Special Commuter Service Souvenir-Program Edition

SPECIAL COMMUTER SERVICE SOUVENIR-PROGRAM EDITION

The Birmingham Eccentric

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FIFTY-FOURTH YEAR—NO. 16 BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, SATURDAY, AUGUST 1, 1931

Woodward Communities Join In Huge Festival

NEW SERVICE HERALDS LAND VALUE JUMPS

Survey Shows Communities Bring Phenomenal Property Boosts

RAPID GROWTH SEEN

By M. E. SNYDER
(Manager Suburban Department, Wormer and Moore)

Phenomenal increases in property values along the entire North Woodward avenue section within the next few years as a direct result of the new commuter service are seen as almost undeniable certainties by real estate men everywhere.

Suburban areas surrounding other metropolitan centers in which commuter services has already been instituted have without exception enjoyed upward land value trends which, if not supported by actual figures, would be almost unbelievable, and a similar experience in the Detroit area is looked upon as inevitable.

A minute survey of the subject conducted by Wormer and Moore in five different cities of the United States shows that rapid transit service was directly responsible in most instances for property increases of from 100 to 200 percent in the first few years following inauguration of the service, and often for increases of 1000, 2000 and even 4000 percent in succeeding years.

Jumps 3,444 Percent

In Shaker Heights, Cleveland's well known residential suburb, for instance, the survey shows that property values advanced 3,444 percent in the 13 years following the opening of the Van Sweringen brothers' rapid transit project shortly after the war.

This was an average increase of 31 percent each year. In the same period of 13 years, the investigators found, property values in downtown Cleveland increased but 157 percent.

As a specific instance of this spectacular development in Shaker Heights, the investigators cited the 60-foot lot which in 1917 sold for $2,850, and in 1924, after the rapid transit service was in effect, sold for $6,000.

They also discovered a 75-foot lot which sold for $4,500 in 1917, and for $12,500 in 1924. A farm which in 1901 had been valued at

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HOSTESSES TO DIRECT CROWD

100 Women Will Aid Strangers, Preside At Restrooms

Between 75 and 100 women, each wearing conspicuous badges marked "Hostess," will mingle with the crowd to answer questions, direct the way to restroom facilities and give other aid as needed on the afternoon of the celebration.

The women will be in charge of a committee from the Women's Literary Club, of which Mrs. G. A. Bowlus is chairman. They will do the work in relays of 25 each, remaining for periods of an hour at a time.

Restrooms in six different public buildings will be open at all times in charge of separate committees of hostesses. Mrs. Otto Beier is chairman of the committee which will have charge at the Presbyterian Church, while Mrs. Earl Cunningham will supervise at the Baptist Church.

Mrs. Fred Ross will be in charge at the Community House, Mrs. V. J. Snyder at Baldwin Public Library, and Mrs. James W. Parry at the Municipal Building. All three of these buildings will also be open for inspection to interested visitors, as will Barnum School, where members of the Barnum Parent-Teacher Association will act as guides.

Special service to celebrationists will be available at the Presbyterian and Baptist Churches, where mothers will be allowed to "park" their babies for the afternoon in homelike nurseries with responsible hostesses in charge.

Restrooms at Adams and Baldwin Schools will also be open for the day, although there will be no guides for inspection tours. Mrs. Caroline Uptegraff will have charge of the hostesses at Barnum School, while Mrs. Jack Black is directly responsible for arranging for the street hostesses.

Executive Chairman

Don Jordan

WHOLE AREA JOINS FETE

Advisory Board Enlisted Delegates From Every N. Woodward Center

Much of the credit for Saturday's history-making celebration belongs to the advisory staff, composed of Grand Trunk officials and representatives of each of the communities included in the North Woodward area, which acted in the capacity of a consulting and planning body for the local committees.

Members of the advisory board during the past month have met regularly once a week with subcommittees and committee chairmen here to give their support and advice in making the celebration not alone Birmingham's, but a communal enterprise on the part of the entire southern portion of Oakland County.

Headed by C. G. Bowker, general manager of the Grand Trunk Railway, and H. L. McCaughay, general agent, the board consisted also of the following representatives from the various communities.

Pontiac—E. L. Page, president of the Pontiac Board of Commerce; Dr. L. F. Hill, president of the Pontiac Junior Chamber of Commerce, and Robert Silbar, secretary of the Junior Chamber of Commerce.

Royal Oak—A. L. Lawson, state senator, and Edward W. Winter, city commissioner.

Ferndale—Commissioner Roy G. Tilden and Chief of Police Roy Reynolds.

Pleasant Ridge—Gale L. Wessinger, village commissioner, and Ashton J. Best, city manager.

Birmingham—Village President Harry Allen and Village Manager James W. Parry.

Bloomfield Hills—Luther D. Allen, village president, and William Story, village clerk.

Clawson—Commissioner George Hoffman, Commissioner Thomas F. Declaire and Village Manager H. W. Wedge.

Berkley—Commissioner J. G. Semann, Commissioner F. E. Benway, and Commissioner J. J. Thompson.

Franklin—George Wellington Smith, representative.

Beverly Hills—A. C. Voss, representative.

Huntington Woods—Village President R. A. Jacobs and Village Manager William A. Jones.

Commuter Fares

Birmingham-Detroit — Ten rides, $2.60; fifty rides, $8.55.

Birmingham-Pontiac — Ten rides, $1.15 (no fifty-ride ticket).

Bloomfield Hills-Detroit—Ten rides, $2.95; fifty rides, $12.20.

Charing Cross-Detroit—Ten rides, $2.75; fifty rides, $11.45.

Pontiac-Detroit—Ten rides, $3.60; fifty rides, $15.

Royal Oak-Detroit—Ten rides, $1.80 (Fourth street); fifty rides, $7.45.

Ferndale-Detroit—Ten rides, $1.40; fifty rides, $6.25.

Fifty-ride tickets are good only a month from date of sale and must be used by person to whom issued; ten-ride tickets are good at any time and are transferable. No baggage will be checked under the commuter rates.

SIXTY FLOATS IN 'PAGEANT OF PROGRESS'

Mammoth Parade, In Six Sections, Will Begin Moving At 1:30

GOVERNOR, QUEEN RIDE

Comprised of more than 60 gaily bedecked floats designed to represent the progress of a century in business and industry, the "Pageant of Progress," graced with the presence of its beautiful queen and the state's highest dignitary will begin wending its way on Woodward avenue shortly after 1:30 P. M., the most spectacular attraction of the celebration.

The parade will be divided into six sections with a band at the head of each. Forming at Lincoln just north of Woodward, the pageant will move east on Lincoln to Woodward, north on Woodward to East Maple, east on Maple to Eaton, south on Eaton to the new station where it will circle around and come to a halt for the air show, fireworks and dedication ceremonies.

Hundreds of automobiles, all of which must be decorated to be allowed a position in the parade, will swell the procession. The queen will ride in a specially fitted float, surrounded by her maids of honor.

Governor In Pageant

Governor Brucker will ride in the parade as far as Maple and Adams avenues, where he will turn off towards Ferndale, there to participate in brief dedicatory exercises for the new Ferndale station, later boarding the special train to return to Birmingham to take part in the formal program here as the opening speaker.

The marshall will arrange the position of the floats before the procession begins moving. The first, second and third sections will be stationed on Ann, Flood and Clark streets north of Lincoln avenue, while the fourth, fifth and sixth divisions will await the marshal's signal on Edgewood, Cedar and Pierce streets, south of Lincoln.

Floats Listed

The list of floats entered is as follows:

Village of Berkley, Birmingham Department store, Boy Scouts of America, Camp Fire Girls of Pontiac, Consumer's Power Company, The Detroit Creamery, The Detroit Edison Company, Devonshire Downs Stables, The Birmingham Exchange Club, The Birmingham Fellowship Club, City of Ferndale, Village of Franklin, Gatlepy and Andrews Tile Company.

Grand Trunk Railroad, Grinnell Brothers Music House, Village of Harrison Woods, Huron Tire Company, Kennedy Dairy Company, Knight-Menard of Beverly

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FESTIVE REGALIA BEDECKS VILLAGE

Flags, Banners, Adorned Columns, Give Birmingham Holiday Garb

Exactly 52 decorated lamp poles, 53 lines of small flags and banners, six adorned columns at the new Grand Trunk station, decorations on three viaducts as well as on several community buildings and many village stores make a festive appearance for the celebration in Birmingham.

At each end of the village, on Woodward avenue, giantess welcome arches have been stretched across the thoroughfare, and a third arch is one of the main decorations at the intersections of Maple and Woodward avenues.

There are 12 lines of flags and 13 lines of pennants on Woodward avenue between the northern and southern welcome arches. On West Maple avenue there are three lines of flag and banner decorations and 12 lamp poles adorned with flags and banners.

Exactly 40 poles, 20 with banners and pulldown and 20 with small flags and pulldown, and five lines each of flag and pennant decorations, constitute the ornamentation on East Maple avenue leading to the new station.

At the station six columns have been erected, including two silver-leaf columns.

Building decorations in the village drape both the old and the new Grand Trunk stations, the Municipal Building, the Baldwin Public Library and the Community House. In addition, the viaducts at the East Maple, Long Lake, and Charring Cross grade separations have been decorated.

OFFICIAL CELEBRATION PROGRAM

As Announced By The Committee In Charge

A. M.
9:00 BAND CONCERT
Woodward and Maple—New Depot.
10:00 KIDDIES' PARADE
Forms at Hill School—Chester and Merrill. Chester to Maple, East on Maple to Brownell, Brownell to Forest, Forest to Brown, Brown to Pierce, Pierce to Merrill, West on Merrill. Disband at Hill School.
11:00 Exhibition, Birmingham Fire Department
Hill School, Chester and Merrill.
11:30 BALL GAME, Birmingham vs. Pontiac
Hill School, Chester and Merrill.
P. M.
1:00 FORMATION PAGEANT OF PROGRESS
On Lincoln, West of Woodward.
1:30 PARADE
East on Lincoln, North on Woodward, East on Maple, South on Eaton. Circles past Depot and parks, facing West on Maple.
3:00 Arrival Pageant of Progress at Station
Floats, Bands, Organizations take places around Depot as assigned.
3:30 ARRIVAL OF FIRST TRAIN
At Depot.
3:35 BOMBS AND FIRE WORKS
At Depot.
3:45 AIR SHOW
At Depot.
4:00 DEDICATION PROGRAM
At Depot.
5:30 SIGHT SEEING TRIP
From Depot.
6:30 BANQUET FOR GUESTS
Community House.
7:00 GRAND OPENING
Carnival Street Show—Open Air Dance.
Martin Street—Pierce to Henrietta, Henrietta and Bates at Maple, Martin at Bates.
8:00 AWARDING OF PRIZES
Municipal Building—Martin Street.
8:30 CARILLON RECITAL
Christ Church, Cranbrook.
12:00 CELEBRATION CLOSED
"End of a Perfect Day."

Celebrators Compete For Lengthy List Of Prizes

Merchants To Reward Over 100 Distinctions And Achievements

Prizes offered by the celebration committee, Birmingham merchants, organizations and individuals—comprising a list of more than a hundred in all—will be awarded attendants at the celebration for a long and ingenious list of distinctions and achievements.

Whereas many of the awards will be made at various business houses throughout the day, the majority of them will be presented publicly from a platform in front of the Municipal Building at 8 P. M., an hour after the opening of the brilliant night carnival, street shows and open air dance.

The prizes for floats in the pageant as well as for individual accomplishments and winners in the children's parade, will be made at that time. The list of awards, together with their donors, follows:

A $50 trophy, presented by the Birmingham Village Commission, will be awarded to the best float entered in the parade by a municipality or unincorporated community.

The Wilson Drug Company will give to the one guessing the near-

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Crowd Right Up Girls—Yes, It's A Beauty Contest

No celebration would be complete without a beauty contest, which is exactly why there's going to be one Saturday night.

Separate and distinct from the contest in which the queen of the pageant was chosen (which, by the way, has eliminated one promising candidate), the beauty prize will be confined to girls over 16 years of age, either married or single, who aspire to honors in palchritude alone.

The contest will be held at 8 P. M. from the platform in front of the Municipal Building where scores of other awards will be made. It is open to every girl in the entire North Woodward area.

Two Birmingham business houses which are sponsoring the contest—the Arnold Photographic Studios and the Economical Drug Company—have offered valuable prizes which are listed in another column of this paper. The celebration committee will also give $10 in cash to Beauty No. 1.

Village President's Greeting

The 1st day of August next has been set for the dedication of the new Grand Trunk Station in Birmingham and for the beginning of commuter service between Detroit and Pontiac.

These events are to be marked by a celebration and by ceremonies looking to a proper and adequate recognition of the importance which commuter service bears to Detroit and the Woodward avenue cities and villages.

Officials of the railroad together with all of the authorities of the communities to be served by this type of transportation will participate in the celebration and ceremonies.

Birmingham, therefore, extends to the railroad, its officials, and employees, the officials and residents of our neighboring cities and villages, and to all others interested in the inauguration of the first commuter service in the state of Michigan, a sincere and heartfelt welcome and the liberty of the village.

We feel that this day will mark and commemorate the beginning of an epoch in the fortunes of the North Woodward communities.

Birmingham will, therefore, regret any cause or reason which may prevent or deter the acceptance by any one of its hospitality on this occasion.

HARRY ALLEN,
Village President.

200 INVITED GUESTS TO BE ENTERTAINED

List Of Honored Includes County, State, National Notables

WILL ATTEND BANQUET

Railroad officials, county, state and national political figures, the entire slate of village and city officialdom in the North Woodward area, leaders in business, industry and other walks of life are all included on the honored list of guests invited personally by the celebration committee to attend the festival.

Approximately 200 of those invited are expected to attend, and they will be the occasion for an elaborate portion of the program designed especially in their honor.

Although many of them will be in Birmingham for the beginning of the festivities in the morning, to remain throughout the day, the majority will arrive in the village aboard one or the other of the two special trains which will meet in front of the new station at 3:35 P. M., coming from Detroit, Pontiac and other stopping places along the way.

They will be assigned to a special seating section for the ceremonies at the depot, and following the dedication will be shown about Birmingham and Bloomfield Hills in a sightseeing tour of special cars.

At 6:30 they will be feted at a banquet at the Community House, following which those who wish to leave will depart on the same trains which brought them to Birmingham, while the others will remain for the evening program.

The complete list of invited guests, as issued by Rotary Club committee in charge of the program at the depot, is as follows:

Grand Trunk Officials

C. G. Bowker, general manager; W. R. Davidson, assistant general manager; J. A. Clancey, general superintendent of transportation; W. H. Edmondson, assistant to general manager.

Passenger traffic department—A. B. Chown, passenger traffic manager; W. R. Eastman, general passenger agent; G. E. Weeks, district baggage and mail agent; H. L. McCaughey, general agent.

Freight—E. F. Flinn, freight traffic manager; Jas. Cameron, general freight agent; C. A. Skog, general freight agent; D. M. Crawford, assistant general freight agent; H. H. Hamill, coal traffic agent; G. O. Thorensen, central agent.

Engineering department—J. A. Heaman, chief engineer; G. E. Murray, electrical engineer; F. P. Sisson, principal assistant engineer; N. Laird, bridge engineer; H. D. F. Ingram, engineering department; A. T. Powell, engineer accountant.

Superintendents—T. King, superintendent; W. J. Hogan, superintendent; E. F. Gorman, superintendent terminals; F. L. Sample, assistant superintendent terminals; G. A. Briggs, superintendent terminals; H. C. White, superintendent terminals; B. J. Farr, superintendent motive power and car department; J. B. Gaut, superintendent bridges and buildings; F. Tranzow, superintendent of track; W. L. Dayton, superintendent of signals; V. C. Palmer, superintendent freight claim prevention; J. R. MacGregor, superintendent railway telegraph service.

Accounting department—G. B. Bird, auditor; Paul Heitmann, auditor of disbursements; E. Van Boeyen, auditor of revenues.

Treasury department—W. C. Tomkins, treasurer; E. W. Hotchkiss, assistant treasury.

Legal department—F. T. Hareard, general attorney; H. V. Spike, assistant general attorney; Frederick V. Slocum, attorney; J. J. Grill, assistant general attorney; J. A. Wilson, general claims agent; L. R. Flanders, freight claim agent; W. E. Evans, purchasing agent; J. S. Lillie, property and tax commissioner; A. L. Shanley, commissioner of industries.

Agents—E. A. Mason, agent; Ellis Berry, agent; R. F. Doyle, passenger and ticket agent; J. B. Mintjn, agent; J. C. Haynes, agent.

Publicity department—F. W. Bertram, press representative.

Detroit and Toledo Shore Line—P. Main, general manager; J. R. Mann, superintendent transportation; F. S. Ross, general freight agent.

Traffic department, Montreal, Quebec—R. L. Burnap, vice-president; C. W. Johnston, general passenger traffic manager; A. A. Gardner, assistant general passenger traffic manager.

Canadian National Railways—Sir Henry W. Thornton, presi-

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General Chairman

David H. Ladd

KIDDIES MASS FOR PARADE

150 Youthful Entrants Expected Before Line Forms At 10 A. M.

Nearly 150 entrants are expected to march in the children's parade to compete for the 24 prizes offered. Late entrants will, it is believed, swell the list considerably before the parade starts moving at 10 A. M. The parade is open to all children of the North Woodward area under 14 years old.

The prizes, now on display in merchants' windows in the village, are as follows:

Best boy's costume—first, Eastman camera; second, sports sweater; third, St. Regis watch. Best girl's costume—first, swimming suit; second, beach pajamas; third, tennis racquet.

Funniest boy's costume—first, ping-pong outfit; second, roller skates; third, Eveready flashlight. Funniest girl's costume—first, tennis racquet; second, roller skates; third, Eastman camera.

Best boy's animal entry—first, bathing suit; second, sweater; third, baseball bat. Best girl's animal entry—first, camera; second, beach pajamas; third, tennis racquet.

Best decorated boy's bicycle—first, electric headlight; second, bicycle siren; third, bicycle horn. Best decorated girl's bicycle—first, electric headlight; second, bicycle tire; third, bicycle horn.

The parade will form at the Hill School ground and will take the following course:

Chester to Maple, east on Maple to Brownell, Brownell to Forest, Forest to Brown, Brown to Pierce, Pierce to Merrill, west on Merrill past the Municipal Building, ending at the Hill School.

Cake furnished by the Marie Allen Bakery Shop and frost bits furnished by the Wilson Drug Company will be given to every entrant in the parade.

The judges are Judge Dan McCoffey of Oakland County Probate Court, Dr. C. F. Lawler and Charles S. Kinnison, both of Birmingham.

The following boys and girls have registered to march in the parade:

Bernadeen Craven, Barbara Pratt, Gladys Hyslop, Joan Hyslop, Donald Miller, Edward Falberg, Margaret Van Wegan, Dwight Sluiter, Betty Lee, Katherine Walton, Joan Malarney, Patricia Malarney, Eugene Merz, Norman Anderson, Carroll Anderson, Bobby Miller, Harland Smith, William Pratt, Robert Hopkins, Edward Watkins, Bob Donaldson, Norman Lyle, Paul Wayman, Douglas Baldwin, George Jephson, Bud Iple, Jack Minton.

Howard Ward, Dorothy Thomas, Mary Jeanne Hastreiter, Bob Hurson, Earl Cunningham, Ernest Winborn, Lindsey Colvin, Edward Clark, Duncan Thomas, Marion Allen, Marjorie Mintling, Bob Plees, Robert Falberg, Paul Hodge, Jack Spence, Lorna Simpson, Bill Cushing, Bill Wall, Richard Wilson, Arthur Fowler, Murell Schleske, Betty Jane Abbott, Marjorie Walton, Paul Leipold, Walter Leipold.

Frederick Hopkins, Marjorie Donaldson, Bob Steffee, Gale Benn, Joe Benn, Margaret Eidar, Norman Stone, Gordon Craig, Mary Ann Craig, Bob Quail, Joe Timm, Junior Hoover, David Peebles, Fremont Kline, Bob Haldane, Mary Hogan, Ellen Hogan, John Huston, Duane Meeker, Allan Tewilliger.

TWO PARADES, GAMES, STREET FAIR PLANNED

Brucker, Glancy, Bowker, Allen To Speak At New Station

FIRST SERVICE HAILED

(Continued from page 1, of Regular Edition)

Besides the band concert, the morning program will include a parade for children of the North Woodward communities, an exhibition by the Birmingham fire department and a softball game.

Picnic grounds will be open all day, and restaurants will prepare to accommodate capacity crowds with special menus both at noon and at night.

Parade Forms

The "Pageant of Progress," stretching two miles long from first float to last and presided over by the newly chosen queen and her court of honor, will begin formation at 1 P. M. preparatory to moving promptly towards the new station a half hour later.

Following the arrival at the station, an air show and fire works exhibition will entertain the crowd until 3:35 when two special trains, one northbound from Detroit and the other southbound from Pontiac, will meet and discharge their loads of honored guests and visitors picked up at various stops along the way.

A reserved section for invited guests will be roped off on the broad plaza facing the speakers' stand in front of the depot. With Mr. Ladd acting as master of ceremonies, Governor Brucker will give the opening address, followed by A. R. Glancy, Bloomfield Hills resident widely known throughout the state; C. G. Bowker, general manager of the Grand Trunk Railway, and Harry Allen, Birmingham's village president.

Guests To Banquet

Following the ceremonies at the depot, which will be completed by 5 o'clock, the speakers and invited guests will be carried in automobiles on a sight-seeing tour through Birmingham and Bloomfield Hills, and the parade will return to the center of the village. A banquet for the guests of honor will be served at the Community House at 6:30 P. M. The grand opening of the street carnival on the pavements in the vicinity of the Municipal Building is scheduled for 7 o'clock, with a temporary halt at 8 for the beauty contest and awarding of prizes in all competitions.

A carillon recital by Anton Brees from the famous singing tower of Christ Church, Cranbrook, at 8:30, is the last scheduled event on the program, although the carnival and street dance will continue until midnight.

Special round-trip rates to Birmingham from all stops on the Grand Trunk will be in effect throughout the day. A corps of 100 hostesses enlisted from the ranks of Birmingham's women's clubs will be in attendance at rest rooms in practically all public buildings, and will be located on all main thoroughfares to answer questions and direct strangers.

Special police and ambulance service will be provided to handle emergencies, and adequate parking facilities will be available.

Who Is He? $10 For You If You Can Locate Him

Hay, you celebrationists! Wanna win $10? Then get out there Saturday and identify Greater Ferndale's Mystery Man.

He'll be on the streets of Birmingham all afternoon just aching for somebody to come up and claim the prize with the magic phrase which will be the open sesame to his pocketbook. All you have to do is go up to him and say:

"You are the Greater Ferndale Mystery Man. Kindly give me $10."

You must say those words in exactly that order, however, or he won't give you a tumble—even if he is the man you're after.

What do he look like? Nobody knows, except that he'll be identified with a button, ribbon or hat bearing the word Ferndale, just like all the other residents who come up to the celebration from Birmingham's neighbor to the south.

That means you'll have a job picking him out from the others. But it will be worth it if you find him.