

Proposed Shopping Center Competition for B'ham?

By LES LANGLOIS
City Editor

Long recognized for its high quality retail trade, Birmingham's fashionable business district may be in store for some high class competition.

A proposed 26-acre shopping center of 37 fashion stores just 1 1/4 miles from Birmingham on Southfield near 13 Mile is being considered by Southfield's city council.

And if Detroit developer Rodney Lockwood can overcome the city's only obstacle by convincing the council to rezone the location from a residential to a neighborhood shopping classification, the competition will become a reality.

THE NEW CENTER, said Lockwood, would contain

stores of at least as high a class as Birmingham's with a few stores beyond the quality of Birmingham's.

It would be a fashion center of high quality goods, providing substantial comparison shopping and one large department store specializing in fashion apparel.

Although Lockwood refused to disclose the name of such a department store, he said it would be of the Saks Fifth Avenue or Jacobson's type rather than the J. L. Hudson type.

WITH ITS FEATURES of less walking, free parking (about 1,650 spaces) and heated and air-conditioned malls, Lockwood feels his center would offer strong competition to the Birmingham shopping area.

He claims that future population increases would provide an ample market to support such a center, and that

by 1969, the center would increase its market enough to warrant the additional shopping facility.

Market analysis studies, said Lockwood, show that the center's market could stretch as far south as Pontiac and as far north as Bloomfield Township.

ITS ESTIMATED trade area would engulf about 125,000 people, not including the quality shoppers attracted from distant communities like Grosse Pointe and Detroit.

Serving as a community type center as compared to the smaller neighborhood and the larger regional types, the center would deal in both shoppers' and convenience goods.

The overall design would resemble that of Northland

(although not as large) with a series of "free" parking lots surrounding the concentration of stores.

SHOPPERS' WALKWAYS between stores would be enclosed by glass, enabling the heating of walkways in the winter and air-conditioning during the summer.

The center's gross building area of 201,000 square feet would exceed Birmingham's 192,800 square feet, according to Lockwood.

As to whether the neighboring center would compete with Birmingham's future central business district development, Lockwood commented, "This is supposition buttered over with subjectation."

ON THE BASIS OF population census, Lockwood anticipates (See CENTER, 3-A)

Did you notice how comparatively few homes proudly displayed Old Glory on July 4, 1961? It is but an outward symbol of our widespread citizen indifference to the memory of those who originally declared us "free from foreign tyranny." Has Old Glory lost its patriotic appeal to America? Are its 13 stripes, 50 stars and its red, white and blue to mean less than mere full bellies?

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BIRMINGHAM, MICHIGAN

SECTION A

Serving the Citizens of Michigan's Finest Suburban Residential Area



The Nation's Top
Suburban Weekly
TEN CENTS

This and That

by George R. Averill
Hoffa Readies For Battle of Sixties With the Kennedys

Perhaps the "biggest battle of the Sixties" is being readied as the forces of one John F. & one Robert F. Kennedy on the one hand, and James R. Hoffa, on the other hand, prepare themselves in battle-arrays.

The question: IS JIMMY HOFFA, THE FIGHTING PRESIDENT OF THE TEAMSTERS UNION, MORE POWERFUL THAN THE GOVERNMENT OF THE UNITED STATES?

That same question, at least in part, to date already has been answered in the affirmative. You may recall that the redoubtable Hoffa not many months ago was the chief target of the Senator McClellan Committee, on which then Chief Justice Warren was chief prosecutor for the committee was none other than Robert F. Kennedy, now U.S. Attorney General, the nation's chief law enforcing officer, appointed by his lack now President of the United States.

CAN YOU IMAGINE a more formidable set of opponents? The Kennedys with the entire legal resources of the nation, and the Hoffa and call; Jimmy Hoffa, head of the largest U.S. labor union, with 1,700,000 members, and who has claimed it has about a billion dollars in its various funds.

While the McClellan Committee was in operation Hoffa spent many weeks before it, answering pointed questions. For a while, Jimmy Hoffa failed him on many points. "I can't remember" proved to be a surprisingly legitimate refuge, or the resourceful Hoffa and his legal counsel.

During his various appearances Jimmy revealed his emphatic contempt of the Committee; indeed, more than once he hurled his venom against its chief counsel, as well as its Senatorial membership. (Reminded me, at times, of the patronizing manner of Walter Reuther, IAW proxy, when he appeared before Senatorial inquiries.)

"WHEN YOU SOW the wind you reap the whirlwind" is an old tried-and-true axiom.

Meaning, I believe, that the toadying and playing for votes with most of the labor leadership by many members of both the U.S. House and Senate "is coming home to roost." For, please remember, labor's support of candidates for both Houses of Congress has placed many of its members under obligations to labor, thus giving labor assurance that it is reasonably sure to operate as it pleases. (Don't forget that President Kennedy also is beholden to labor.)

Most important, it is important, is the unwillingness of Congress to enact legislation that will put labor under anti-monopoly legislation—just as much legislation now seeks to prevent monopoly in private business.

Last week Jimmy Hoffa legally was re-elected president of the Teamsters Union. Now he is free from all former "monitor con-

(See THIS & THAT, 3-A)

An Important Message
Get Results
From A BIRMINGHAM ECCENTRIC CLASSIFIED
MI 4-1100

Reactions Negative To Magazine Article Residents Call Story Unfair, Inaccurate

The Birmingham Eccentric this week contacted a number of Bloomfield Hills residents asking their opinions of a recent magazine article portraying life in that city. Their comments are printed here. Next week, The Eccentric will publish the reactions of a number of Hills women. Comments from our readers will also be welcome and we will be happy to print them.

By JESS MAXWELL
Staff Writer

People in Bloomfield Hills are talking much these days about the chief target of the Senator McClellan Committee, on which then Chief Justice Warren was chief prosecutor for the committee was none other than Robert F. Kennedy, now U.S. Attorney General, the nation's chief law enforcing officer, appointed by his lack now President of the United States.

The article explored Bloomfield's social and financial life, and called it a "land of the living dead."

IT SAID THAT the area's residents

were interested in civic and social work, but that "a lot of wives have become totally dependent on alcohol as a tension releaser."

One automobile company president contacted this week said, "My goah, the article should not have been printed."

"Hell," he said, "I am familiar with everyone around here in responsible positions, and none of the top executives are similar to what the article said."

The president said that he has "lost his respect for Fortune magazine."

THE WIFE OF an automotive vice president said that the article "was pretty unfair."

"If there was research done," she said, "no one contacted me. I don't know the people they were talking about."

A Birmingham free lance writer, Julie Candler, helped Freedgood and a New York interviewer do research for the article.

She said the Fortune team spent



MITT, GEORGE AND LENORE ROMNEY

EXECUTIVE PROFILE

Life in Bloomfield Hills: Relaxing, Say the Romneys

By JESS MAXWELL
Staff Writer

A graying, medium-built man can be seen on the greens of Bloomfield Hills Country Club around sunrise almost every morning, quickly or winter.

He quickly plays 18-holes and then drives to work in a 1961 Rambler, refreshed and relaxed.

The man is George W. Romney, 53, president of American Motors Corp. and resident of Bloomfield Hills.

"THIS IS A delightful area," Romney said. "We especially enjoy the country's greenness, freshness and rolling hills. It's relaxing to live here."

The area's atmosphere helps to remove the pressures of guiding the destiny of American Motors.

From huge picture windows, Romney can sit back and watch a small stream flow into a pool in his backyard or pheasants in the field near his frontyard.

DETROIT Metropolitan Opera season. The Romneys belong to Bloomfield Hills Country Club, located just a short walk from their house. They also belong to the Detroit Athletic Club and Detroit Club. Romney likes to "fool around with the kids" at their place on Lake Huron, near Beach of Pines, Canada.

ROMNEY, SUBJECT of several recent national magazine articles, is boss of the company that started the small car craze.

"Time Magazine calls him a 'dinosaur hunter,'" phrase referring to the long, chrome-laden, gas-guzzling, large automobile that Romney lives with his wife Lenore and sons Mitt and Scott at 1830 Valley in a big, rambling ranch-style house that sits on a hill overlooking a wooded area of Bloomfield Hills.

Romney's daughters are married. Tommy is a grandfather three times.

RELIGION PLAYS a big part in the life of the Romney family. Romney is president of the Detroit Stake of the Church of Jesus Christ of Latter-Day Saints (Mormons).

"Most of Sunday is reserved for religion," he said. "That's one reason why I play golf so early in the morning—to free Saturday for the family and Sunday for the church."

Mrs. Romney teaches Sunday school at the Mormon church, 425 N. Woodward, Bloomfield Hills.

"Our son, Mitt, is one of my pupils," she said.

MRS. ROMNEY IS region chairman of the American Field Service and is co-chairman of the 1961

THE FAMILY likes to play paddle tennis—a sport similar to regular tennis, except that smaller courts and sponge balls are used.

"Our oldest boy, Scott, finally trimmed me at the sport," Romney said, "but I was tired. The game gave me a swollen arch which forced me to prop my foot up on a pillow at a board of directors meeting the next day."

Romney has just returned from "a real fishing trip" on the Salmon River in Idaho with his sons.

"The fishing was fantastic," he said. "We caught so many trout that you wouldn't believe it."

ROMNEY ATTENDED the University of Utah and George Washington University, but he is not a college graduate.

He spent two years as a Mor-

Community House Director Appointed

Ouradnik to Succeed Mrs. Effie Schaffer

Appointment of F. Ward Ouradnik as new executive director of Birmingham Community House, effective July 19, has been announced by Thoburn H. Wiant, president.

Ouradnik, a Michigan State University graduate with a master's degree in business management, has been named to the important post.

Wiant, who heads the 17-member board of directors that made the appointment, said, "Ward Ouradnik brings to the Community House a brilliant record of creative achievement as director of the Cranbrook educational center."

He has won wide recognition throughout the Middle West with

his leadership of a broad spectrum of activities.

"In 1960, he was a nominee for the 'outstanding young man of the year' award at Lansing. His talents and skills uniquely fit the progressive plans of the Community House for sharply-increased vitality and greater service to the entire Birmingham-Bloomfield area."

His appointment marks the first time in the 38-year history of the Community House that a man has been named to the important post.

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Candidate Urges Use of Cranbrook For Con-Con

A Republican Con-Con candidate today urged that the forthcoming Constitutional Convention be held at the Cranbrook educational center in Bloomfield Hills.

Richard H. McManus, GOP Con-Con aspirant in Oakland County's third legislative district, made the recommendation in a letter to Howard J. Stoddard, president of the Michigan National bank and head of the governor's Con-Con preparatory commission.

OURADNIK WILL succeed Mrs. Effie L. Schaffer who has served the Community House in various capacities since 1949 and since 1955, has been executive director. She announced her resignation last month.

Ouradnik's selection eliminates a broad search throughout southern Michigan over the past several weeks that "turned up several outstanding candidates," according to Frank Fisher, a member of the Community House Board of Directors and chairman of its personnel committee.

Ouradnik, a 30-year-old native of Ann Arbor, received his bachelor's degree at MSU in 1952 and, following military service, returned to MSU in 1955 in his present position. He received his master's degree in business management in 1959.

In addition to his nomination in 1960 for the "outstanding young man of the year" award and active participation in numerous community projects, Ouradnik is a member of the board of directors of the Junior Chamber of Commerce for Greater Lansing.

He is married to Mrs. Mary and daughter in East Lansing.

"I can think of no location more conducive to the serious purpose of the Constitutional Convention," McManus said.

"Cranbrook would have the added value of removing the convention from the built-in special-interest pressures of Lansing," McManus stated.

He said the Cranbrook facilities "would be more than adequate to handle the 144-delegate convention."

"I THINK every potential Con-Con delegate must acknowledge the terrific pressures that the convention will be submitted to," he declared.

"I think that by removing the convention to an atmosphere such as Cranbrook, much of this pressure will be eliminated," he added.

McManus, 53-year-old, is a graduate of the University of Michigan and Stoddard's commission "to give thoughtful consideration" to the request.

F. WARD OURADNIK

Reorganization Re-Elects All B-E Officers

All Birmingham Board of Education officers were re-elected at the board's annual reorganization meeting Wednesday.

Retaining their posts are Mrs. Kathryn Loomis, president; Malcolm R. Lovell, vice president; Richard P. Barnard, secretary; and Bennett W. Cook, treasurer.

The school board auditor, the firm of Miller, Bailey and Co., and attorney, James R. Thorburn, were re-appointed.

OTHER BUSINESS included acceptance of Detroit Bank and Trust Co. a low bid of 1.6 per cent interest on \$100,000 in tax anticipation notes.

A similar sum of money is borrowed each year to carry the school system through the summer months until tax money is collected in December. The loan is repaid from the tax money collected.

Any of the borrowed money that is not used is invested by the board of education at three per cent interest, which usually offsets the cost of the loan.

THE BOARD VOTED to continue its regular monthly meetings on the third Tuesday of each month.

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Everyone seeks an escape. It may stem from the pressures of business routine or work, boredom of people or from a composite of all—loosely termed—life.

The small blonde haired License Bureau clerk at the Birmingham Police Department found her escape on the deserted, mile-long, tree-shaded, Huron Lake bordered island, appropriately named—Charity Island.

Dorothy Shaw's own private paradise—away from the rocket-propelled pace of modern city life.

"IT WAS SO good to get away from people," said Dorothy who used her week's vacation to live as a hermit. And a hermit she may as well have been.

The 38-year-old mother called upon her pioneering spirit in pursuing her primitive existence of fishing for meals, sleeping on the floor of a storm-battered light-house, roaming the woods and exploring nature.

People, traffic, competition, bills, work, styles—all faded into obscurity as she lived—and enjoyed doing it.

INTENDING FOR some time to camp out west, Dor-

othy had collected through the years all the necessary camping equipment.

This year she just packed up and went, leaving behind the pressures and formality of civilized life as well as her 13-year-old daughter, Mary Lou, who was at summer camp.

Into her Valiant went the sleeping bag, gas stove and enough provisions for the excursion.

NOT OUT WEST, but to a small cottage out M-15 near East Tawas, less than 150 miles from Birmingham.

From the front door of the cottage, built by her

father and shared by the rest of the family, it was just 12 miles by boat across Lake Huron to her secluded retreat.

"Everyone said I couldn't do it," said Dorothy. "Said I'd be lonely and couldn't survive by myself." A real challenge.

A STOP-OVER haven for sea gulls in the fall, the island didn't even provide their company. She was just plain alone—and loved it.

When not fishing, boating or exploring, "I was just

being lazy," said Dorothy.

A single boat trip to East Tawas was the only interruption of her solitude, and "That," said Dorothy, "was only because I promised to send a postcard."

"I didn't bother with combing my hair, putting on makeup, or wearing shoes," she said. "I ate when I wanted and actually did whatever I felt like doing."

IT'S REALLY the kind of vacation everyone should take, said Dorothy, who thinks "it's wonderful to get away and rough it."

Dorothy believes most

people are unhappy with the fast moving city life. "This type of vacation," she said, "gives you a chance to slow down to a pace you can enjoy."

"I think most people miss the advantage of vacations by running around big towns—that's the same thing people do to all year," said Dorothy.

Now, back to civilization's electric stores, formal dresses, traffic jams and timetables, Dorothy anxiously awaits next year's date with Charity Island.

In the meantime, "May I have my license renewed, please?"

Vacation Provides Escape to Paradise