

Ice Cream Truck Injures Girl, 3

Three-year-old Mary M. Isbell of Birmingham suffered severe leg cuts and back abrasions Tuesday when she was knocked from her tricycle by a Good Humor truck. Beaumont Hospital reports her condition as satisfactory. The daughter of Mr. and Mrs.

Richard E. Isbell, 712 Ridgedale, Mary was on her tricycle in front of the truck when the driver, Hershel Burge, 21905 Berg, Southfield, pulled away from the curb. Burge said he had moved a couple of feet before realizing he hit something.

Shopping Center

(Continued from 1-A)

pates sufficient population to support both trade areas. However, he said Birmingham's competitive position would depend upon the extent of which it improves parking. Birmingham needs free parking and closer parking to shopping facilities," said Lockwood. Birmingham's CBD plan attempts to concentrate parking facilities near the stores, but it doesn't provide "free" parking.

ALTHOUGH BIRMINGHAM city officials' reaction to the proposed center's potential threat is one of calm uncertainty, the officials disagree with Lockwood's importance of "free parking." Mayor Florence H. Willett doesn't think such a center would pose any serious competition to Birmingham business.

The mayor feels the whole thing revolves around quality and comparison. The center, she said, could not compete with Birmingham, which bases its business trade on quality and comparison shopping, unless it could provide comparison shopping with quality stores.

ON THE QUESTION of free parking, Mrs. Willett said many local merchants feel meter parking maintains the value of quality stores. "Those interested in quality shopping aren't going to be disturbed about paying for meter parking," said the mayor.

Of course, she said, if necessary, some form of "free parking" could be incorporated into Birmingham's CBD plan.

She cited validated parking, where merchants subsidize the cost of customers' parking, as having some attraction. Some firms like Jacobson's already employ this system.

MRS. WILLETT expressed her disappointment in the Southfield City Council's consideration of the Southfield-12 1/2 Mile area for a shopping center.

"If this is the one-time gravel pit area," she said, "this is the section I had expected Southfield to develop as a recreation and park site rather than a business center."

Like Mrs. Willett, Planning Board Chairman Eliot Robinson feels the center's "free parking" feature would be a minor factor.

He emphasizes "quality shopping" and "key tenancy" as the determining factors.

ALTHOUGH ROBINSON admits the possibility of "some loss of trade," he said the extent of it will depend on what type of "key" store the new center offers.

"It's the occupancy that counts," said Robinson. "It's a matter of who's doing the selling and what they are selling. It revolves around the idea of quality. That's why we consider Birmingham unique," he said. Birmingham's advantage lies in quality stores plus comparison shopping which give women a chance to shop and compare—that's what women like to do, Robinson said.

ACCORDING TO ROBINSON, the city hopes to sustain its quality of tenancy through future planning and improvement of parking and traffic conditions which will provide more convenient shopping.

Referring to Birmingham's CBD plan, the planner said it would enable the business district to operate as a regional shopping center, capable of refining any features that a new center could offer.

The completed CBD plan was recently received and accepted by the plan board. It will soon be taken under advisement by the city commission.

WILBUR MASON, chairman of the central business district development committee, co-authors of the CBD plan, sees the situation as pointing up the necessity for definite planning and action in getting the CBD plan underway.

"Any and all shopping centers will siphon a certain percentage of business by making shopping more pleasant and convenient," he said.

Mason agrees with Mrs. Willett and Robinson on quality merchandise and stores overriding and "free parking" feature.

"People like quality, fashion and service," said the manager of Jacobson's.

MASON SUGGESTED that a majority of merchants' participation in a ticket validation program could counteract a new center's "free parking" feature.

"In other words," he said, "to do business it costs money—and you have to be ready to spend it."

City Manager L. R. Gare points to Birmingham's "rather exclusive type of shopping" as the business district's "main drawing card."

ALTHOUGH HE FEELS Birmingham has a class of material all its own, Gare recognizes the possibility of new high class merchandise and shops hurting Birmingham's trade.

"Any group might offer some competition," said Gare. "Time seems to hold the answer."

Romneys

(Continued from 1-A)

mon missionary in Great Britain. Romney's first automobile job was the management of the Detroit office of the Automobile Manufacturers Association.

"THIS SHAPED my whole thinking about the role of the auto," he said.

He became associated with Nash-Kelvinator after the war. Romney was elected president in 1954, after the company had merged Nash-Kelvinator with Hudson to form American Motors.

"The auto industry is the greatest in the world," he said. "It is the highest expression of a free economy and I am proud to be associated with it."

ROMNEY IS ALSO active in civic affairs. He is a candidate for the 12th senatorial district delegate to the Constitutional Convention. "This has been a good educational experience," he said. "A lot of new people are learning about state government because of the campaign."

HE IS AN organizer and chairman of the famous Citizens For Michigan committee, a state-wide group that seeks to resolve political problems by stimulating citizen interest.

Thus, George Romney, sportsman, church president, politician, and automotive president, is sitting on a rising American Motors star. And there are no signs of the star falling.

This & That

(Continued from 1-A)

rols". He is building his Union's funds for the sole purpose of becoming the strongest labor segment in so far as influencing public officials is concerned.

HE ANNOUNCES that he will engage in fighting for more members for his Union even if I have to fight the AFL-CIO," he shouts. And he's still defiant of the federal government—perhaps with that confidence born of already having licked Uncle Sam in a half dozen court cases.

Yes, to me, the coming Kennedy & Kennedy VS Jimmy Hoffa looks like the "biggest battle of the Sixties". Unless, of course, the Kennedys and the Congress decide that labor's monopoly potential is a real menace to supposed U.S. Constitutional freedom guarantees.

And, in closing, I can't help but believe that if Jimmy Hoffa's aggressive and fighting type of person is presently dominating the federal official scene, legislation needed to outlaw labor's monopoly would be enacted.

Municipal Court In Birmingham

Before Judge John C. Emery, Jr.

Friday Robert C. Leland, Jr., 27, of 1707 Stanley, Birmingham, fined \$4 for violation of traffic signal. Charles J. Kranner, 41, Troy, fined \$5 for violation of stop sign.

Wednesday Albert E. Querton, III, 18, of 547 Pilgrim, Birmingham, fined \$25 and sentenced to two days in jail for driving while license was suspended, revoked or denied.

No matter what you have to sell, Birmingham Eccentric classified ads will do the best job for you. The cost is low, they are easily prepared and usually bring desired results.

The Birmingham Eccentric Published weekly except semi-weekly for eight weeks in November, first five weeks in December, four weeks in January. Birmingham Eccentric, Inc., Telephone Midwest 4-1100. Address all mail subscriptions, change of address, Form 3579) to 1225 Bowers St., Birmingham, Mich. George R. Averill, President, Editor and Paul N. Averill, Vice-President and George Wm. Averill, Secretary Second-class Postage Paid at Birmingham, Mich.

SUBSCRIPTION RATES
One Year (in Oakland County) \$4.00
Six Months " " " " " " " " 2.50
Four Months " " " " " " " " 1.75
(Outside Oakland County)
One Year " " " " " " " " \$5.00
Six Months " " " " " " " " 3.00
Four Months " " " " " " " " 2.25

HAPPY CHILDREN.



HAPPY FEET!



Clearance Sale

Discontinued styles of our CHILD LIFE — SIMPLEX-FLEXEES shoes. These are all regular shoes which we did not re-order for this coming Fall season.

Not all sizes in every style, but the shoes that we can fit will represent a good deal of savings to you.

• Free Parking in rear of store

HANSEL 'N' GRETEL Shoppe

135 S. WOODWARD—MI 6-4722—OPEN FRI. EVES




PINE LAKE — 100' LAKE FRONT

BLOOMFIELD HILLS SCHOOL DISTRICT

Large 4 bedroom — 3 1/2 baths — 1/4 acre — immediate occupancy

Reduced to \$44,500 E-Z terms Owner FE 4-0907


Ted's WESTERN ROUND-UP ROOM

OUR 26th YEAR

Special Cowgirl Hostess

EVERY MONDAY NIGHT 5-8 P.M.

We've a special Round-Up Ranch Room all roped off for boys and girls and a delectious cowboy meal to serve you, just like they eat out on the range at round-up time. So lasso the whole family together for a happy evening of fun and good "chow" at TED'S.



Woodward at Square Lake Rd. Bloomfield Hills MI 4-7764

EVERY NIGHT IS FAMILY FUN AT TED'S

MID-SUMMER SPECIAL!

DOLLAR SALE of Fabrics

DRAPERY FABRICS—1,478 yards, taken from our regular stock and placed on two long tables for quick selection.

SOLID COLORS—In White, Eggshell, Beige, Green, Turquoise, Pink, Coral, etc., also many prints.

FIRST QUALITY—All fabrics at Cost or Less. Some bolts up to 100 yards. All 45" to 48" wide.

OUR PURPOSE—To reduce our inventory and attract new customers.

Don't Miss This Opportunity \$1.00 yd.

- Sale Ends Monday Night, July 17
- Cash, Charge or Layaway
- No workroom orders on sale goods

OPEN FRIDAY and MONDAY NIGHTS

Molls

1666 S. Telegraph Pontiac FE 4-0516

Naturalizer

THE SHOE WITH THE BEAUTIFUL FIT

SEMI-ANNUAL SHOE CLEARANCE

Values to \$14.99 now sale priced at

\$9.90

Casuals regularly to \$10.95

Now **\$5.90**

Made in Italy

Burr SHOES

FLATS Now \$5.90

255 N. Woodward MI 4-7720

Open Friday Evenings Till 9 PM

Garden Dressups

Medical Mirror

Q. Last summer I was stung three times by garden bees. Why the attraction?


A. It could be what you wear. Yellow jackets, wasps, hornets, bumblebees, and honeybees are attracted by the odor of perfume. Singing bees may apparently also be attracted by the odor of sweat, by bright objects such as jewelry, and by worn or flannel clothing that is black, brown, or red in color. Moral: don't "dress up" to work in the garden.

Q. Is migraine inherited? I have attacks and so did my mother and grandmother.

A. From 65 to 90 per cent of persons who have migraine have relatives who also suffer from the condition. It is not known whether heredity is involved or whether migraine is a reaction which is "learned" from an older and respected relative who suffered from the condition. Doctors who employ hypnosis treatment generally find that migraine is responsive. This may be considered indirect evidence supporting the "learned" theory.

It's wise to have a family physician. Then, if an emergency arises, you will not be a stranger to him. And remember, our friendly and competent staff will be glad to serve your prescription needs.

Questions submitted by readers are appreciated and answers to those of general interest will be incorporated in these columns when possible.



ALWAYS A PLACE TO PARK

MILLS PHARMACY

1740 West Maple Ave. Phone: Midwest 4-5060

Grinnell's NEW AND USED PIANO CLEARANCE

NEW 'MELODIGRAND' SPINET PIANO

Full 88-note Keyboard, rich tone. In ebony..... **\$398**

OTHER EXCELLENT PIANO VALUES

Factory restyled and reconditioned pianos.....	\$189	Used grand pianos taken in trade.....	\$199
Used Grinnell Junior piano, blond finish.....	\$297	Used Cable Nelson spinet, in mahogany.....	\$342
Used Vose console piano, in mahogany.....	\$389	New French Provincial Grinnell 'Holly' spinet.....	\$488

Practice Upright Pianos for the beginning piano student. Priced from **\$79**

Grinnell's, Birmingham • 299 W. Maple • Open Friday 'Til 9

Kingsley Inn

announces

THE CELEBRATION OF MEDITERRANEAN FESTIVAL WEEK

beginning

Sunday, July 23 thru Saturday, July 29

Every Day will be a FEAST DAY

We will feature the very delectable foods and the rare delicacies of the Mediterranean countries.

Special decorations will reflect the history and romance of these exciting colorful lands.

ONE FULL WEEK OF FUN AND FROLIC

Call for Reservations

MI 4-1400 JO 4-5916