



The Nation's Top
Suburban Weekly
TEN CENTS

'Our Town'

... will be presented by Methodist church members. See photo on page 6-B.

Saturday Night

... the gayest night of the week. See page 1-C.

Charming Namur

... is delightful says Seaholm exchange student. See story on page 6-D.

Seaholm's Track Success Secret?

... see Sidelines. Page 8-E.

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This and That

by George R. Averill

Humphrey Praises Gov. Williams—Who Praises Humphrey

U. S. Senator Hubert H. Humphrey, Minnesota's civic gift to the nation, is current proof of the American right to life, liberty, and the pursuit of happiness. . . . and also to activate himself as a partisan candidate for nomination to the office of President of the United States.

It has been said that "every Mother has the right to vision her son as chief occupant of the White House" and we do not know whether the Senator's Mother ever had such a dream . . . anyway, it's now in her hands.

Paradoxically, though, when he was here two weeks ago to make a speech before 850 Oakland county Democrats, the ubiquitous Hubert refused to admit he is an actual candidate for the nomination although, as I mentioned in this column last week, his press releases were headed "FROM The Humphrey for President Committee."

Perhaps by the time the 1960 national convention opens, Hubert (as well as a half dozen others now giving every evidence of wanting that prize) will have admitted his heart's desire.

YOU WHO HAVE little or no practical experience in the "game of politics," may wonder why a potential candidate hesitates to announce his actual entrance too early into campaign.

Simply because he would then put himself up as a target for his opponents to shoot at—target, officially, is not yet located in the political target gallery, can you see this?

This anachronism is peculiar to politics. While it manifests some of the hypocrisy and cynicism of double-talk, it's nevertheless the accepted tradition.

Finally, of course, it always allows the unannounced candidate to withdraw himself from the race, in the event conditions do not result in a sufficiently popular following of voters.

So the Senator's "campaign" is typical of some of his opponents: Sen. Kennedy, Symington, Johnson, Kefauver et al, plus Republicans Nixon and Rockefeller.

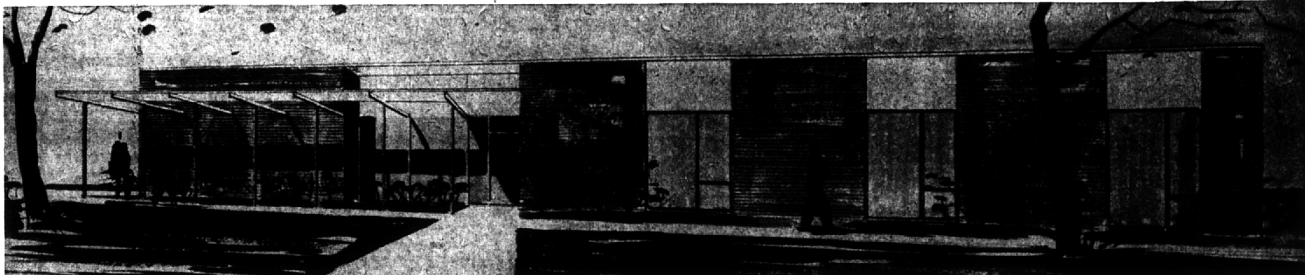
At the end you, Mr. and Mrs. Voter, "pays your money and takes your choice."

WHEN SEVERAL HUNDRED members of a political party gather to listen to their leader, considerable praise thunders from the speakers' table.

The MC will flatteringly introduce all the lesser lights, be they a few or a score or more. He will introduce prominent persons out in the audience, too, since this helps to hold an organization together.

Sometimes, with most of us, we not only seek a maximum of good fortune, of kindness and consideration from others, but we actually expect it. How often we are disappointed in our failure to measure up to their expectations of us. So, we appear to live in an imperfect society . . . which then calls for doing the very best we can . . . that alone minimizes trouble.

82nd YEAR—NO. 36



Sketch of The Birmingham Eccentric-Averill Press' new offices and plant on Bowers street, east of Adams in Birmingham

\$2.5 Million Demery's Store for B'ham; Eccentric Moving to New \$250,000 Plant

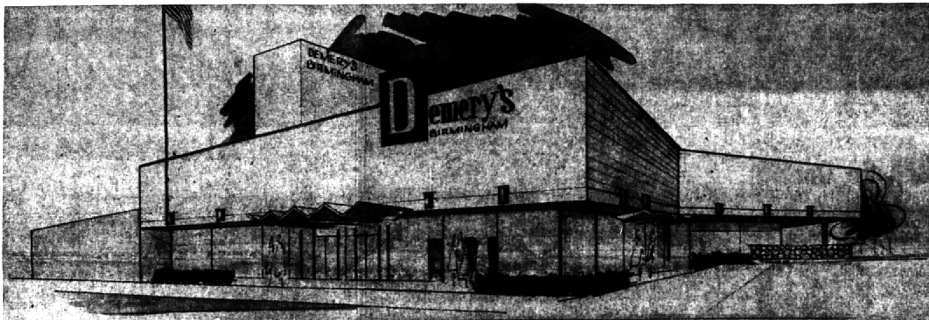
Our Next Address: 1225 Bowers Street

Demery's Target Date: Open by Spring 1961

By GEORGE WM. AVERILL
Managing Editor

A nearly \$3 million investment in Birmingham's commercial future, including approximately a \$500,000 three-way property transaction, was disclosed officially today by the presidents of Demery's department store of Detroit, The Birmingham Eccentric, and the Averill Press, Inc.

Demery's will build a second store—an estimated \$800,000 structure—at the corner of Woodward and Hamilton on property where The Birmingham Eccentric and Averill Press have been for more than 37 years.



Here's what Demery's Birmingham store will look like at Hamilton and Woodward

'Dear Mrs. Murphy' Torch Drive Workers Meet B-B-F Quota!

By JULIE CANDLER
Staff Writer

Like shuttles weaving back and forth between the Philippines and Michigan are the interests of the gracious lady who lives at 444 Bonnie Brier, Birmingham.

Filipino village craftsmen call her "Our Dear Mrs. Murphy." In her home state of Michigan, she's known as University of Michigan Board of Regents member Mrs. Irene Murphy.

She'll be making her seventh journey across the Pacific, her sixth trip to the Philippines, in a few weeks. After that, she'll also be known as the recipient of a special citation from President Carlos P. Garcia of the Philippine republic.

The honor comes on the tenth anniversary of the Manila community chest, which she organized. In recognition of her important role in wrapping all 305 of Manila's flood-rangers into one big package, President Garcia himself will make the presentation to the Filipino-American friend with the big, smiling eyes.

BUT THE CITATION isn't the only reason for her trip. She's going on from there on a 60-day journey around the world.

The first half of her trip will be devoted mostly to the Philippine portion of her interests in life. She'll be contacting people through whom she conducts Irene Murphy Imports. That's the thriving venture which imports the handmade wares of over 500 Philippine village craftsmen.

The second half of her trip will be the guest of Uncle Sam. On it she will turn to another of her big interests, her job as a U of M regent.

THE UNIVERSITY operates an English language center at Bangkok, Thailand, under contract with the United States government. The contract provides for one university regent and one administrative officer to visit the language center annually for observation purposes.

OTHER FIGURES show that Bloomfield village had \$14,546 (\$14,546); Oakland Hills \$10,488 (\$9,902); Foxcroft \$1,236 (\$1,133); Wing Lake \$3,256 (\$3,650); Franklin \$4,790 (\$5,388); and the region brought in \$5,400 to top the quota of \$3,045.

BIRMINGHAM businesses outdid themselves by donating \$10,000. They had a quota of \$4,935. Government employees contributed \$1,108 with a quota of \$1,108. In the house-to-house canvassing, the volunteer workers brought in \$88,522 towards a quota of \$94,268 for the B-B-F area.

ALL makes of inner spring mattresses except the \$188 sample of the TRUSSARDI, Dial "O" and ask for Enterprise 6218.

They made it! "They" being the workers of the United Foundation Torch Drive.

Chances of making the \$203,907 quota for the Birmingham-Bloomfield-Franklin (B-B-F) area appeared slim last week when the deadline slipped by.

BUT MAKE IT they did when the final figures were released by Mrs. Frank B. Heib, director for the Oakland county chapter.

In fact, they went over the quota by three-tenths of one percent—\$204,585.

"The workers were kind of unhappy at the victory dinner held last week in Detroit because they were told we hadn't reached our quota," said Mrs. Clyde C. Bennett, Jr., 589 Sullfield, Birmingham, area chairman.

"They will be glad to find that we not only reached it, but went over the top," she said.

THIS WAS the 11th consecutive year that the drive had gone over the top. Never in the history of the Torch drive in the B-B-F area has the quota failed to meet the target.

Birmingham workers collected \$80,927 to go over their quota of \$79,777 while Bloomfield Hills workers gathered \$74,946 for their quota of \$74,901. Beverly Hills had \$7,181 towards a quota of \$3,225.

Other figures show that Bloomfield village had \$14,546 (\$14,546); Oakland Hills \$10,488 (\$9,902); Foxcroft \$1,236 (\$1,133); Wing Lake \$3,256 (\$3,650); Franklin \$4,790 (\$5,388); and the region brought in \$5,400 to top the quota of \$3,045.

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Hills Ok's Bids on New DPW Building

BLOOMFIELD HILLS—Bloomfield Hills city commissioners approved a motion to advertise for bids on the new DPW building that is to be constructed on city property at 45 E. Long Lake road.

The building, which should cost an estimated \$35,000, will house the road equipment and have a stall for mechanical repairs.

A DATE FOR submitting bids was not decided at the meeting and will be finalized at a later date.

Former United Nations general assembly president and India's high commissioner in London, the world-renowned Madame Vijaya Lakshmi Pandit is in Birmingham for Town Hall appearances today and tomorrow.

The sister of India's Prime Minister Nehru, she speaks at 11 a.m. at the Birmingham theatre. Season tickets to this year's Town Hall series have been sold out, and no general admission tickets are available.

Mme. Pandit will be introduced both days by the British Consul General in Detroit, Sir James A. Easton. Sitting with the honored guest at a celebrity luncheon Thursday at Birmingham country club following the talk, will be Lady Easton, Mrs. Harry Hoyt, the Rev. Dr. Kenneth Gass, Mrs. George S. Hodges and her daughter, Susan. Miss Hodges attended the Royal College of Art in London with Mme. Pandit's niece.

Malcolm Lovell school board member and American Motors executive will introduce the speaker.

Alexander Named To Replace Schone As DPW Director

PONTIAC—The successor to Harold K. Schone as director of the Oakland county department of public works will be R. J. Alexander, mayor of Oak Park.

The DPW board named Alexander this week, following the resignation of Schone to become city manager of Arcadia, Calif. Alexander takes over Dec. 1.

The new head was deputy director under Schone, at a salary of \$13,300 per year. No replacement has been named for Alexander, whose pay is being raised to the \$17,500 Schone received.



MME. VIJAYA PANDIT

Mme. Pandit Here For Birmingham Town Hall Talks

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THE ECCENTRIC AND AVERILL PRESS in the next two or two will begin construction of a new, modern \$250,000 newspaper and job printing plant on the north side of Bowers street, across the street from the newly opened A&P branch store.

Disclosure of the property purchase and building construction was made by Charles A. Peck, president, and John W. Butler, executive vice president, of Demery's, and The Eccentric's president, editor and publisher, George R. Averill, and Averill Press President Paul Neal Averill.

IN WHAT IS considered the biggest news in a generation for Birmingham's business section, Demery's will invest a total of nearly \$2.5 million in land, building and fixtures in their new enterprise.

After more than three months of negotiations, The Eccentric concluded an agreement Saturday on sale of its Woodward, Hamilton, Ferndale standards to Demery's. The Standard Oil Co. also has sold its Woodward-Hamilton corner to Demery's.

THE ECCENTRIC'S new building will be constructed by the Campbell Construction Co. of Detroit. Completion date is early spring.

Demery's then will move in, demolish the old Woodward buildings, and complete its air-conditioned, escalator-equipped basement and two-story building. Demery's completion date is early spring, 1961, which also will be its golden anniversary year.

Carl Flumho, vice president of Hall & Young, local real estate firm, handled the property transaction.

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AT THE FERNDALE street entrance, there will be a small court, rock garden and other landscaping, Butler pointed out.

Demery's Birmingham will employ about 250 persons and be a bit larger than the Detroit store at Milwaukee and Woodward.

He emphasized it will not be a branch store. "We will be duplicating our Detroit store, but adding the latest in customer services and merchandising aids," Butler added.

THE NEW STORE also will (See STORE, Page 2-A)

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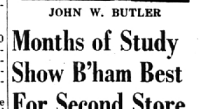
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Months of Study Show B'ham Best For Second Store

"We believe we have a wonderful future in Birmingham—that's why we are making a \$2.5 million investment in it!" declared Demery's executive vice president John W. Butler, who for the past three years has lived at 817 Washington, Bloomfield Village.

"We have spent months investigating Birmingham's business as a prospect and in future," he explained. "We are emphatic in our conviction Birmingham is the place for our second store."

HE SAID DEMERY'S had been offered opportunities to expand in Detroit metropolitan area, even in New York and California. (See BUTLER, Page 2-A)



JOHN W. BUTLER