

## CBD Committee Issues 3rd Section of Report

The Birmingham Central Business District Committee has issued the third section of its report as a continuation of the Market Analysis section issued in November.

The report provides some of the basic data necessary to support and justify the final plan, or plans as yet proposed for the CBD.

The current section emphasizes the necessity of studying the physical character of the CBD and its surrounding areas besides the economic and demographic population statistics considerations.

NUMEROUS physical features in the areas immediately surrounding the existing CBD will greatly affect the final proposed plan, according to the report. Some of these to be considered are as follows:

The most significant physical hindrance to CBD expansion to the north is the topography of the area. There are substantial elevation changes a short distance north of the existing CBD northern boundaries which would detour any likely pedestrian traffic.

To expand the CBD further west than Southfield would mean the encroachment on premium residential properties as well as valuable city park lands. Topography would play a significant role in determining a CBD plan in this area also.

THE PHYSICAL characteristics of the Hunter Boulevard bypass are not conducive to the free flow of pedestrian traffic being into the existing CBD and the business east of Hunter. The bypass has a right-of-way of 200 feet and eight moving lanes for vehicular traffic.

Unless some provisions are made to facilitate an unobstructed flow of pedestrian traffic across Hunter, it will continue to divide the CBD from any commercial development to the east.

In preliminary studies for the final CBD plan, Brown Street has been designated as a major leg of the proposed bypass system, designed to remove the vehicular traffic of Maple.

IT ALSO seemed desirable from the standpoint of walking distances to increase the southern limits of an expanded CBD in the general vicinity of Brown Street.

Another physical feature considered in the Brown Street decision is the residential character of that area. It did not seem advisable to encroach upon the pleasant residential neighborhoods located south of Brown Street.

The actual design process showing the report, the market analysis data was applied to the physical framework of the CBD to accommodate an expanded trade area population.

The report emphasizes that the market analysis was used to determine the "what-if" space requirements for the CBD. It may or may not be realized. However, state the report, the market analysis does provide a tool or a guide for determining the future needs of the CBD. It is used as a means to end and not as an end in itself, concludes the report.



## 'That Old Soft Shoe'

Members of the Walther League of Redeemer Lutheran Church of Birmingham, known as "The Barber Shop Quartet", rehearse for a talent contest Sunday at Trinity Lutheran Church in Warren. The teenage foursome was one of several acts of a recent variety show entitled "The Twenties

Boar Back" selected to compete. From left are Rick Nuffer, 14, 980 Nampa Court; Tom Whaley, 15, 740 Catalpa, Chuck Falk, 15, 437 N. Eton and Bob Swanson, 15, 915 Norwich. Whaley is a 10th grader at Seaholm while the others are 9th graders at Derby.

## This & That

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sections may need a redefinition of purpose in order for them to recapture some of the vitality which existed just prior to the village incorporation.

I would like to pass on a few thought provoking ideas for a new "main interest" to stimulate civic association activity.

BEVERLY HILLS has beautiful topography, good deed restrictions, good ordinances, a dedicated Public Safety Department, excellent schools and churches, and is close to cultural and recreational centers. In short, it is a wonderful place to live. Now, what steps should be taken to improve it even more?

In order to increase its desirability which would, of course, increase the enjoyment of living and the resale value of our homes, it certainly would help if more people could be made aware of the good residential character of its neighborhoods.

The Village will never have an industry; will have no more commercial development than that required for minimum services to our people. It will not have spectacular attractions. Its reputation will be built solely by more people realizing that it is an outstanding residential community. To accomplish this it would seem to me that Beverly Hills needs community projects which will gradually establish its own identity.

ITS PRESENT advantages are fairly well known, but it relies upon being adjacent to Birmingham, close to excellent private golf clubs, the Birmingham School District, Crabbrook, Northland, and other attractions outside its village limits.

While these attractions themselves create a very high standard of living in Beverly Hills, it seems to me that internal activities of a community nature could help it establish a reputation for the highest standards of good living to be found anywhere in the world.

Civic associations might provide the organizations necessary to bring cultural or social events directly into the Village and to stimulate community interest in them.

There is an excellent facility for theater, choral concerts, orchestral or varied social activities at the Groves High School and I am sure that arrangements could be made through the Board of Education for the use of this facility for any worthwhile event.

MANY OF us have attended concerts at Seaholm High School in Birmingham where Fred Warren, Roger Williams, and others, have been outstanding successes.

Last year the Indiana University Mixed Chorus presented an excellent concert at the Groves High School in Beverly Hills. This was sponsored by the High School Choir under the direction of Mr. Kruger, and was well attended by Beverly Hills residents. Those who attended were enthusiastic with a desire to have more of this type of activity programmed within its boundaries.

While financial success is not always guaranteed for these events, it seems to me that civic associations, with their organizations, with their increasing local ties, would be better equipped to sponsor such events and if they do become financial successes they proceeds could be used for worthwhile community improvements.

I DO NOT MEAN to infer that civic associations should drop their

other basic responsibilities to the community. They should maintain good liaison with their council and the administration of their village. They must guard local interests and restrictions and direct their efforts toward maintaining and raising property values.

I firmly believe, however, that additional activity in community projects would help to maintain the vitality of our civic associations and ultimately help identify the Village of Beverly Hills to more people as one of the most outstanding residential areas anywhere.

It should make living in Beverly Hills even more interesting and enjoyable for more people and would bring some neighbors into the village for a visit once in a while.

Civic interest has always been high in this area. I believe it is our greatest asset. Let's develop it even more in the future. On its fourth birthday more people will be saying, "The Village of Beverly Hills. Everybody enjoys living there."

## Starboard Side Dangerous for False Eyelashes

Thinking of taking one of the "Submaria Sea Parties" to Hawaii this spring?

Here are some "did you know" items from Matson Lines, whose SS Lurline and SS Matsonia will be host ships. Might come in handy for starting a conversation with some new-found friend!

Lurline's false passengers, who wear false eyelashes, should stay away from the windward side of the ship when out trolling, says a deck wider and longer than they usually wear.

PART OF THE fun of traveling on luxury liners is the people you meet. Here are a few tips from Matson cruise directors on "how to be the belle of the ship": be a little silent, and don't tell all your funny stories the first day out. . . . turn up a time for your deck sport match, and let somebody else win now and then.

Many a tourist, arriving in Hawaii by ship and anxious to lounge in the swimming pool, will take the time to transfer luggage off the passengers' hands.

EVERY HAD AN urge, at dishwashing time at home, to toss those dirty dishes out the window? That's exactly what happens after every year-end buffet served on deck during Matson cruise to Hawaii and the South Pacific. The plates and cups are rinsed, and, once used, overboard they go.

Surfboarding originated in Tahiti, and it was the Tahitians who taught the Hawaiians the art, but today you will find it being practiced in Hawaii it is probably the most famous sport.

One architect, searching for something new in a room, ceiling design, used 1x2 western red cedar level siding, which gives an interesting shadow pattern to the ceiling.

## Journalism Group Seeks Donation For Book Fair

Paperback and hardback books are being collected this month to help stock the third annual Paperback Fair to benefit the Lucy Corbett Scholarship Fund.

The scholarship is for a girl journalism student and is awarded each year by Theta Sigma Phi, women's professional journalism fraternity.

THIS YEAR, the Paperback Fair will be held April 4 in the Detroit Press Club at the Detroit Leland Hotel. A Paperback Cafe will be an evening addition to the event. The fair starts at 10 a.m. The cafe will open at 6 p.m. with a buffet dinner, strolling musicians and California wine-tasting.

Persons, who have books to donate to the fair, can contact Don Stanton in the news department of The Birmingham Eccentric. The fair is open to the public.

## Beer Bottle Breaks Smiley Bros. Window

A beer bottle was thrown through the Maple-side window of Smiley Bros. Music Co., 113 S. Woodward, early Saturday morning causing an estimated \$500 damage to the window and an antique white grand piano.

Police discovered the broken window Sunday.



## Adams Urges Support Of WSU by Citizens

An alman turned educator challenged Detroit citizens Wednesday night, to swing behind Wayne State University and build it into the nation's top-ranking center of learning, "barring none."

Thomas B. Adams, 931 Harsdale, Bloomfield Hills, put a new size into his race for Wayne State board of governors by describing the personal responsibility of every intellectual and scientific know-how around which will emerge a glittering new Detroit.

The 41-year-old president of Campbell Ewald Co., advertising agency told a meeting of the Detroit Citizens League that the development of Wayne State is the personal responsibility of every conscientious Michigan citizen, "and particularly the people of Detroit."

"I wonder how fully we grasp the potential of this university?" the Republican orator inquired. "Here it lies in the heart of a great industrial complex, with the cosmopolitan beauty of its campus stretching out to replace the ugliness of urban decay."

## Two Receive Jail Terms

James A. Shelton of Highland Park and Jack Hamlin of Pontiac were sentenced to jail terms in the Oakland Circuit Court Monday.

Judge Clark J. Adams sentenced Shelton to 1½ to 5 years in Jackson prison for grand larceny at Kay Colony's Oct. 22.

Judge H. Russell Holland sentenced Hamlin to one year probation with the first six months to be served in Oakland County jail for unlawfully taking and using an automobile owned by Robert White, 1981 Villa, Birmingham, on Nov. 16.

## Wright Appointed Drive Co-chairman

James O. Wright, 6100 Wing Lake, Birmingham, has been named co-chairman for chapter solicitation of the 1961 Torch Drive.

Wright is vice president and group executive-car and truck divisions, Ford Motor Co.

As volunteer co-chairman of the annual fund-raising drive, Wright will be responsible for units which raise approximately 90 per cent of the overall quota. These are automotive and suppliers, major commerce, general manufacturing, schools and government, trade teams, and professions.

Last year, these units produced \$16,098,888 of the \$18,165,741 contributed through the Torch Drive toward the 1961 budgets of 195 health and community services.

Wright headed the automotive and suppliers unit, which raised \$9,332,400. Previously he had served as co-chairman of a similar unit in the 1955 campaign.

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## Preparing to 'Eavesdrop'

Three of Seaholm High School's top science students (from left) John Bloor, 17, Linden, Dick Fuller, 988 Westchester Way, and Bob Anderson, 995 S. Glenhurst, join their science department head Ralph Battonhouse, 1739 Stanley, in checking over engineering equipment. The group will 'eavesdrop' on engineers at work during the

annual Automobile Week session of the Society of Automotive Engineers March 15. Seaholm is one of six Detroit area high schools invited to participate in the meeting. Max M. Roensch, 19600 Riverside, Beverly Hills, chief experimental engineer at Chevrolet, is Detroit host to the national SAE meeting.