

POWER LAWNMOWERS
ALL MAKES — SHARPENED
REPAIRED
RENTALS & SALES
GARDEN TOOLS — TRILLERS
MOWERS — CHAIN SAWS
Arrow Saw & Tree Supply Co.
30717 Greenfield Rd. at 13 Mile
Phony Park Rd. 6-2660

The Kids Ran Things — For a Day Anyway

By TOM BURGUM
Civic Control Day Guest Editor
Monday, May 23, was a day to be well remembered by 33 seniors from Seaboard high school, and also by a majority of Birmingham city officials.
This day, Civic Control day, was

set aside to give elected and non-elected school representatives an opportunity for a closer look at their city government and its processes.
THE STUDENT group left Seaboard by bus at 9:30 a.m., headed for the Birmingham municipal building and a morning of tours.
After a brief organizational and orientation meeting with Mayor Robert Richards, faculty advisor, and Mr. Robert Kenning, Birmingham district city manager, the group was divided into thirds for the tours.
Essentially they covered all the official offices in the building, meeting available officials and gaining some insight as to the vastness and complexity of city government.
After touring the municipal building, the group went to both the Adams fire station and the Department of Public Works on Elton.

HERE AGAIN the idea was to acquaint the students with some of the hundreds of city processes carried on every day. After these tours the group returned to Seaboard for lunch.
Returning to the municipal building after lunch, the group met their designated officials.
Each student had been selected to a city department and the afternoon was spent with such persons as possible working individually with their counterparts.

THE SEVEN commissioners were: Anne Abbott, Otto Laidlaw, Nancy Wesch, Steve Smith, Bob Tigelaar, Bob Brookman and Fred Chimes, elected mayor by the commissioners.
Other officials represented were: city manager, Don Van Doren; assistant city manager, Bob McKenzie; treasurer, Carl Schuler; assessor, Jane Thompson; attorney, Don Frey; engineer, Paul Robertson; market judge, Dave Lindner; Ruth Kalmbach; director of recreation Phil Isbell; park director, James Slater, and superintendent of public works, Doug Walters.

Also participating were police chief Pete Russ, fire chief Bill Saba, building inspector Emory Minor, sewage plant operator Leigh Stowell, assistant county nurse Chris Schaad, director of forestry and game warden Jim Babin, electrical inspector Don Wehe, county sanitarian Judy Gipp, city planner Jim Babin, Southfield nurse Emily Watson, and juvenile officer Chuck Coffin.

THE DAY was highlighted by a one-hour student commission meeting preceding the regularly scheduled one.

Here, the student commissioners conducted the meeting in the same manner as their counterpart, and used the same agenda for discussion.

Brightening the meeting was dog warden Bill Massey's report of the local animal capture and execution of a "vicious" squirrel which had bitten a workman on the toe, and sewage plant operator Leigh Stowell's reflections of his afternoon.

Ending the day on a grateful note, the student commissioners terminated their meeting with the unanimous passage of a resolution thanking the commission, city officials, and especially Mr. Kenning for the work they had done. This day completed the student group's return to rise Tuesday morning for an all-day trip to recorder's court in Detroit.

NOTICE OF RESOLUTION TO AMEND THE BY-LAWS OF THE BIRMINGHAM COMMUNITY HOUSE ASSOCIATION.
The Board of Directors of the Birmingham Community House Association has resolved to amend the By-Laws to accomplish the following:

1. Make provisions for notices uniform to all students.
2. Change numbering and delete phraseology no longer applicable as follows:
3. Amend Article V.

A copy of the By-Laws before and after amendment may be read at the office of the Birmingham Community House, 303 South State, Birmingham, Michigan.

Jones Predicts New Attitude On Ad Critics

An about-face in organized advertising's attitude toward its critics was predicted by Ernest A. Jones (990 Cranbrook road, Bloomfield Hills), president of MacManus, John and Adams, Inc., speaking before the Adcraft club of Detroit.

Jones, an officer of the American association of advertising agencies, looking ahead at the demands which would be made upon advertising by the late 1960's, said that times "never were more appropos for a renaissance in advertising's self-respect and growing militancy toward its detractors."

Jones, a predictor of the late 60's will see nearly 20 billion dollars being spent each year on advertising, "nearly double the amount spent today."

RIISING COSTS will not allow the actual amount of today's advertising to be doubled, Jones estimated, but "at least 100 percent more advertising will be directed at just 17 per cent more people."

"Only good advertising is getting through the static today," Jones said. "Only excellent advertising will be able to cut through the communication chaos a few years from now."

"This additional production of better advertising will require more people and, according to the experts, there is a scarcity of advertising talent apparent today. This shortage will be much more apparent, perhaps even disastrous, when confronted with the creative demands of 326 weeks from today."

"MOST LARGE agencies have training programs and they are fine. But you can only train the people you hire. And it is the ones who are getting away that bother me. Others have scholarship programs."

"Sponsored advertising courses are not so largely responsible — are not too uncommon and are a good source of material at least well-versed in the general rules of the business. Our Adcraft educational committee also is doing a good job, sponsoring three scholars each year since 1948."

"Officers of the Four-A's, both at the national and regional levels, accept every opportunity to tell the true story of advertising to college groups and to their elders. The Advertising federation of America with its state and national essay contests at the high school level does excellent spawork."

"NOW WITH your permission, I would like to read this item and its possible solution from the general to the specific."
"I am a member of the Adcraft club of Detroit. I should like to see a sprinkling of university or college students who are shown an interest in advertising — the invitations perhaps suggest."

STAN BROWN
Brown to Run For State Seat
Stan Brown, 40, a Birmingham resident, has announced his candidacy for state representative for the third district in Oakland county.

A candidate for the United States congress from Oakland county in 1952, he was elected Judge in Southfield township a year later.

In 1955, he ran for the state senate and was recently recommended for appointment to the newly-created Metropolitan aviation authority. The recommendation was made by Congressman William S. Brownfield and State representative Farrell E. Roberts.

A WORLD War II Air Force pilot and squadron commander, he is an industrial and defense production representative with local offices. He is active in business and in aviation and holds a multi-engine commercial pilot's rating. He is married and has four children in the Birmingham area.

Brown dropped out of the Senate race rather than oppose his friend and state representative, Fred Roberts, who is giving up the third district seat to run for State senator.

NOTICE OF SPECIAL ASSESSMENT
NO. 529
1966 ROAD OIL PROGRAM — SEAL COAT
Notice is hereby given that the special assessment roll heretofore made by the Assessor for the purpose of defraying the cost of construction of an improvement known as SEAL COAT, consisting of re-working the existing surface into an oil mat, followed with two applications of asphaltic oil and stone chips to various streets more specifically described in the official proceedings of the Birmingham city commission meeting held Monday, May 23, 1966, is now on file in my office for public inspection.

Notice is also hereby given that the Commission of the City of Birmingham will meet in the Commission Room in the Municipal Building in said City on Monday, the 6th day of June, 1966, at 8:00 o'clock p.m. to review said assessment roll, at which time and place opportunity will be given to all persons interested to be heard.

IRENE E. HANLEY
City Clerk
5-19-66

NOTICE OF SPECIAL ASSESSMENT
NO. 530
1966 ROAD OIL PROGRAM — SEAL COAT
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Obituary Notices

Byron H. Platz
Byron H. Platz of Platte Lake, Mich., died Saturday at his home after a long illness. He retired in 1942 and resided in Detroit, H. Platz Anance Co., Detroit, and Auto Bankers Inc., Louisville, Ky.
Surviving are his wife, Pearl C., a daughter, Mrs. Robert E. Miller of Birmingham; two sisters, Mrs. M. M. Malcom of Birmingham and Mrs. George Huffard of Cleveland, Ohio.
Services were Tuesday from the Northwest Chapel of the William R. Hamilton Co., Detroit.

Charles L. Beall
Charles L. Beall, 2016 E. Jefferson, Detroit, died May 18 at Lydia Barton convalescent hospital, Detroit after a prolonged illness. He was the brother of Effie Beall and Mrs. J. M. Malcolm of Birmingham.
Born in Elton, Ill., he was 80 years old. He was a member of the Los Angeles, Calif., until two years ago. He attended Jackson college, Los Angeles, Ill. He was a World War I veteran. A manufacturer of miners' tools, his main factory was at Alton, Ill.
He is survived by five sons, William D. of Detroit, Louis M. of Parkersburg, W. Va., George C. of Springfield, Ohio and John of Ventura, Calif. Seven grandchildren and two other

sisters, Mrs. P. B. Gates of Burbank, Calif., and Mrs. Edith Brown of Royal Oak survive.
Services were from the Bell Chapel of the W. R. Hamilton funeral home Friday afternoon with interment at Roseland Park cemetery.

Omer Brandon
Omer Brandon, 1951 Belmont road, Trenton, father of Robert Brandon of Pine Hill drive, Troy, died May 17 at the People's community hospital, Lincoln Park, following a long illness. He was born Aug. 24, 1882 in Greenville, Ohio.
A resident of Detroit since 1914, he had lived in Trenton for the last five years. He was an excavator contractor associated with Omer Brandon and Son, Inc. and had been in business for 50 years. He had the first concrete sewer pipe in Detroit and brought the first drag-line shovel to the city.
He was a member of Friendship lodge 417, Free and accepted Masons and of the Moslem temple. He is survived by his son and a daughter, Mrs. William C. Burns and two brothers, Glen and Carl. He was buried in the cemetery near the William R. Hamilton funeral home, 3975 Cass avenue, Detroit, under the auspices of the F. & A. M. lodge.

Burial was at Roseland Park cemetery.

LEGAL NOTICES
NOTICE OF SPECIAL ASSESSMENT
NO. 530
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Notice is hereby given that the special assessment roll heretofore made by the Assessor for the purpose of defraying the cost of construction of an improvement to be heretofore known as SEAL COAT, consisting of re-working the existing surface into an oil mat, followed with two applications of asphaltic oil and stone chips to various streets more specifically described in the official proceedings of the Birmingham City Commission meeting held Monday, May 23, 1966, is now on file in my office for public inspection.

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IRENE E. HANLEY
City Clerk
5-19-66

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IRENE E. HANLEY
City Clerk
5-19-66

ADVERTISEMENT FOR BIDS
CITY OF BIRMINGHAM, MICHIGAN
Ambulance Service Bids Requested
Sealed and endorsed "Ambulance" bids will be received at the office of the City Clerk of the City of Birmingham, 151 South State, Birmingham, Michigan, at any time during regular office hours until 2:00 p.m. on Monday, May 23, 1966, at which time no further bids will be accepted, and at which time bids received will be publicly opened and read at the office of the City Clerk. The bids will be for the provision of ambulance services within the City of Birmingham, according to specifications which are available at the office of the City Clerk. Bid forms are attached to the specifications.
The City Commission reserves the right to reject any and all bids, to waive any formal deficiency in any of the bids received, and to accept any price, which it deems to be most favorable to the interests of the City of Birmingham, regardless of whether such bid is the lowest received.

IRENE E. HANLEY
City Clerk
5-19-66

LEGAL NOTICE
CITY OF BIRMINGHAM
NOTICE OF HEARING
AMENDMENT TO ZONING ORDINANCE
City Clerk
Notice is hereby given that a public hearing will be held Monday, June 13, 1966, at 8:00 p.m. in the Municipal Building, for the purpose of considering an amendment to Ordinance No. 127, being the Zoning Ordinance, relating to properties located at Nos. 345 and 347 Ann Street, described as Lot 4 and 5 of Block 1, of the City of Birmingham, from their present classification of Residential Family Residence Zone District to R-1 Non Retail Business Zone District.
IRENE E. HANLEY
City Clerk
Objections to the proposed amendment must be filed in writing and it is requested that any such communication be submitted to the City Clerk no later than Noon, Thursday, June 9, 1966, at which time the City Clerk will forward to members of the City Commission prior to the meeting on June 13, 1966.

Northland . . .

BRENNAN'S ARE HAVING A SALE

SUN HATS
ON
\$2.95
SPECIALS
Fashion Jewelry . . . \$9
Model Hats . . . \$3.00
were more
Summer Bags . . . \$3.00
Watches
Come On J Off Northwestern

The Time Shop
Watchmakers Clockmakers Jewelers
Give Your Graduate a Gift To Remember
WATCHES BY JULES JURGENSEN LONGINES - WITNAUER HAMILTON-BULOVA CROTON
MI 6-7377
SEAN C. MONK
Certified Master Watchmaker H.I.A.
151 South State, Birmingham (Behind Grinnell's Opposite Post Office)
Open Friday 'til 9 p.m.

AN OPEN MESSAGE
If you are considering a new made of living through a home swimming pool we would welcome and appreciate the opportunity to introduce ourselves and our custom gunite and fiberglass pools.
BRUCE NEWTON
POOLS by Sand-n-Surf
EL 7-2220
After 5 and Sunday—MI 6-6430

emery's
WOODWARD OF MILWAUKEE
California Fiesta
... starting Tuesday, May 31st
We searched the land of golden sunshine and brilliant color to find perfect summer fashions for men, women, children, also needs for the home, all the latest creations of California designers — all at extraordinary savings we know you'll appreciate!
Our annual "California Fiesta" brings you something new this year . . . a preview of new fall coats, for women and girls, advance fashions at typical Fiesta savings!
Come in, today, you'll find just the right wardrobe for your summer of fun, for vacationing . . . in beautiful fabrics, vibrant colors and exciting designs . . . at very special savings!
Open Tuesday 'til 8:45 P.M. Phone TR 5-6900

BOB MILKS SAYS . . .
NATIONALLY FAMOUS BRANDS
WHIRLPOOL ★ **FRIGIDAIRE** ★ **HOT POINT** ★ **MAYTAG** ★ **EASY TRUCKLOAD PRICES!**
APPLIANCES
NOW AT
1493 S. WOODWARD (OPEN 9 A.M. - 9 P.M. FRI., SAT.) MI 6-1300