

Let's See, Now—I Smell Water Around Here Someplace! . . .

Foxcrofters Can Sink or Swim . . .

... depending on poll progress. See story on page 1-E.

Chocolate Ants Are Food for Thought . . .

... or so Bloomfield Hills French students say. See page 1-D.

Little Football . . .

... is in the Birmingham area spotlight. Rosters of all the teams, freshman and varsity, in the Birmingham-Bloomfield league are on page 8-E, along with a story. And the schedules are on page 7-E.

The Dope . . .

... on Birmingham high's football squad, along with photos and a report on last week's opener, is featured on page 8-E.

Read about the problem . . .

of below-age youngsters wanting to drive the family car, on the editorial page of this week's Eccentric.

Read Our New . . .

College News Feature on Page 2-B.

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This and That

by George R. Averill

So the romance between Edie and Debbie has hit the rocks . . . and each rolls his own separate way. Millions of Americans, both young and old, who originally responded to the wholesome of their courtship days, are now disappointed . . . more and more aware of the Hollywood environment that often makes marriage a mere acting role, of short duration.

The old saw that love is blind is not true. Actually, love acts as a magnifying glass, enabling lovers to see possibilities in each other which others cannot see. Whether one is happily married or unhappily married depends mainly on one's imagination. And so it is with other areas of life. (D. Kenneth Winebrenner)

Maine has gone Democratic again . . . more than at any time during this century. Why? A combination of causes contributes to the situation . . . the desire of a majority of people to want something for nothing and enough candidates for public office to promise to get it for them; ignorance by too many people of economic laws; plus, of course, such incidents as Sherman Adams to accept free gifts from somebody who has dealings with governmental agencies over which men like Adams have considerable influence and control.

The recent personal political declarations of Vice-President Nixon, some of them contrary to his own ideas, are welcomed by many Republicans. Many G.O.P. leaders are aware that the former glamour has tarnished, and they want their party leaders to reveal new and winning proposals for the 1958 and 1960 elections.

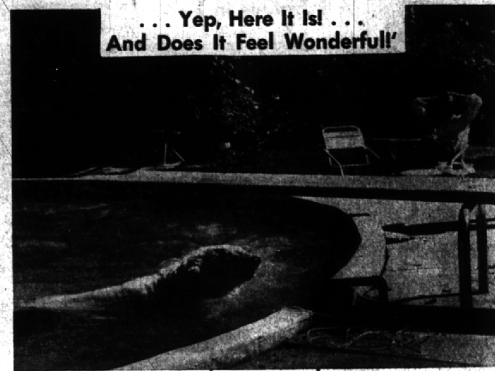
Persons who look such things up report that shaving was originally a protective measure. Since long beards were easy for opponents to catch when engaged in combat. Obviously, this does not apply to baldness.

It is reported that the recent 85th U.S. Congress averaged the expenditure of \$153,900 every (See THIS & THAT, Page 2-A)

All makes of new cars, motorcycles and mopeds must be equipped with a safety company, D.H.T. and ask for \$250,000.00.



... Seems to Be Over in This Direction . . .



... Yep, Here It Is! . . . And Does It Feel Wonderful!

Monday was a very good day for a swim. In fact, what day isn't a good swimming day for a polar bear?

So the 800-pound, four-year-old, permanently fur-coated female above, Zero by name and the world's only trained polar bear, was in the Birmingham area on business this week. She is modeling for pictures to be used in forthcoming advertisements for an automobile air conditioning equipment manufacturer.

She (and five other common, ordinary, run-of-the-forest brown and black bears who are rented as a group) arrived Sunday night at the home of Robert R. Clark, 1020 Greentree, Bloomfield township, as he and his wife were giving a dinner party for 30 people. Zero became the center of attention, of course.

MONDAY SHE WAS ALLOWED a private swim in the

50-foot backyard pool of the Fred M. Warners, further down on Greentree drive.

And did she love it! Clark, reclining in the lawn chair in picture at the right, was enjoying the situation, too.

More water Tuesday when Zero was posed at several of Cranbrook's famous fountains and pools.

Clark, whose advertising agency has bought Zero's services for the entire week, has arranged a special children's show for tonight (Thursday) at 6 p.m. at the parking lot at Eastover school on Westview drive. This is west of Adams and north of Long Lake roads.

Zero and her companions will ride motorbikes, roller skate and do other unusual bear acts. The 25-cent admission will be used by the Eastover PTO for its school library.

Parents will be welcomed at tonight's performance, too. (Photos by Bloomfield Studios)

The Birmingham Eccentric

38 PAGES
THURSDAY, SEPTEMBER 25, 1958

BIRMINGHAM, MICHIGAN

SECTION A

Serving the Citizens of Michigan's Finest Suburban Residential Area

His Radio Dream Now On the Beam

By JULIE CANDLER
Staff Writer

He likes people. Especially a certain kind of people—the kind who listen to his new FM radio station, WHFI-Detroit. They're special people, says tall, dark, Gar Meadowcroft, of 1011 Forest, Birmingham. He calls them people with "taste and discrimination."

The 31-year-old radio executive decided recently that it was time somebody did something about radio entertainment for the kind of people he likes.

They were tired, Meadowcroft felt, of "John's other wife." And that romantic dame who's over 35. And "rock and roll." And heavy commercialism.

SO MEADOWCROFT quit his job as general sales manager of a Lansing radio and TV station, and began organizing a radio station. Now he broadcasts classical music from 8 to 12 four days a week. He offers recordings of top plays like "Death of a Salesman" and "Othello" in a two-hour program Sunday nights. He plays dance music from 10 to 12 Friday and Saturday nights, and jazz from 2 to 3 every day except Sunday, when he presents two hours of opera.

"We're not after mass appeal," says Meadowcroft. "We're aiming at all the varied tastes that are possible in music. Last week we had a special program on music for the harpsichord. Each program is beamed toward a definite group."

"WE MAY lose listeners who do not like what we have at a particular time," he explained. "But because somewhere in our schedule we offer what they like, they will come back."

Meadowcroft estimates there are about 750,000 FM radio owners in

Expensive Answer To Stinky Problem

It'll cost at least \$14,000 to eliminate sewer odors from 72 combination catch basin manholes in the 10-block area from Wilmont street north.

"Well, at least we have the answer to this problem the area has lived with for too many years now," expressed Birmingham Commissioner William E. Roberts, who moved his family into the area a comparatively short while ago.

CITY MANAGER L. R. Gare said the problem arose when the original storm sewer system was converted some years ago into a combination storm-sanitary sewer.

Commissioners learned most of the 72 manholes would have to be altered, and that subsequent paving plans might require abandonment of many new structures.

"If we widen or narrow any streets, much work we would do now would be wasted," Gare emphasized.

Subdivision officers will be asked to review the city's studies and to learn how area residents prefer to handle the problem.

New Executive Vice-President

Appointment of Charles F. Adams, 1819 Gould, Westwood, as executive vice president of MacManus, John & Adams, Inc., is announced by Ernest A. Jones, president. Adams has been executive assistant to the president.

In addition to his new administrative duties, Adams will continue to head up the Cadillac motor car division account group.

Adams joined the agency in 1949 as a copywriter after graduation from the University of Michigan and postgraduate study at the University of California.



Dr. Margaret Mead Here for Talks At Town Hall

In Birmingham today and tomorrow for her talks at Birmingham Town Hall is Dr. Margaret Mead, South Seas roving research anthropologist and ethnologist, writer, curator of the American museum of natural history, and professor at Columbia university.

Dr. Mead speaks to the sold-out Town Hall audiences at 11 a.m. at Birmingham theatre. She will be introduced both days by Mrs. George H. Carey, Town Hall president.

Seated at the speaker's table at the celebrity luncheon at Birmingham country club following her talk Thursday will be Mrs. Charles Renfrew, Mrs. William T. Gossett and the Rev. Dr. Kenneth L. Gass. Friday Mrs. Morris M. Halsted, Mrs. Graham John Graham, Mrs. Andrew Brown, of Detroit, and the Rev. W. Eugene Stowell will be at the speaker's table.

Build Maple Ave. Traffic Relief Into Latest Plan

Birmingham's revised arterial street program now includes some relief for Maple avenue through the downtown section.

City Engineer Grover Serenbets, the city's go-between with the state highway department, showed city commissioners his latest report to the state.

It was practically the same as the one he turned in back in 1951, with one important addition: Merrill street has been used as an indication that Maple avenue will need some kind of relief in the next 10-20 years. That's the period over which the state has asked all communities to project their traffic needs.

A MUNICIPALITY'S share of state gas and weight tax revenue is determined by how many miles of major arterial streets and highways it can justify with traffic volume counts.

"We had to indicate the line somewhere, but it does not mean the Merrill cutoff necessarily will be the relief to Maple," emphasized City Manager M. L. Gare. "It could go as far north, further south, or be some other answer."

Merrill street has been in and out of the municipal traffic pattern for more than 30 years. It would have to be cut through from Woodward to Hunter to be an effective means of traffic relief.

City Complies with Health Dept. Order

The city of Birmingham has complied with a Michigan Department of Health order concerning the Twelve-Town drain dispute.

The order, issued Aug. 29, directed the various cities involved in the drainage dispute to issue a statement setting forth the manner, means and procedures by which they proposed to make the drainage system adequate.

The city issued its statement Monday. It said: "The city of Birmingham hereby states that within the limitations of its municipal powers and to the extent practical, it will follow the methods, procedures and schedules outlined in the Report on Pollution Control of 1956 and in the order of the Michigan Department of Health dated Aug. 29."

A Comprehensive Plan is Explained

By JIM CRELLIN
Staff Writer

"A comprehensive plan for Birmingham should be looked on as a springboard for future development. It would serve as a series of guideposts for step by step development of the city."

These and other statements regarding a comprehensive plan for the city were made by economic consultants, Dennis Durden, at last Wednesday's planning board meeting.

Durden, a representative of the Larry Smith company, which served as a consultant for Hudson's Northland and Eastland shopping centers, appeared before the planning board to outline a comprehensive plan for the city.

Many businessmen and representatives of the Chamber of Commerce attended the meeting in the Municipal Building to hear Durden explain the function of such a plan and what it means to the city.

"BASICALLY," my company makes an economic study to determine the future size of a city and its long range opportunities," Durden said. "These studies are used to formulate a comprehensive plan, and the purpose of this plan is to give the city an outline for future development."

"However, I want to stress that such a plan should not be considered a panacea. It is more like a framework on which the city can build, and there are certain obligations which the city must fulfill to make the plan a success."

"A city needs physical plans for streets and public facilities, and it should also plan specific projects such as parks and parking facilities that will be able to handle the future growth and development figured in a comprehensive plan."

"AFTER PLANNING these projects, the city must see that they are carried out in order to make the plan a success. And, there must be continual coordination and supervision by the local planning board."

Durden also explained how the central business district would be affected by a comprehensive plan, and what the plan could mean to the future development of the district.

"Birmingham's central business district is filling and its growth is slowing," Durden said. "In the future competition will increase, and become more aggressive, and trade growth within the city will depend on the number of shopping districts on its outskirts."

"IF THE CITY expects to compete with these outside shopping areas, it must plan ahead in order to have something to offer the consumer. (See PLAN, Page 2-A)

Rocket Boss' New Nephew

"Gee, Dad, doesn't seem to be any different sitting in Uncle Werner's lap than it does in yours!" 8-month-old Alexander von Braun seems to be saying to his parents, Mr. and Mrs. Magnus von Braun, 3321 Paddington, Troy. It may be "Uncle Werner" to Alex, but to the rest of the world it's the Werner von Braun, who guides the United States' space missile program. He was in Detroit Monday night to speak at the annual scholarship drive of the Detroit committee for seven Eastern women's colleges. He stayed over into Tuesday for a visit with his brother and sister-in-law—but Alex got special attention. Magnus von Braun also plays an important role in the nation's missile development—he's the program control manager of Chrysler missile division.

STRICTLY FRESH

There's nothing quite like a brisk wash-up with water from the pump on a muggy fall morning, or working the water off a leafy lettuce. Fellow in this office we won't mention by name reminds us of a leafy facet; the drip is amazing. Similar, as frustrated as a computer trying to board a bus while carrying one of those playtime hooches so popular these days. The best accident insurance in the market is water. Old-fashioned hospitality is proof of friendship—about 90



Everybody listens to WHFI-FM at the only Mrs. Meadowcroft (the former Shirley Gar Meadowcroft home in Birmingham, not Swaney), but also sons Scott, 5, and Greg, 8.