

### Must Change Date of Toothbrush Sale

A request by the Birmingham Exchange club to hold its annual toothbrush sale May 9 met an obstacle at Monday night's city commission meeting. The obstacle was the city's policy of only holding one fund-raising drive on city streets per month. Local veteran organizations had already requested May 21 as the day for their annual poppy sale. The commission asked the Exchange club to consider an April date for the sale. Proceeds from the sale help support the summer camp program at Camp Oakland, the Birmingham Civil Air Patrol Cadet Squadron and the Birmingham Teen-Traffic court.

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### Cranbrook Senior Sets Record in Writing Contest

A Cranbrook senior has walked away with a first award in the Southeastern Michigan scholastic writing contest. He is Alexander Pendleton, son of Mr. and Mrs. Thorn Pendleton of Warren, Ohio.

Pendleton took first place for his critical review and radio original entries. He received honorable mention for writing in the one-act adaptation, TV adaptation, critical analysis, familiar essay and radio adaptation classes. One hundred nineteen Cranbrook students, both junior and senior classes, took a total of 236 prizes in the area-wide competition entered by students of both public and private schools in the Detroit metropolitan area. The number of awards won and number of participants both exceeded Cranbrook's own record breaking performance.

## Plan

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screening and subsequent use in schools, etc.;

The suggestion that 49 outstanding college undergraduates be selected to spend a summer in every other state as "Junior Industrial Ambassadors," telling about Michigan before business clubs and other organizations; The proposal that essay contests be conducted in grade and high schools on the subject of "Why I Like Michigan";

The idea of sponsorship of six events each year as "Michigan Industrial Ambassador Day's" where some noteworthy industrial accomplishment could be hailed.

HILL POINTED out that the job which the Ambassadors are starting to do "is not their private preserve. Quite the contrary. There are eight million residents in the state, and every one of them has the same obligation and responsibility to help in the promotion of Michigan."

Saying that the need for this common goal has become "crystal clear," Hill told the Realtors that this goal "transcends political considerations." Whereas political personalities and party "lines" will change, "the need for a good economic climate will always be with us," he declared.

### This & That

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up—and gets his own break-fast.

When a person displays intellectual honesty, it is presumed that he thinks and speaks and does things consistent with his conscience, with his knowledge of what is right and what is wrong. No more difficult task confronts a public official than exemplifying intellectual honesty—and, alas! too few of them do it. I have frequently said that few, if any, public officials of long service have been able to maintain an uninterrupted condition of intellectual honesty. As a matter of fact, if a public official did think and say and do things 100 per cent satisfactory to his conscience, he would not win the wholehearted support of the vast majority of voters. Most citizens, unfortunately, like to listen to political promises, even though they know they will not be carried out after election. Most people dislike being told the utter truth about economic and civic problems because, in order to solve most such problems, the citizens themselves would have to be more unselfish, more tolerant, more willing to make personal sacrifices; in short, they would have to think and speak and act in keeping with the same demands they make upon their public officials.

### POLITICAL ADVERTISEMENT

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## City

(Continued from Page 1-A)

reasons for having a comprehensive plan for the downtown area.

1. It would insure that downtown Birmingham would have full development of all things including retail and community functions.
2. It would relate the growth of the downtown district to the rest of the community.
3. It would co-ordinate public and private ventures so both types are more effective.
4. It would enable scheduling and planning for future growth.

DURDEN SAID the economic survey his company would make would determine the future size of the city and its long range possibilities. This survey would then be used to formulate an overall comprehensive plan.

He gave several reasons as to why "now" is the time to consider a comprehensive plan for the city.

"From my standpoint and that of my company, we think this is the best time in Birmingham's life," Durden said.

HE SAID the city's basic economic lines have already been defined, and stressed the fact that the business district had reached a point where future growth would depend on areas outside the city.

"Future downtown growth will depend on the ability to draw supporting growth from outside the city," he said.

What would the absence of a comprehensive plan mean to Birmingham?

Durden said the absence of a comprehensive plan for the downtown area would probably not have any immediate or drastic effect but would present a health of the downtown area is excellent.

HOWEVER, he pointed out that over the long run the city might miss the opportunity to use its full potential.

"You might miss something you could have, and it's possible that you would lose something you already have," he said.

In summarizing his outline, Durden stressed the importance of having community-wide support for a downtown plan to make it a success. He said the business, city officials and community must be willing to back the plan and carry it out.

FRED PEW, president of Max Brook Inc., was the first businessman to question Durden during the open forum. He asked Durden to explain his company's qualifications.

Durden said his company worked in four basic fields, shopping center development, department store development, retail planning and planning and redevelopment.

He pointed out that his company has acted as consultant for Hudson's Northland and Eastland shopping centers.

PEW then asked if Durden's company intended to question local merchants and shoppers. Durden said this was an important part of making an economic survey.

DO YOU HAVE any magic formula or guarantee that your findings would be used," Pew asked.

Durden said he could not give any such assurance and that in the past his company had been surmised at the number of cities which paid for plans and never used them.

"Hiring a consultant is like getting married," Durden said. "You have to be sure your going to follow through."

CITY COMMISSIONER Charles W. Renfrew asked Durden if he could cite any programs which were successfully carried out in towns similar to Birmingham, and Durden outlined a plan being used in Princeton, N.J.

Birmingham Mayor Carl F. Ingram had already established his understanding that the success of the present business district could be attributed to the high grade of business shops, Durden asked if the city should keep this type of shopping area.

DURDEN SAID he felt that Birmingham had already established its character, and that it should be used to obtain the business districts full potential.

After Durden explained that much of the information his company would use for their study would come from material already compiled by Herzbeg, Pew asked why Herzbeg couldn't handle the entire project.

PEW ALSO said he didn't feel that Durden's company could do an adequate job in 75 to 90 days for \$5,700, and said he didn't approve of using material already available.

"I think this type of thing needs more digging," he said.

Durden said the study his company would do for \$5,700 would only be a step towards a comprehensive plan.

MAYOR INGRAM said the commission and plan board had thought of using available material when the question of comprehensive planning first came up.

"We would be using the Larry Smith Company to get the ideas of experienced consultants," said Ingram. "We would be buying their special knowledge in arranging available material."

"I don't think we would be realistic if we thought we could get a complete plan for \$5,700 when such a thing usually costs thousands of dollars."

ROSENFELD AGREED with Pew and said he felt the city would be better off using Herzbeg's talents, and by developing a physical plan and forgetting about the economic survey.

He pointed out that the city of Kalamazoo recently spent \$50,000 on a downtown development plan and only used the physical plans.

"The economic study was almost completely ignored," he said.

"I think Birmingham should spend \$30 or \$40 thousand and get what it needs. I don't think

The Birmingham Eccentric Published weekly except semi-weekly for eight issues during last week in November, first day weeks in December, fourth week in May, and first week in July in The Eccentric Building, 220-24 N. Woodward Ave., The Birmingham Eccentric, Inc. Telephone Midwest 4-1100. Address all mail subscriptions, change of address, Form 3579 to: 220 N. Woodward, Birmingham, Mich.

George R. Averill, President, Editor and Publisher Paul N. Averill, Vice-President and Treasurer George W. Averill, Secretary

Entered as Second Class Matter in the U. S. Post Office at Birmingham, Michigan, under the Act of March 3, 1879.

SUBSCRIPTION RATES One Year (in Oakland County) \$4.00 Six Months 2.00 Four Months 1.75 (Outside Oakland County) One Year \$5.00 Six Months 2.50 Four Months 2.25

### McKenzie To Go FM on Locally Owned Station

April 6 will be a great day for Gar Meadowcroft, owner of radio station WFL.

At 2:00 that afternoon Ed McKenzie, one of the nation's most popular disc jockeys, will begin a Monday through Friday four-hour broadcast at 94.7 megacycles on the FM dial.

The well-known man of music recently resigned the post which he had held for more than eight years with WXYZ because of differences between himself and the station management over programming policy.

McKenzie says he is happier now than he's been in a long time. After more than two decades behind the microphone, he'll at last be able to do the kind of radio programming and broadcasting in which he so strongly believes.

"Meadowcroft and I have the same goals—the same beliefs in what radio can and should be," says McKenzie.

"Our aim is to provide the kind of programming which will attract, hold and satisfy an adult audience. Our listeners will get the music they want—not a lot of nerve-racking noise and senseless sound forced upon them by a management which thinks only in terms of money."

"And there'll be more than music," says McKenzie. "There'll be things to think about—talk about—and maybe do something about."

"An economic study is important."

DURDEN REPLIED by saying it was not unusual for his company to do an economic study to be used, but that city planners find it necessary, at one time or another, to refer to these studies.

He also pointed out that planners in Kalamazoo had come to his company several times for advice.

SEVERAL plan board members said they felt an economic survey would be necessary to show the need for certain projects and to justify requests for capital improvements.

After the meeting, Durden told Herzbeg he felt the city would be making a mistake if it did not have an economic survey made before it went ahead with physical improvements.

He said it was one thing to determine the need for something, and another to determine where it would be best located.

### Lands Out West

Marine M/Sgt. Jack Draughon, son of Mrs. Fern Johnson of Holland street, Birmingham, landed with the 1st Marine Brigade on the beaches of Camp Pendleton in Southern California Wednesday, marking the start of "Operation Big Land," a coordinated surface-air amphibious assault exercise.

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