

## editorial opinion

## City's revitalization needs business support

The Farmington City Council has opened the door to opportunity in approving a study to revitalize the downtown shopping area.

Hopefully, the city's businessmen and landowners will be just as enthusiastic about the plans as are city administrators and planning commissioners. Waiting to refurbish the area could be costly to the city's economic future.

Store front communities, with a strong identity, must wage a constant battle against the tinsel-type shopping centers which lure away consumer dollars and discourage businessmen from settling in downtown areas.

WHILE IT MAY COST both the city government and businessmen bucks to fix up the Grand River-Farmington corner, it will be more than worth it. For a community to continue to prosper and grow, residents must feel proud. Revitalization will do just that.

Howard Green and Associates, who have been hired to make the study, have a good track record of urban improvement, having done similar studies in Bay City, Birmingham and the City of Detroit. Businessmen should listen, and listen closely, to the advice they will render after their study is completed.

The more established suburban communities are learning that urban blight isn't something only endemic to large cities. Old buildings, while they can be beautiful and attractive, must be kept up.

With urbanization creeping closer to Farmington, many residents have a tendency to forget about their city's identity. If Farmington is to remain the fine community it is, credence must be given to redesign and innovation.

UNFORTUNATELY, the city government has little power to force businessmen to comply with such plans. If businessmen don't like something which they think will cost them too much money, they turn their backs.

Councilman Richard Tupper's reservations over what kind of reception the businessmen will give the plan are probably valid. It will be up to the council and planning commissioners to persuade these businessmen that a new downtown will benefit them.

City fathers have been generous enough to dismiss their power of eminent domain as a tool, knowing full well that such tactics would only cause bitterness.

Businessmen should reciprocate by giving the study a chance.

With the remodeling that is presently taking place on the southwest corner, development of the northeast quadrant will give Farmington a second breath. Residents and businessmen will be able to enjoy the community for years to come if Farmington can maintain its fine reputation.

It's up to you, the businessmen and residents.

STEVE BARNABY



## "Around the edge"

by Jackie Klein

## Zip away all your troubles

Have you ever seen "Best Buys of the Month" in your Sunday paper?

It's check full of handy dandy tips on how to get driving fatigue off your back, trim your hips, get rich, have a dream figure, put your arthritic pains to sleep, zip away your stomach bulge and lots, lots more.

It makes you wonder how you ever managed before. I bet you didn't know for the low, low price of \$5.99, you too can be the lucky owner of a new orthopedic bucket seat, guaranteed to eliminate your nasty backache.

For the special price of only \$10.99, you can get two form-fitting, spine-supporting orthopedic seats, contoured to curve around the hips and pelvic areas of each front seat passenger. If you're inclined to blow your bankroll, give everybody in the car a comfort break for only \$19.99.

IT SEEMS to me the ad ought to be X-rated. It mentions a special design to shield the base of your spine (coccyx) and protect this tender area from chafing. You must be 18 just to read this.

Another best buy of the month is a space-age adhesive so strong that one drop holds two tons. Hurry and drop \$2.50, plus 40 cents for handling and shipping, in the mail to take advantage of this spectacular two-for-one sale. You'll be pleased to note the adhesive now comes in handy drop by drop applicators for home use.

Not \$10.99 or \$5.99 but for \$1.99, the lowest sale ever, you can be the proud owner of a 10-minute body cycle. It's guaranteed to let you lie down, relax and watch those pounds and inches melt away. In two weeks, if you don't feel an increase in stamina and endurance, you don't look like Twiggy's skinnier twin, you'll get a full refund, no questions asked.

NOW I ASK you, isn't that an offer you can't refuse? All you have to do is start pedaling. Tummy muscles will firm up, hips and thighs slim down, the waistline shrinks and soon that paunchy,

bulgy feeling disappears. So does your \$4.99 if you're not totally delighted with the results.

Just think how your life could be improved if you knew your blood pressure twice a day, anywhere. No more waiting for appointments, wasted hours in doctors' offices, and no more prohibitively medical bills to keep tabs on your unruly blood pressure. You can buy a professional kit and save five bucks on the very same one that sells nationally for \$24.95.

The precision-made Aneroid type sphygmomanometer with easy-read gauge is simple to use, according to the ad. But you're already in trouble if you can't pronounce it. On the plus side, you can check warning sign fluctuations on the spot. Doesn't that grab you right in your stethoscope?

DO YOU want a dream figure without wearing a Maiden Form bra? For \$8.95, plus 75 cents postage and handling, you can order a perfect all-in-one foundation for comfort and control. Just read the testimonial letters from satisfied customers.

"I am a bookkeeper and sit most of the day," writes a happy garment wearer. "I'm not complaining, but would you mind telling me how to get this damn thing off so I can stand up?" Another woman wrote she wears the all-in-one all the time and never knows she has it on. Her only problem is taking a bath.

Now for the first time, overnight, blessed temporary relief from the pain of arthritis, bursitis, rheumatism and the heartbreak of psoriasis can be yours with \$3 "Greasy Balm." You may slide out of bed and break a limb, but you'll forget all about your other ailments.

Do you want to know how to get rich quick? Start a mail order business on a shoestring and gross more than \$100,000 a year. Come up with a brand new, hot item like "Greasy Balm" and wham! It strikes like a bolt of lightning. That, the ad says, is the specially selected, dynamite best buy of the year.

The Stroller  
Symbol of success

Lunchtime table discussions of times take some very peculiar twists.

The other day, while we were waiting for a second cup of coffee, the conversation turned to living successful lives and some of the questions asked were interesting to say the least. Here are a few:

What is success?  
How do you obtain it?  
How can it be judged?  
How do you know when you have reached that stage in life?

It was agreed that the acquisition of worldly goods wasn't a full measure of success. It was pointed out that many persons with what was termed plenty of the coin of the realm were far from what could be called successful men.

In fact, in many cases, the persons with plenty of money were victims of their own wealth and the money spoiled them. Often these young fellows with more than their share of the greenback are playboys, leading that could be called far from successful lives.

It was agreed, too, that each person must consider his or her own case. They, alone, can be the judge of whether they are succeeding or just living through the motions.

HOW IS SUCCESS attained?  
It often has been said that one must work hard, never give up, and battle even against sometimes overwhelming odds.

Yet, in his youth, The Stroller has a highly respected teacher who taught him, "If at first you don't succeed, quit. You may be wasting your time." And many of the most respected persons in our town had been her pupils.

Rather than quit, The Stroller likes

the philosophy of Jimmy Gheenah, a wiry little Irishman who toured the country years ago seeing the people on the "chamber of commerce spirit."

Jimmy's ingredients for living a successful life were very simple.

First, he said, a person must choose a goal. That done, one must be willing to make the sacrifices necessary to reach the goal. And, third, and what he termed the most important, was what to do after you reached it.

Too often success has spoiled a person. The college football hero who attained the goal of being a campus idol allows this success to go to his head, and he no longer is leading a successful life.

Two great cases of success come to mind and they concerned the idols when The Stroller was totting in the vineyards of sports writing for a metropolitan daily and covering all of the major assignments.

The first was "Hammering Hank" Greenberg, the Tiger first baseman in the pennant-winning days of 1954. Hank wasn't the most humble-footed player when he reported. But he didn't let that stop him. Each morning, long before the other players arrived, Hank was at the park taking throws at first base from anyone who was around. And he stuck to it until he mastered the bag.

IT WAS THE SAME when he was shifted to left field.

During his first spring training trip as an outfielder, he would spend the regular time on the morning training program. But when the others finished, showered and left the park about noon, Hank would invite the populace to hit fly balls to him.

He spent many an hour in Lakeland chasing fly balls coming at him from

all sides—and off the walls. But he mastered the job. He reached his goal by making the necessary sacrifices.

The other example was Joe Louis when he was on his way to the world heavyweight championship.

Joe had two shortcomings when he started. He was "right hand crazy" as they say in the boxing world, and he never had been exposed to body punching.

But one day his trainers tied Joe's right hand to his body and stood him in a corner. They made him fend off his opponents with his left hand only. This paid dividends as Joe developed one of the best left hands of all time. And each afternoon he stood, with hands at his sides, while his Golden Glove teammates pounded his body, especially the stomach, with a heavy medicine ball. It was a tough price to pay but Joe reached his goal, and no one can claim he wasn't a success.

THE STROLLER HAS to laugh now at his own case.

When he made his first trip back home after being in Detroit for eight months, he had visions of his mother standing in the doorway waiting to greet him with a motherly hug and kiss.

But when he got within 20 feet of the door, she took one look at him and said, "Good. Good, he's got a top coat. He always wanted one."

She didn't ask how he was doing or how things were going or even ask about his health.

He had a top coat. That was symbol enough that he was a success.

And if that was good enough for his mother, it was good enough for The Stroller, too. In his mother's eyes, he was a success.

What more could a fellow ask?

## Your ecology calendar

Ecology-minded persons who wish to save cans, bottles or newspapers by recycling may use these facilities.

To prepare glass, thoroughly wash the containers, remove all metal caps and rings from the glass and separate the glass by color.

To prepare cans, clean only. Paper need not be removed.

Newspapers should be tied in bundles with heavy string or rope or secured in heavy paper bags.

•BIRMINGHAM—Daily newspaper pickup with regular trash. Newspapers must be bundled separately.

•LATHRUP VILLAGE—At the Public Services Building, 19101 Twelve Mile Road.

Your DETROIT BANK-er  
can show you how to  
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One of life's most embarrassing moments is having a check returned to a place you deal with regularly. Like the tennis club, or your favorite clothing store or neighborhood drugstore. Now there's a simple way to prevent that kind of embarrassment. Ultra/Chek from Detroit Bank & Trust.

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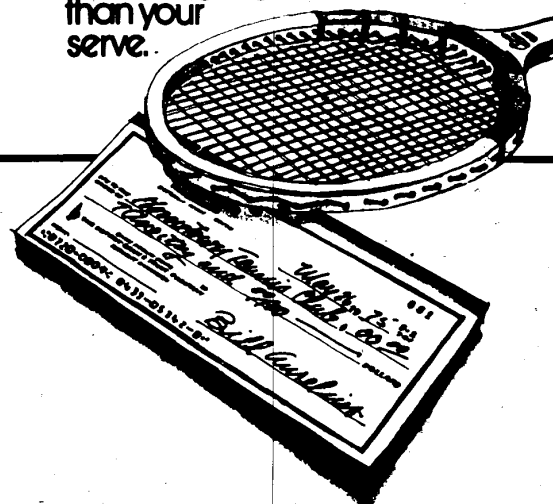
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a DETROIT BANK-er



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