

They Found a Need And Then Filled It

She didn't know it at the time, but the tree-limb that almost fell on the roof of a Bloomfield township home last Memorial Day was to get the woman who owned the hoire a mention in the Nov. 12 edition of Saturday Evening Post.

She did know how to handle the situation, however. She dialed a Delta number and got rid of the overhanging limb the same holiday afternoon.

IF SHE had needed an appliance repairman, a plumber, a locksmith, if she'd found a hat in the basement, she could have called the same number that day.

At the other end of the line—the National Home Owners' club, 14976 Shaefer, Detroit.

The club would have called a pre-selected contractor or repairman as it did in the case of the tree limb.

THE NATIONAL Home Owners' club is a brand-new service organization which is meeting the universal problem of finding qualified repairmen and finding them when they are needed.

The idea for a centralized "clearing-house" type operation was born in operation in various parts of the country since 1954. In Detroit and environs it has been a practical reality for about a year and a half.

Ernest Curtis and Albert Schenewetter were starting to enlist subscribers when they ran into Allen Ostervik who was giving away memberships to a similar service and charging contractors fees for being listed with the service.

SOME QUICK merging brought about the final form of the organization: a service club that carefully screens repairmen and contractors, checks references, compares rates with national averages, remains on call 24 hours a day, reviews all bills for services, making sure they're fair and relatively agreeable to both, guarantees work, charges members a fee of \$12 annually, pleases customers with prompt, reliable service, and businessmen with a nearly guaranteed clientele.

Speed of service is a result of the club's splitting the metropolitan area into 44 districts; repairmen are listed by areas and sent to homes in that area. Emergencies involving danger to health or property are answered within an hour, other calls received before noon are answered the same day.

EXPANSION has been rapid in

A Few 'OK's, Much Thought Mark Planning

The Birmingham planning board, apparently in a contemplative mood, asked for time, at its recent meeting, to study two questions while approving rezoning in two areas, and recommending approval of a new subdivision.

Birmingham's R-7 multiple-family residential area (bounded by Southfield, Henrietta, Merrill, and including the south side of Brown) is due for further study in connection with central business district plans.

THE AREA has come to the board's attention several times in past months on questions of rezoning to B-1 (non-retail areas), parking restrictions, alley vacations, non-conforming uses and necessary business uses. It will probably be six months before an answer comes from the board, members indicated.

Although the construction of a neighborhood swimming pool north of Sheppard and east of Manor road by the Forest Hills Swim club was denied as being contrary to zoning restrictions, board members wanted to study the question in terms of future changes in the zoning picture as the number of private swim clubs increases.

THE BOARD approved the rezoning of the southeast corner of Ann and Frank street and doubled the size of the parcel by recommending that the eastern half of the two lots be rezoned also to B-1 from R-4 multiple-family residential.

Oppier Frank Van Fleetson had requested the change only for the western half of his two lots. The board recommended to the City commission that it rescind the resolution which would restrict the uses of the six city-owned lots on E. Maple and on Yorkshire.

IT RECOMMENDED further that a public hearing be held to rezone the property in conformance with existing restrictions and a limit of one single-family each on the three lots on Yorkshire.

Board members recommended that the matter be put before the public in the spring, 1960 election. The new subdivision is north of Northlawn and east of Fairway drive; contains 21 single-residence lots of more than 9,000 square feet each.

It will probably be tagged the Birmingham Golf estates, as recommended by the City Commission when it approved the subdivision Monday night.

Reconsider Bids For New Tractor

Purchase of a new tractor from a Pontiac distributor was reconsidered, then all bids rejected Monday night by the Birmingham city commission.

Detroit with its above average percentage of home ownership. Membership subscriptions have been especially heavy in the Birmingham area, according to sales supervisor Mary Ellen Briody.

Even The Birmingham Eccentric got a call from a Bloomfield township member who wanted to praise the service she was getting. With more than 7,400 members in the Detroit area, the club has sold franchises in 23 cities. (Expansion was so recent and so sudden that the service is still listed as the Home Owners' club in Detroit directories.)

Expansion is understandable when one considers that American home owners run up a \$7 billion modernization bill every year.

Perhaps the most outstanding fact about the club is that Detroit Better Business bureau has not received a complaint about the organization in its 18 months of operation.



'Acting' Officially Now

LATHRUP—Robert C. Steger (third from left) received his appointment recently as acting postmaster for Lathrup village. Elmer G. Wallen, field services officer, gave Steger this certification while postmasters from neighboring areas look on. They are (from the left) C. F. Baker, superintendent of mails; C. L. Curtis, Southfield Postmaster; Stenger, Wallen; Rolie Reese, Birmingham Postmaster, and Herbert J. Dyble, Bloomfield Hills postmaster. President Eisenhower watches the proceedings from the background.

Marine in Alaska

Donald E. Franklin, son of the C. B. Franklins of Hazel street, Detroit Better Business bureau, of the first marine "Pole", being conducted on Kodiak division from Camp Pendleton, Island in Alaska is Marine Pfc. Calif.

Nov. 25, 1959 THE BIRMINGHAM (MICH.) ECCENTRIC 3-A

It's a To(r)ry Show
Toys will be on display for Tory preschool mothers at 8 p.m. at the Dec. 2 meeting of the group. Toys for children under seven years of age will be shown compliments of Jacobson's, Birmingham. Refreshments will be served.

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