

# OAKLAND COUNTY NEWS

A slogan to fit the community development movement now under way in Royal Oak is being sought by the central committee of organization.

Every resident of Royal Oak is asked to contribute his or her suggestions to the slogan committee, care of James G. Matthews, city hall. Students of Royal Oak high school are to engage in a contest to see which can submit the best slogan. The race, however, is open to all residents.

Champions of the local Handicraft club, accompanied by their leader, E. B. Arms, were in Pontiac, Saturday, attending achievement day activities of 44 clubs of Oakland county, held at Lincoln high school. There were about 500 exhibits, and approximately 50 clubs represented, from the precedent established by South Lyons last year.

The following awards: Charles Digby, Parker, who will not be at the Jr., a first year Handicraft mem-

To know that a competent, understanding organization will take care of all details of the funeral service and burial is of inestimable comfort in time of sorrow.

**Kimball-Bailey**  
G. DEWEY KIMBALL      MARY E. BAILEY  
FUNERAL DIRECTORS  
Ambulance Service  
371 NORTH WOODWARD      BIRMINGHAM 850

to succeed him next year is A. L. Cook, superintendent of schools at Harbor Beach, who has already made several visits to Rochester. The new principal, Mr. H. O. Tabbs, was announced earlier.

Ray M. Dickson, Ferndale commissioner and mayor pro-tem for the last two years, was elected mayor for the next two years by the city commission Monday night at the organization meeting. He succeeds John S. Anders, who was not present being confined to his home with injuries sustained in a fall Saturday. Mr. Anders has two more years to serve as commissioner.

The meeting was the first for Commissioners Gordon C. McKissee and John W. Irwin since their election a week ago.

Elementary school swimming will be offered each Saturday morning at Royal Oak high school pool for boys at 9 o'clock, and girls at 10 o'clock. Miss Marjorie L. Heath, physical education instructor at the school, has announced. A five-cent fee will be charged to meet running expenses of the pool. If enough children attend, the pool will be kept open the remainder of the school term.

All new officers were elected for the Oak Ridge Parent-Teacher association at the meeting held last evening at the school, except Mrs. C. L. Laderman, who was re-elected secretary. The officers chosen were E. L. Haggard, president; Frank N. Ellis, treasurer; Mrs. C. W. Bell, mother vice president, and Harley Henderson, teacher vice president.

Effective May 1 the rural mail carriers will leave the Rochester postoffice at 10:15 a. m. instead of 9 a. m. as in previous months. The reason for this change is due to the fact that the big morning mail arrives at 9:20, and with the 10:15 schedule will permit the carriers to distribute the mail which has heretofore lain at the postoffice all day. The deliveries will be a little later than usual but will, at the same time, afford the townspeople more prompt service.

Royal Oak Township branch of the Detroit Community Union workers have asked all who are able assist needy families by giving bedding. It may be left at the headquarters, 125 South Main street, or will be called for if donors call Royal Oak 3045 and inform workers that they have materials to give. Among articles particularly needed are sheets and pillows, a baby's high chair, besides shoes for men, women and children.

At a recent meeting of Milford's school board about \$2,000 was cut from the school budget for next year. This included a 10 percent cut on teachers' salaries, and elimination of one or two teachers. The board of education is reported asking that board and living expenses shall be cut for the teachers retained to even up somewhat the cut in salary.

Miss Emily Sargent, nationally known director of the Detroit Visiting Nurses' association, highly complimented the work of the staff at the Royal Oak township branch when she spoke at the Visiting Nurses' committee monthly meeting in the headquarters, 123 South Main street, yesterday.

"Royal Oak has so ably solved the question of shortage of nurses in emergencies, by providing as an adjunct a group of married nurses who are willing to serve when needed, that the other communities are following the example," Miss Sargent said.

The ideal of many a Rochester high school boy was brought before his eyes last Saturday when one of their alumni flew into Detroit "all the way" from Wichita, Kansas, in a silver exhibition plane. The hero is Charles Hunter of the 1921 R. H. S. graduating class.

Committee to censor motion pictures shown in Royal Oak will be appointed by Mayor H. Lloyd Davidson next week under instructions from the commission last night. An ordinance regulating the showing of motion pictures is not needed, City Attorney W. C. Hudson reported, since censorship is already provided for but has never been attempted.

Mr. Hudson was instructed last week to prepare an ordinance regulating the type of motion pictures shown here after a complaint was received on one picture shown here recently.

**DROUGHT THREATENS SERIOUS FIRE HAZARD**

LANSING, April 23.—With the fire hazard conditions in the state as serious this month as they were in July last year, the Forest Fire Division of the Department of Conservation has shown all available men in the field combating fires that have broken out in several counties.

Several days of heavy rain would be necessary to relieve the situation, according to Howard R. Sayre, chief fire warden. Swamps are dry, small creeks are dry and the open streams and the inland lakes are at their lowest level in years.

The Forest Fire Division is looking with considerable apprehension to May 1 when the trout season opens and the northern streams will be lined with fishermen. It is feared that numerous fires will result from angler's camp fires and from carelessly tossed cigarette and cigar stubs, pipe heels and matches.

# STARS OF RADIOLAND



Thomas Breen, Jr., Tom Breen studied radio engineering at the University of Minnesota. Left the control board to pinch hit for the station announcer one day, and has been announcing programs ever since. He gives plenty of time to the preparation of his work and is equally at home doing classical, sports and popular programs. And when Tom isn't on the air, he's up in it for aviation is his hobby.

At a special meeting of the Ferndale city commission Tuesday evening, April 28, was fixed as the date on which the public hearing on the current budget will be held. As submitted by the city manager, Jay F. Gibbs, the budget now calls for appropriations of \$311,095, which is \$15,000 less than last year. Based on the 1930 assessment roll, the rate would be \$17.36, which is 65 cents less than last year.

At a recent meeting of Milford's school board about \$2,000 was cut from the school budget for next year. This included a 10 percent cut on teachers' salaries, and elimination of one or two teachers. The board of education is reported asking that board and living expenses shall be cut for the teachers retained to even up somewhat the cut in salary.

Miss Emily Sargent, nationally known director of the Detroit Visiting Nurses' association, highly complimented the work of the staff at the Royal Oak township branch when she spoke at the Visiting Nurses' committee monthly meeting in the headquarters, 123 South Main street, yesterday.

"Royal Oak has so ably solved the question of shortage of nurses in emergencies, by providing as an adjunct a group of married nurses who are willing to serve when needed, that the other communities are following the example," Miss Sargent said.

The ideal of many a Rochester high school boy was brought before his eyes last Saturday when one of their alumni flew into Detroit "all the way" from Wichita, Kansas, in a silver exhibition plane. The hero is Charles Hunter of the 1921 R. H. S. graduating class.

Committee to censor motion pictures shown in Royal Oak will be appointed by Mayor H. Lloyd Davidson next week under instructions from the commission last night. An ordinance regulating the showing of motion pictures is not needed, City Attorney W. C. Hudson reported, since censorship is already provided for but has never been attempted.

Mr. Hudson was instructed last week to prepare an ordinance regulating the type of motion pictures shown here after a complaint was received on one picture shown here recently.

**DROUGHT THREATENS SERIOUS FIRE HAZARD**

LANSING, April 23.—With the fire hazard conditions in the state as serious this month as they were in July last year, the Forest Fire Division of the Department of Conservation has shown all available men in the field combating fires that have broken out in several counties.

Several days of heavy rain would be necessary to relieve the situation, according to Howard R. Sayre, chief fire warden. Swamps are dry, small creeks are dry and the open streams and the inland lakes are at their lowest level in years.

The Forest Fire Division is looking with considerable apprehension to May 1 when the trout season opens and the northern streams will be lined with fishermen. It is feared that numerous fires will result from angler's camp fires and from carelessly tossed cigarette and cigar stubs, pipe heels and matches.

# "... the advertisement created an unusual response"

ESTABLISHED 1897

**R. E. Davidson**  
**BIRMINGHAM DEPARTMENT STORE**  
Birmingham's Department Store  
BIRMINGHAM, MICHIGAN  
April 15, 1931

Mr. Paul N. Averill, Adv. Mgr.  
Birmingham Eccentric  
Birmingham, Michigan

Dear Mr. Averill:

Doubtless you will be interested to know the reaction of my recent four page advertisement covering the thirty-fourth anniversary sale of The Birmingham Department Store.

I am pleased to advise you that the advertisement created an unusual response and many favorable comments. From the direct commendatory and enthusiastic remarks I feel that it gave this store tremendous prestige. The results from the advertisement in actual sales, has been most gratifying.

Proper credit, of course, must be given to the genuine values this store has offered and the service it renders. However, The Birmingham Eccentric is entitled to and is receiving due credit for the spontaneous reception the sale is receiving.

I want to take this opportunity of expressing my gratitude for the co-operation of yourself and your organization.

With best wishes, I am,  
Yours very truly,  
**R. E. Davidson**  
L. E. Davidson

LED/CS

THE ABOVE letter is a merchant's unsolicited opinion of the value of advertising in The Birmingham Eccentric, Michigan's largest weekly newspaper. Mr. Davidson is a firm believer in the consistent use of newspaper advertising and finds this newspaper valuable in maintaining his business volume in these days of measured buying.

The unexcelled quality of The Birmingham Eccentric makes it welcome in Birmingham homes. It is read from front page to back page. This high degree of reader interest is the reason for the success of its advertising columns.

Consistent advertisers in The Birmingham Eccentric testify to Mr. Davidson's judgment of this newspaper.

**89% Circulation In Birmingham**

Week in and week out 89% of the homes in Birmingham proper receive a copy of The Birmingham Eccentric. This is PAID circulation, reaches the reader at the same time each week, enters the home as a welcomed guest, and STAYS in the home accessible to all, for an average of three days!

**83% Circulation in Bloomfield Township**

In the thirty-six square miles comprising Bloomfield Township served by five rural mail routes, The Birmingham Eccentric enters 83% of the homes. This is PAID circulation with 100% reader interest.

**12,000 Readers Every Week**

# The Birmingham Eccentric

**KROGER STORES**  
YOUR Neighborhood PANTRY

**Bread**  
Country Club—White or Rye. A superior bread produced in our own immaculate kitchens. Only the best of tested ingredients are used by our Master Bakers in the making of Country Club Bread.  
Pound Loaf, 5c  
1 1/2-lb. Loaf, 7c

**JELL**  
Country Club  
4 pkgs. 19c  
In six true fruit flavors. Strawberry, Raspberry, Cherry, Orange, Lemon and Lime. Specially priced this week.

**Peanut Butter**  
Goodie-Goodie Brand  
One-pound Jar 15c  
Chocolate 19c  
Covered Raisins, lb.

**Del Monte Peaches** Sliced 2 No. 1 cans 25c  
Sandwich Spread 23c  
Philadelphia 2 pkgs. 25c  
Cherries 10c  
Mazola Oil 9c  
French Mustard 13c

**Del Monte Pears** in Heavy Syrup 2 No. 2 cans 39c

**Tomatoes**  
Avondale Firm, Ripe  
2 No. 3 cans 29c  
No. 2 cans, each, 10c

**Oleo** Gold Nut, Tasty, or Golden Nut 2 lbs. 19c

**COUNTRY CLUB SALAD DRESSING**  
2 12-oz. jars 39c  
Has that real home-made taste. Why bother making your own? 4-oz., 00c quart. Quart jar, 00c. The 12-oz. size is specially priced this week!

**YOUR DOLLAR BUYS MORE AT A KROGER STORE**