

Tourist Council Approves Record Promotion Budget

A stepped-up campaign to attract more vacation travelers to Michigan was approved by the state tourist council at its July 19-20 meeting in Cadillac, according to Robert J. Furlong, council director.

The nine-member council allocated a record \$545,409 in state-appropriated funds to boost Michigan's tourist business during the 1962-63 fiscal year, Furlong said. The new budget, recently appropriated by the state legislature, is \$121,000 higher than last year, the director said.

Council members voted to channel the added funds into newspaper, magazine and radio advertising; increased production of Michigan travel literature; and expansion of the council's motion picture program.

Supplementing the advertising allocation, council members earmarked funds for its publicity program, participation in several travel shows, and other promotional programs.

On display at the Michigan State Fair this year will be a wild hair, captured in the Everglades of Florida.

AS APPROVED, the new budget allocates \$211,000 to direct advertising — an increase of \$91,000



To Marry Local Boy

Mr. and Mrs. Howard G. Mayes of Miami, Fla., announce the engagement of their daughter, Alice Louise, to Robert Hamilton Schirmer, son of Mr. and Mrs. Edward A. Schirmer of Bloomfield Hills. The bride-elect was graduated in June from Denison University where she was a member of Kappa Alpha Theta Sorority. Her fiancé, also a Denison graduate, is an alumnus of Cranbrook School. He is a member of Eta Sigma Phi honorary fraternity. Currently he is attending the Naval Officer Candidate School in Newport, R. I., from which he will be graduated in October. A fall wedding is being planned in Bernardsville, N. J., former home of the bride-elect.

Survey Shows Church, Hospital Area Residents 'On the Move'

(Special to the Eccentric)

NEW YORK—Residents of Birmingham keep on the move to a greater extent than do people in most parts of the United States. Its population is found to be a relatively mobile one because of the tendency of local families to pick up and move more frequently than is usual.

The findings are from a report issued by the Department of Commerce, following a study it made of data gathered in connection with the 1960 census.

IT SHOWS that 11,091 residents of Birmingham were living in different houses than was the case five years before. This is exclusive of children under the age of five, who have not yet had time to be very mobile.

Of the 11,091 who moved, 4,760 merely changed locations within the local county. The other 6,331 arrived from outside places to take up residence in the community.

How many might have left, on the other hand, to live elsewhere, is not indicated.

What it boils down to is that 49 out of every 100 people in Birmingham were living in different houses in 1960 than they had occupied in 1955.

THIS MOBILITY rate, 49 percent, exceeds the rate reported for the United States as a whole. Nationally, 47 percent changed residence in the five-year period.

The rate given for the East North Central States is 46 percent and, for the State of Michigan, 44 percent.

Various factors lead people to change residence. Some of them are economic. If their incomes go up they want to live in better style, so they switch to swankier houses in more expensive areas.

Or, a job or business opportunity that is attractive may present itself in another section and a move is in order.

Sometimes, the change is due to an increase or decrease in the size of the family, making a change to other quarters desirable.

All in all, it is a rare individual who lives in the same house all his life.

In Birmingham, according to the report, only 1,053 people, 5 percent of the over-five population, still live in the houses in which they were born.

Back from Confab

Mrs. William G. Newman and Mrs. John P. Grauer have returned from the Michigan District Convention of the Lutheran Women's Missionary League held July 17, 18, and 19 at Shaw Hall, Michigan State University in East Lansing. They were delegates of Our Shepherd Lutheran Church of Birmingham, a member society of the 14,660 member women's organization which is an auxiliary of the Lutheran Church-Missouri Synod.

The kids will get a kick out of the Michigan State Fair Aug. 24-Sept. 3. The big midway will be augmented by a special Kiddie Funland, with miniature rides. And there'll also be a Kiddie Barnyard. In addition, special contests for the children—watermelon eating, pie eating, corn shelling, sack racing, etc.—will be held at 10 a.m. daily in the Picnic Grove.



News Revealed at Dinner

At a family dinner given Saturday in their home on Rathorn Road, Bloomfield Hills, Mr. and Mrs. Samuel John Lang announced the engagement of their daughter, Joan Elizabeth, to John Kemper Cannon, son of Mr. and Mrs. Earl Cannon of Safford Road, Birmingham. The bride-elect is a graduate of Kingswood School and Duke University, where she was a member of Delta Delta Delta. She is also a provisional member of the Junior League of Birmingham. Her fiancé is an alumnus of Yale and the University of Michigan Law School. He is affiliated with Phi Gamma Delta and Phi Delta Phi. A December wedding is planned.

Try an Eccentric Want Ad!



THE BOLD SIMPLICITY OF OUR SEASON-SPANNING COSTUME

\$55

For the discerning woman who appreciates ready-to-wear with a custom-made look... we present this elegant wool costume. The simple black sheath bespeaks good taste, and the dramatic wool plaid coat combines to make the ideal combination for town or country wear.

Have the coat in brown or green plaid. Sizes 12-20.

Better Dresses—Second Level



SAVE AS YOU SPEND WITH *dm* GREEN STAMPS

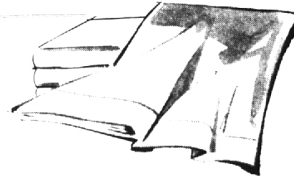
Detroit, Open 9:30 till 6:00 P.M. (except Mon., Fri., Open till 8:15) Phone TR 5-6908

Birmingham, Open 9:30 till 6:00 P.M. (except Thurs., Fri., Open till 9) Phone MI 7-2000



August Rainbow Sale

A Festival of Color and Values—at Traditional Savings!

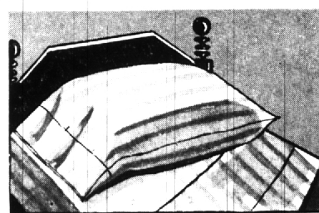


Lady Pepperell

SNOWY-WHITE 100% COTTON PERCALES

180 COUNT COTTON PERCALE FITTED SHEETS

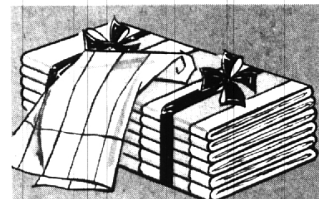
Reg. 2.69 Sheet, 63 x 108"	2.49	Reg. 2.89 Twin Bottom Fitted, 39 x 76"	2.59
Reg. 2.69 Sheet, 72 x 99"	2.49	Reg. 2.89 Twin Foam Fitted, 39 x 76"	2.59
Reg. 2.89 Sheet, 72 x 108"	2.59	Reg. 3.29 Extra-Long Twin Fitted, 39 x 80"	2.99
Reg. 3.29 Sheet, 72 x 113"	2.89	Reg. 2.69 Youth Fitted, 33 x 66"	2.49
Reg. 2.89 Sheet, 81 x 99"	2.59	Reg. 2.89 Single Fitted, 36 x 76"	2.59
Reg. 3.29 Sheet, 81 x 108"	2.89	Reg. 2.89 Day Fitted, 33 x 74"	2.59
Reg. 3.59 Sheet, 90 x 108"	3.29	Reg. 2.89 Cot Fitted, 30 x 72"	2.59
Reg. 3.89 Sheet, 90 x 120"	3.59	Reg. 3.29 1/2 Fitted, 48 x 76"	2.89
Reg. 7.99 Sheet, 108 x 122 1/2"	6.99	Reg. 3.29 Double Fitted, 54 x 76"	2.89
Reg. 79c Cases, 48 x 36 1/2"	ea. 69c	Reg. 3.29 Double Foam Fitted	2.89
Reg. 89c Cases, 42 x 28 1/2"	ea. 79c	Reg. 3.69 Extra-Long Dbl. Fitted, 54 x 80"	3.49
Reg. 99c Cases, 45 x 38 1/2"	ea. 89c	Reg. 5.49 Queen Fitted Sheet, 60 x 80"	3.99
Reg. 1.19 Bolster Case, 42 x 48"	ea. 99c	Reg. 6.99 King Fitted Sheet, 72 x 84"	5.39
		Reg. 3.29 Twin Top Fitted	2.99
		Reg. 3.69 Double Top Fitted	3.39



"Lady Pepperell" "Solo Stripe" Silken Smooth Percales

Reg. 3.49 Sheet, 72 x 108" or Twin Fitted	2.99
Reg. 4.19 Sheet, 81 x 108" or Dbl. Fitted	3.99
Reg. 1.19 Pillow Cases, 42 x 38 1/2"	99c

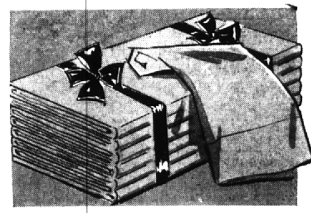
Cotton percales with over 180 threads to a square inch. Have them in gray, pink, lavender, blue, maize, green or beige with all-over stripe pattern.



Lady Pepperell "Northern Lights" Multi-Color Percales

Reg. 3.49 Sheet, 72 x 108" or Twin Fitted	2.99
Reg. 4.19 Sheet, 81 x 108" or Dbl. Fitted	3.99
Reg. 1.19 Pillow Cases, 42 x 38 1/2"	99c

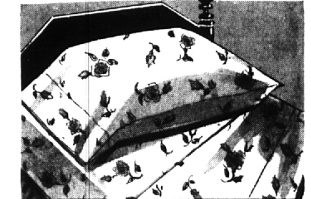
Multi-striped percales in deliciously satin-smooth 100% fine combed cotton, in shades of the rainbow... with over 180 threads to the square inch.



"Lady Pepperell" Solid Color Pastel Cotton Percales

Reg. 3.49 Sheet, 72 x 108" or Twin Fitted	2.99
Reg. 3.99 Sheet, 81 x 108" or Dbl. Fitted	3.59
Reg. 4.29 Sheet, 90 x 108"	3.99
Reg. 99c Pillow Cases, 42 x 38 1/2"	79c

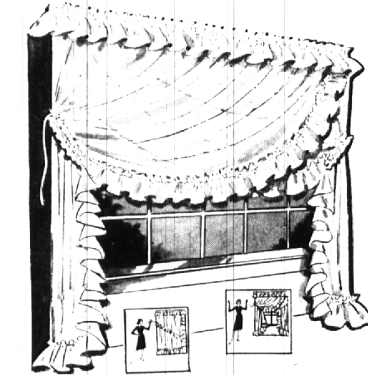
100% cotton percales with 180 threads to a square inch, in blue, pink, maize, beige, lilac, green. Simple beauty... sheer luxury to enhance any decor.



Lady Pepperell "Bridal Rose" 100% Cotton Percales

Reg. 3.49 Border Print Sheet, 72 x 108"	2.99
Reg. 4.19 Border Print Sheet, 81 x 108"	3.99
4.19 Overall Print, 72 x 108" or Twin Fit	3.49
5.49 Overall Print, 81 x 108" or Dbl. Fit	4.69
Reg. 1.29 Cases, Overall or Border Prints	99c

Flower-fresh beauties in delicate pink or lilac rose print on white... add charm to any bedroom.



NO-IRON DACRON* POLYESTER PULL-BACK RUFFLED CURTAINS

Reg. \$8.89 Single Width x 81" Long Curtains 4.99 PR.

Treat your room to the froth and frill of ruffled curtains... 100" of width to each pair with a full 6" deep ruffle. Machine washable daron* polyester is long-wearing... labeled by DuPont for higher thread count. Versatile... pull-back curtains can be hung criss-cross or Priscilla styles, just pull the tape for a perfect drape.

FULL SIZE RANGE, ALL PRICES PER PAIR

Reg. 7.49 Single Width x 54" Long	3.99
Reg. 7.98 Single Width x 63" Long	3.99
Reg. 8.29 Single Width x 72" Long	4.99
Reg. 8.89 Single Width x 81" Long	4.99
Reg. 8.89 Single Width x 90" Long	4.99

LARGER SIZES AT COMPARABLE SAVINGS

*Tm Reg.

Save as You Spend with *dm* Green Stamps