Detroit store for 17 years prior to coming to Birmingham.

### Eggleston's To Add Shoes in New Store

Eggleston's, 136 No. Woodward, will expand their merchandising operations Wednesday, May 26, when they hold their grand opening in the new store, 183 No. Woodward, just across the street

from the location they have held for the past 5 1/2 years.

A complete line of Red Goose children's and adult's shoes will be added to the yard goods and ladies' and children's ready-to-wear and infants' wear.

The new store will cover 3600 square feet of store space with additional storage space. All lines presently carried will be continued at the new address.

The owners and managers, Tom and Jim Eggleston, also operate a store in Oxford, Mich.

### 1st Home Occupied In Pine Center Sub

First residents of the new Pine Center subdivision are Professor

B'HAM ECCENTRIC Thursday, May 23, 1954 Page 7

and Mrs. R. C. Faunce who live at 2335 North Pine Center Drive. The subdivision on Pine Lake offers a private beach and park for residents.

The development is by Bert L. Smokler & Co. and features three bedroom California contemporary designed ranch homes with attached garages. Pine Center is located on Midland Road at Long Lake Road in West Bloomfield township.

Models in the new section are open daily and Sunday 11 a.m. to 8 p.m.

General news deadline is 4:30 p.m. each Tuesday.

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WE HEARD IT SAID BY—  
ROBERT MORGAN, 400 W. Maple, Troy township, protesting a recommended zoning change to industrial on property adjacent to his home: "Our homes are there to stay; these factories have not been built as yet. This is the time to protect the homeowner."

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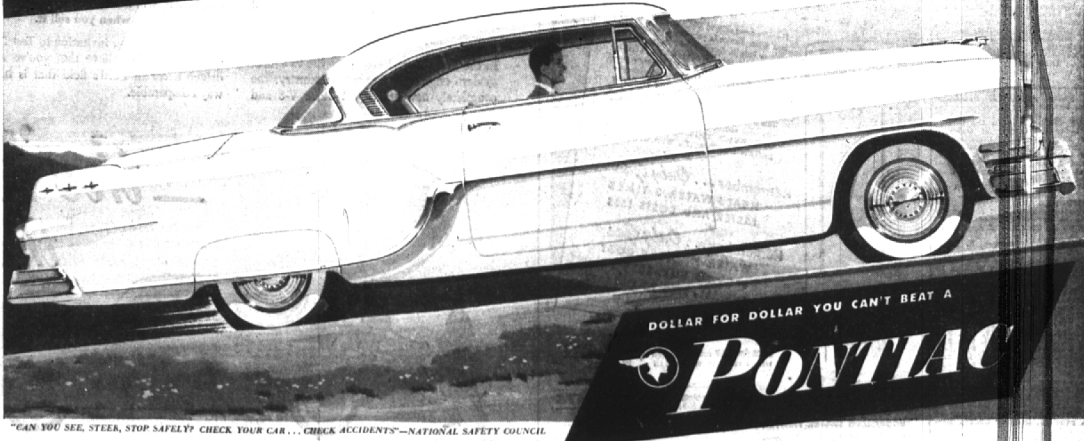
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