

GIL JORDAN SAYS:

Shopping Charge Card Way Nets 'Brotherly' Protection

It's amazing how everyone is watching over me these days. For some reason or other every merchant I bump into wants to protect me. Why, it's almost like living in the City of Brotherly Love.

A few days ago after making a charge purchase in a department store the clerk unobtrusively glided into a dark corner and quietly dialed a number. I watched her with unusual interest as I had a sneaking suspicion she was calling the FBI.

In a few minutes she returned to the counter looking defeated and crestfallen.

"Are you sure you have an account here, Mr. Jordan?" she asked.

"Of course I'm sure," I replied. "Do you think I would have charged these things if I didn't have an account in this store?"

"PERHAPS YOU'VE moved recently," she argued. "Is this your present address?"

"The name and address are correct," I assured her. "I have not moved recently. I have had an account with this store long before

the Wright Brothers took their first flying lesson. And when this store bills me I'm the fastest guy with a check East of Laramie.

"However, if you think I've given you a phony name let's forget the whole thing."

Since the clerk wasn't about to lose a sale this easily she glided back to the dark corner and phoned the office again. This time they managed to locate a record of my account and quickly ok'd the charge.

"Sorry," the clerk purred as she wrapped the goods. "But we have dollar bill could have afforded me to make sure about these things for your protection."

I WAS CERTAINLY relieved that the store had shown so much concern for me. It made me feel a whole lot better about the whole misunderstanding.

Shortly after the transaction which I have just described I was in another store paying a bill by cash. After the clerk had stamped by statement "paid" and returned to the counter I noticed a tricky little machine staring me in the face which carried a sign reading, "A

photo of this transaction is being made for your protection."

When I commented to the cashier how relieved I was that the store had gone to so much trouble to protect me by taking my picture she said:

"Most of our customers are happy by that we do protect them in this manner. It makes the investment of microfilming very worthwhile."

I'LL ADMIT I'M still a bit hazy as to how a photographic record of my handling over a crisp ten-dollar bill could have afforded me much protection. On the other hand I suppose they could have searched me out and warned me to be on the lookout for whoever was slipping me those home made ten spots.

I think one of the more interesting examples of protecting the customer was a sign I saw recently in a super market which read:

"For your protection we reserve the right to inspect all shopping bags."

After I had left the store I realized they had neglected to inspect the bag containing the merchandise I had brought into the store with

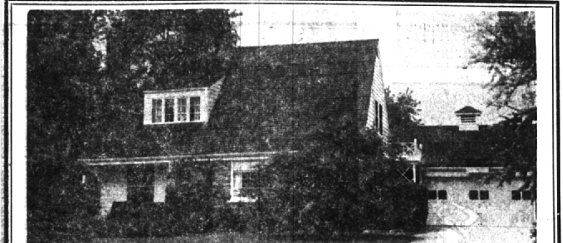
me. I've worried about it ever since a robbery is taking place.

because somehow I feel the store's protection service is slipping.

With such slipshod practices, somehow I don't really feel a feather any more. It's somewhat like finding the policeman asleep in the cruiser in front of the bank while a robbery is taking place.

A DOOR - TO - DOOR salesman recently sold me a fire extinguisher for my protection. Come to think of it he was the same chap who sold my wife a clothes dryer to protect her against getting pneumonia from hanging laundry out in cold weather.

He also said something about coming back next week to sell her a dishwasher to protect her against having dishes hands from harsh detergents.



OVERLOOKING BIRMINGHAM COUNTRY CLUB—A scenic site accented by tall pines and a beautifully maintained and modernized New England Cape Cod. 3 bedrooms plus family room, 4th bedroom or separate dining room, basement rec. room, and att. 2 car garage. WHY NOT CALL NOW? \$33,400.

BIRMINGHAM 345 S. Woodward MI 6-7900
 BLOOMFIELD 4114 W. Maple MA 6-5900
Showcase of homes
 Hall & Young, Inc., Realtors



'Ya Don't Say'

Appearing as Fortinbras' Captain in the Shakespearean tragedy "Hamlet" now playing at the University of Detroit Summer Repertory Festival is Anthony Perrino. He is the son of Mr. and Mrs. Walter Perrino, 25141 Muerland, Southfield.

GENERAL PRIMARY ELECTION

To the Qualified Electors:
 NOTICE IS HEREBY GIVEN, That a General Primary Election will be held in the City of Birmingham, County of Oakland State of Michigan
 — ON —
TUESDAY, AUGUST 7, 1962

- AT THE PLACE OR PLACES OF HOLDING THE ELECTION IN SAID CITY AS INDICATED BELOW, VIZ:
- PRECINCT NO. 1—Chesterfield Fire Station, 1600 West Maple.
 - PRECINCT NO. 2—Holy Name School, Corner of Harmon and Greenwood.
 - PRECINCT NO. 3—Congregational Church, Woodward at Euclid.
 - PRECINCT NO. 4—Municipal Building, 151 Martin Street.
 - PRECINCT NO. 5—Barnum School, Frank Street at Purdy Street.
 - PRECINCT NO. 6—Adams Fire Station, 572 S. Adams.
 - PRECINCT NO. 7—Grand Trunk Station, 245 Eton Road.
 - PRECINCT NO. 8—Seaholm High School, Corner West Lincoln and Cranbrook. Lobby Entrance from Parking Lot.
 - PRECINCT NO. 9—Pierce School, 1829 Pierce Street.
 - PRECINCT NO. 10—Y. M. C. A., 400 East Lincoln.
 - PRECINCT NO. 11—Torry School, 1658 E. Lincoln, Corner of Torry.
 - PRECINCT NO. 12—Adams School, Oakland between Worth and Adams.
 - PRECINCT NO. 13—Quarton School, Chesterfield and Oak.
 - PRECINCT NO. 14—Midvale School, 2121 Midvale.
 - PRECINCT NO. 15—Y. M. C. A., 400 East Lincoln.
 - PRECINCT NO. 16—Eton Skating Rink, 2100 East Lincoln.

FOR THE PURPOSE OF PLACING IN NOMINATION BY ALL POLITICAL PARTIES PARTICIPATING THEREIN, CANDIDATES FOR THE FOLLOWING OFFICES, VIZ:

GOVERNOR, LIEUTENANT GOVERNOR, REPRESENTATIVE IN CONGRESS TO BE ELECTED AT LARGE, REPRESENTATIVE IN CONGRESS FROM THIS DISTRICT, STATE SENATOR AND SIX REPRESENTATIVES IN THE STATE LEGISLATURE, ALSO FOR NOMINATING CANDIDATES FOR COUNTY OFFICES AND ALSO FOR THE PURPOSE OF ELECTING DELEGATES TO THE DEMOCRATIC AND REPUBLICAN COUNTY CONVENTIONS

ALSO ANY ADDITIONAL AMENDMENTS OR PROPOSITIONS THAT MAY BE SUBMITTED

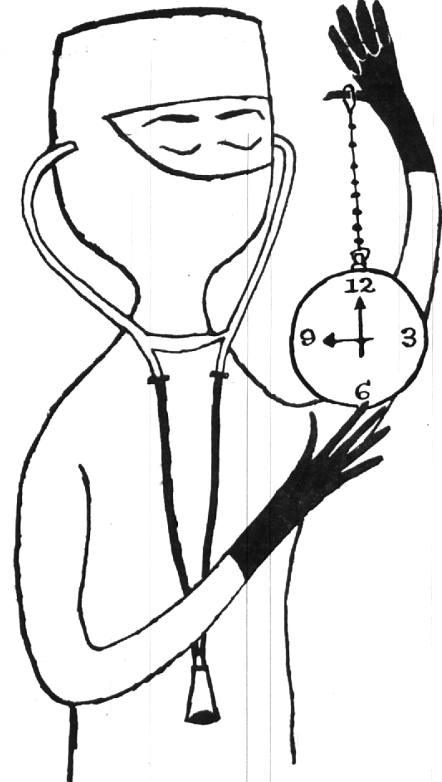
Notice Relative to Opening and Closing of the Polls

ELECTION LAW, ACT 116, P. A. 1954

SECTION 720. On the day of any election, the polls shall be opened at 7 o'clock in the forenoon, and shall be continuously open until 8 o'clock in the afternoon and no longer. Every qualified elector present and in line at the polls at the hour prescribed for the closing thereof shall be allowed to vote.

THE POLLS of said election will be open at 7 o'clock a.m. and will remain open until 8 o'clock p.m. of said day of election.

IRENE E. HANLEY, City Clerk



THE PLEASURE IS ALL HOURS!

Birmingham is just what the doctor ordered! A place to relax by taking advantage of the extra shopping hours on Thursday and Friday nights.

Gives you a chance to enjoy the greater selections, services and conveniences at your favorite quality Birmingham store. It's fun for the whole family to shop in the evening... you'll see so many of your friends getting the habit. Look below for your favorite store's shopping hours.

Plenty of parking at any of the 5 municipal lots.

Thursday Evening	Friday Evening	Thurs. & Fri. Evening	Thurs. & Fri. Evening	Thurs. & Fri. Evening
JACOBSON'S "Fashion inspiration for over 90 years" 326 West Maple 325 North Woodward 275 North Woodward	McSWEENEY SHOE "Orthopedic Shoes For Children" 277 Pierce Street	BIRMINGHAM COMMUNITY MARKET "Complete Line of Choice Foods" 130 West 14 Mile Road	HAWTHORNE ELECTRICAL CO. "General Electric Sales Center" 275 Hamilton Ave.	PREP SHOP "Sartorial Refinements for Young Men" 237 Pierce
SCOTT SHUPTRINE "Distinctive Home Furnishings" 1185 S. Adams St.	MCCALLUM & DEAN "Meats—Produce—Groceries. Free Delivery" 409 East Maple	BIRMINGHAM FRUIT & GROCERY CO. "Meats—Produce—Groceries. Free Delivery" 124 N. Woodward	HIGGINS & FRANK of Birmingham 268 West Maple	R. B. SHOPS "Fashion leaders for over 30 years" 142 W. Maple
THE BIRMINGHAM-BLOOMFIELD BANK "Birmingham's only Saturday bank" Martin at Belle	MATTHEW'S CUSTOM TAILORS "Birmingham Tailor for 25 years" 288 East Maple	BLOOMFIELD FASHION SHOP "Fashions for Misses, Juniors & Women" 245 W. Maple	HIMELHOCH'S "New look in fashions for women" 165 West Maple	RUDIN'S FINE FOODS "Party Trays Our Specialty" 195 West Maple
BIRMINGHAM FEDERAL SAVINGS "4% Paid on Savings" 99 West Maple, Corner Pierce	GEORGE ROSS JEWELERS "Birmingham's Reliable Jeweler" 244 East Maple	BURR SHOE "Birmingham's Oldest & Finest Shoe Store" 225 North Woodward	KAY BAUM Be sure to visit, "Little Kay Baum" 165 West Maple	SHAIN'S RECALL DRUG "Serving You Since 1906" 105 West Maple
BIRMINGHAM PAINT, GLASS & WALLPAPER "The Beautification of the Home" 335 East Maple	THE SPORTSMAN "Distinguished Gifts & Sportswear" 184 Pierce St.	DANBY'S STORES FOR MEN "Complete Outfitters for Boys and Men" 200 North Woodward	S. S. KRESGE CO. "Home of the Big Boy Special" 233 West Maple	ALBERT SHEETZ CANDY CO. "A famous name in candy since 1872" 820 S. Woodward — 165 Pierce
ERB-RESTRICK LUMBER CO. "Lumber & Modern Home Modernization" 425 S. Eton Rd.	JOSEPH A. STOLTZ "Gentlemen's Tailor" 250 N. Hunter Blvd.	DEMEY'S "Designed with the Customer in Mind" 100 Hunter Blvd.	KROGER'S "Top Value Steaks" 725 East Maple	SHERMAN SHOES "Florheim Dealer" 115 West Maple
ELDON E. GENEROUS "Custom Tailor" 147 Pierce Street	THE TIME SHOP "Watchmakers, Clockmakers, Jewelers" 151 South Bates	DICKINSON'S "The Style Center of Birmingham" 272 West Maple	MACHUS RESTAURANT & PASTRY "Cranium Dining without Extraneousness" 160 W. Maple	B. SIEGEL-KAY COOLEY "Everything we sell most travel well" 150 West Maple
HUSTON HARDWARE "Serving Birmingham Over 50 Years" 205 North Woodward	VILLAGE SPORT & HOBBY SHOP "Hobby, Hunting, And Fishing Supplies" 154 S. Woodworld Ave.	FRANK'S NURSERY "Things of Beauty for Better Living" 210 S. Woodworld Ave.	MICHAEL'S DELICACIES "Party Foods—Beer & Wine—Delivery" 768 N. Woodward, near Oak	TRIANGLE BIRMINGHAM GALLERY "Finest names in home furnishings" 128 S. Maple
KINCAID JEWELERS "JAK & Sterling Charms" 205 E. Maple	WATLING, LERCHEN & CO. "Investment services for every need" West Maple & Cranbrook	GRINNELL'S "Everything Adjusted" 259 West Maple	MILKS APPLIANCES "The Area's Largest Laundry Dealer" 1493 South Woodward	WILSON DRUG "Bham's Largest Cosmetic Dept." Maple & Woodward 71 W. Long Lake Rd.
	HANSEL 'N' GRETEL SHOPPE "Specializing in Children's Shoe Fitting" 135 S. Woodward	HARRISON LUGGAGE "We feature nationally advertised brands" 303 East Maple	MILLS PHARMACY "Prescriptions carefully compounded" 1740 W. Maple, at Chesterfield	WRIGLEY'S "For quality of consistent savings" 855 Hunter Blvd. 1855 Woodward 692 Telegraph

One of a series of advertisements presented by the Retail Merchants' Division of the Birmingham Chamber of Commerce and The Birmingham Eccentric