

Tandem Type Parking for Birmingham?

Would tandem parking help solve Birmingham's downtown parking problems? This is a system of bumper-to-bumper, two-piece parking. A double-headed meter is placed on one meter post located on the curb midway between the bumper-to-bumper spaces. A distance of eight feet is provided between each double space so motorists can pull in and out of spaces with ease.

City Commissioner Robert Page has asked the city administration to study tandem parking. He cited experimenters of this kind now underway in Joliet, Ill.

IN THIS experiment, the second car coming into a stall parks with its front bumper touching the back bumper of the first car.

Joliet officials said in cities where tandem parking is practiced it is "highly successful and well liked by motorists." Page asked for a study of parking facilities and problems in the area of the new Demery's store at Woodward and Hamilton. To be included is possible vacation of Fendale and Park streets adjacent to Parking Lot No. 2 behind Demery's.

Guidance Clinics Conduct Tours

Birmingham Branch of the Oakland Child Guidance Clinic conducted tours Wednesday at 386 East Maple in connection with Mental Health Week.

The staff familiarized visitors with questions asked of patients' parents and with the psychological testing and interviews given patients.

Both the South and North Oakland Clinics, hold similar open houses. The North Oakland Clinic also showed a film of the recent television show "Something Special" which featured Robert Young, Nat "King" Cole and other stars.

Goodwill Week May 7

Goodwill Industries of Greater Detroit will mark its 40th anniversary May 7 through May 13 with special congratulations from Birmingham.

Mayor Florence H. Willett has proclaimed May 7-11 Goodwill Industries Week. Goodwill affords disabled persons job opportunities, vocational training and rehabilitation. It is sponsored by civic and business leaders and publicly supported.

Goodbody and Co. Marks 70th Birthday

Goodbody and Company, which has offices in Royal Oak and Detroit, marks its 70th birthday today. When the investment firm opened for business as Robert Goodbody and Company on May 1, 1891, it had three partners and three clerks in one small office with one telephone. Goodbody now employs nearly 1,500 persons and occupies 76,000 square feet at the home office in New York. It has 44 branch offices in 41 cities throughout the United States.

Automatic equipment and operating techniques, from closed circuit television to a full-scale electronic computer, are utilized to speed Goodbody services to its customers.

ROBERT GOODBODY was the grandfather of Harold P. Goodbody, present managing partner of the firm and the great grandfather of James E. Goodbody, who two years ago became the fourth generation of Goodbodies to become a partner in the firm.

Robert Goodbody was no stranger to the brokerage business when he formed the partnership of Robert Goodbody & Co. Nineteen years earlier, at the age of 22, he had organized Goodbody & Webb, a brokerage firm in Dublin, which is still in business. On his arrival in the United States in 1885 he formed Goodbody, Glyn & How, which became Goodbody and Company six years later.

In 1914 the first major acquisition was made, in a program of expansion. By 1925 Goodbody and Company had opened additional branch offices including one in midtown New York. Additional correspondent accounts were acquired at the same time. Today the company has 22 general partners to handle the business of thousands of customers.

Campbell-Ewald Wins Acclaim From Sat. Review

Advertising prepared by Campbell-Ewald Co., Detroit, for two of its clients won honors among Saturday Review's Ninth Annual Advertising Awards.

The company was the only Detroit-based agency to be included among the award winners in this contest.

A campaign for Pratt & Whitney Aircraft Corporation, a division of United Aircraft Corp., was one of 23 winners of awards for "distinguished advertising in the public interest." It also was a winner in the corporate campaigns section of the annual judging.

Advertising for General Motors Corp., prepared by the same agency, was among 12 winners in the public service campaigns category.

Caqueline SHOPS have the "just right" Mother's Day gifts

Free Gift Wrapping

Bulky knit sweater. 100% turbo orlon with pastel floral applique and matching colored nail heads. White only. Small, medium, large. \$11.99

Sleeveless blouse. Straw hat design. Drip dry cotton. Blue, sizes 30 to 36. \$4.00

Lounge-a-Lots— They star at home or on the patio. You'll love them for their comfort and young styling. Solid color popover with wrapped and tied waist, giant patchwork print pockets. Clamdigger pants in patchwork print. Blue, banana, sage green. Sizes 10 to 18. \$8.99

Imported straw bag, natural only. \$5.00
Imported straw bag, white or mahogany. \$3.00

Gloves, fabric, stretchies, leather. \$2.00 up

Costume jewelry, all new spring and summer shades. \$2.00-\$20.00
Patchwork print handkerchiefs \$2.00 and \$3.00

Remember Mother's Day, Sun., May 14th
Costume Jewelry normally \$11.95 Special \$5.88

Gift her with a pearl and crystal or stone and crystal necklace and matching earrings for her Mother's Day gift. She'll adore their beauty.

Open Friday Nights Till 9
TELEGRAPH AT MAPLE Birmingham
In Bloomfield Shopping Plaza 9 MILE AT COOLIDGE Oak Park



Ready for Spring Planting

FRANKLIN—Hand-in-glove with spring planting and Mother's Day are ideas members of the Franklin WNGFA have for their Country Fair that will be held Saturday from 10 a.m. to 4 p.m. at the Franklin Community Church. Arranging for a gala mid-

Job Rewards Depend On Effort Put Forth

There is something about retailing—if it gets into your blood stream, it is always with you. "Having a part in making merchandise money, the joy of working effectively with people, the thrill of achievement are among the many rewarding aspects of a retailing career."

"But—and this is most important—the extent of these rewards depends most importantly on how much of yourself you put into your job."

Fred K. Nieman, sales director of S.S. Kresge Co., offered this advice Tuesday night to 125 merchants and students of the Seaholm High School cooperative program.

HB SPOKE at the annual "Future Retailers' Bosses Night" banquet, sponsored by Seaholm retail and commercial classes engaged in a work-learn program with local merchants, at Bloomfield High School.

"You will never know," said Nieman, "how well you can perform, or how much you can enjoy your work, until you really try." "There are many jobs and many professions which can provide opportunities for service to your community, and which will bring material success as a by-product. "Retailing is one of these. But whichever one you choose, give it your very best, and you will earn material blessings, the respect of your fellow men, and most importantly, that glow of inner satisfaction which is one of life's greatest rewards."

NIEMAN SAID during the past 60 years the character of retail organizations has changed considerably.

"Many family enterprises and sole proprietorships grew into partnerships, corporations and multi-state organizations; and as they grew, the need for better-trained, more specialized, more fully educated personnel became apparent. The schools and universities then became valuable, not only as a source of manpower, but also as a source of new thinking and concepts in the management of business."

NIEMAN SAID it is appropriate today "that business and education should join forces to promote retail education for high school students. "But in 1940 when leaders from the school system and the retail merchants conceived a retail program for Birmingham High School, it was a pioneer effort; and I know that imagination, courage and persistence were required before these

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22 Years in Birmingham 16 Years in Detroit

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Birmingham Theater Bldg. 227 S. Woodward Ave. Birmingham, Mich.

Four B'hm Players Share Top Honors In Bridge Games

Four Birmingham bridge players won championships in recent local games.

Mrs. Albert C. Yost, 7365 Parkstone Lane, Birmingham, shared top honors for the master point game at Forest Lake Country Club with Mrs. Harry S. Siegel of Troy. Floyd E. Sayed, 1884 Humphrey, Birmingham, and Grant Marsee of Dearborn, both life masters, won the open pair two-session event in the Water Wonderland spring sectional tournament sponsored by the Southern Michigan Bridge Association at Mt. Clemens.

MR. AND MRS. A. R. BOTTLEK, 2708 Avondhurst, Birmingham, and Mr. and Mrs. Harris E. Westrate of Huntington Woods placed first in duplicate bridge at the Birmingham Community House. Public duplicate bridge is played at 7:45 p.m., Mondays, in the Community House.

chudiks fine furs - apparel
BIRMINGHAM

Brotherhood Dinner Planned for May 16

James Best, 17876 Beechwood, Beverly Hills, will take reservations for the brotherhood program to be sponsored May 16 by three Masonic lodges, three Knights of Columbus Councils and the Suburban Frat B'nith.

Best represents the Birmingham K. of C. Dinner will be served at 7 p.m. in the St. Francis Hall, 21900 Middlebelt, Farmington. Non-members as well as members of the organizations are invited.

The Rev. Don Bodley, a regional Masonic officer with the Episcopal Diocese, will speak. Mr. Bodley has addressed many international gatherings. He has traveled extensively throughout the world and has published articles in many countries.

What Price Fashion?

CHUDIK'S... where you'll find fashions with a flair for individuality... newness... elegance! Our top designers keep the store alive and bursting with the smartest styles each week! How much is the elegant costume photograph? JUST \$35... handkerchief linen sheath, beaded bodice. Black, white, pink, grey, bamboo. Sizes 10 to 18.

Leon Bldg., Brown & Ann Sts. Fri. Hours 9:30 A.M. to 9 P.M.

To Mother with Love!
Sweater and Handbag Set... complete \$45.

We all know mother's are wonderful... and how wonderful she'll look in this fabulous Orlon sweater with floral applique... matched to handbag. Pastel colors.

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