

## THE BIRMINGHAM POST-HERALD

14 PAGES, PART 1

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, TUESDAY, DECEMBER 22, 1936

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This paragraph comes to you a few days in advance of Christmas. Are you young enough this year to let the real meaning of the occasion find its loving place in your mind and soul as you spend so much time in consideration of the material phases of the Day? Will you have a Merry Christmas!

FIFTY-NINTH YEAR—NO. 38

### THIS and THAT

By G. R. A.

Every year, at Christmas time, I'm called upon by my family to write a sentiment for Christmas cards. Usually, I also print this sentiment in this column, so here is the result.

**The Gift of Friendship**  
The snows of winter lie deep on the hills.  
The home that's built upon the ground  
Where live the ones whose names are  
adored.  
This greeting for your Christmas morn.  
Likewise, good friend, there's deep in heart  
The drifts of memories and your  
lie deep.  
In hesping up, in days now down,  
The kindly thoughts that have  
been born  
Within this Friendship garden  
where  
Are blooming precious flowers  
rare;  
This garden grows, though years  
lie deep,  
Aroma, color that we keep,  
The lights that burn at entrance  
are  
Are emblematic of the state  
Of mind that we, too, keep so  
dear.  
To help you find your way at night  
When, 'midst the gale and storm  
blow down,  
You try to find that Lovely Step  
Where Friendship dwells in earth's  
abode—  
The Goal of all who tread life's  
road.

One of the best of public-supported organizations that the taxpayers like to keep from working at their job is the fire department.

Usually, getting started on winter preparation is harder than going through with it.

A lazy person may start going places with "pull," but in the end the power of his own inertia brings him to a halt. The "pull" is much better than "pull" to make progress.

The average man and woman needs a larger outlook upon life. Too many of us create our own "pull" in the orbit of selfishness—and such orbits are bound to result in cosmic clashes. We need the perspective of the larger Universe of which we are a part; we need to circle in the steady orbit of Universal Brotherhood.

Old Dobbin never caused as many accidents as the modern automobile. Motorists today need the common sense of Old Dobbin.

Be more optimistic! Mother Nature will be on hand for the job of growing things when winter passes. She'll be on hand for the tully bud right now is optimistic over its next year's lovely future.

Here is an undeniable truth: the best way to improve the world is to start in improving the hearts and ideals of you. "As the twig is bent, so the tree is inclined."

Gossip spreads much faster than the truth. Misinformation has done more harm in this world than any other single wrong. "Truth is forever on the scaffold."

Too often life may be like a bowl of cherries—with the pits still left in 'em.

Because he is a liberal enough, and was identified with the Republican Party, Wisconsin politicians, led by the LaFollette group, are attacking scholarly Glenn Frank, and he may be removed as president of the University of Wisconsin. Such an organization has a right place in our economic structure, of course. More laudable to such institutions who operate wisely and with security in the financing of the American home.

...the same to you, and many of 'em!

### SCHOOL BOARD APPROVES LIST OF 41 SENIORS

Dr. Henry David Is Engaged For The Commencement Address, Jan. 28

Forty-one Baldwin High School seniors will be authorized for graduation at the end of the first semester by the Birmingham Board of Education at the monthly meeting of the body held in the Hill School Monday evening. The tentative list of seniors was recommended by Melvin C. Hart, principal of the high school, and recommended by Howard C. Crull, superintendent of schools.

Commencement exercises for the graduating class will be held in the Baldwin auditorium on Jan. 28 at 8 p. m. with Dr. David Henry, assistant to the first vice-president of Wayne University and formerly assistant State superintendent of schools.

(Continued on Page Two)

### BOX COLLECTION CHRISTMAS EVE

Cooperation of Merchants Asked In Gathering All Certificates

Coupon boxes, placed in various business establishments here, for patrons to deposit their good will will be collected at 6 p. m. Thursday, Christmas Eve. Cooperating merchants are asked to take their containers to their stores remaining open in order that every trade certificate signed by a shopper here will be entered at the time of a sale.

It was announced the past week that awards will be made at 6 p. m. Thursday, 15th South Woodward, former location of McBride's Hardware Store. The "Pull" is much better than "pull" to make progress.

Edith Wilson, chairman of the campaign, will issue the awards while George Averill will be the official announcer. At the occasion will be Ray Cook and Frank Mulholland. Winners will be determined by the drawing of coupons from the boxes by a small child chosen from the crowd.

### LOCKHART HOME ON ADAMS ROAD BURNS

The farm home of Frank Lockhart, on Adams road, north of Birmingham, was destroyed by fire which started at 12:30 p. m. Sunday from an overheated chimney. The fire departments of Bloomfield Hills and Bloomfield Township fought the blaze for more than three hours but were unable to save the structure. Burns and other buildings on the property were saved, and most of the contents of the home were carried out. The loss on the home was estimated at about \$4,000.

### LIONS CLUB HAS ANNUAL HOLIDAY DINNER DANCE

Entire's Note: At the request of the Executive Council, the members of local churches have written their interpretation of Christmas. These articles are given below.

By Rev. Theodore Waggazer, Redeemer-Lutheran Church

When I wish anyone a "Merry Christmas," I accompany that wish with the hope that he knows and understands the reason for this day. Christmas does not revolve entirely around the idea of "peace on earth, good will toward men." It is the day when the knowledge that my Saviour has come into the world, Jesus Christ is God's Christmas Gift to the world.

More laudable to such institutions who operate wisely and with security in the financing of the American home.

...the same to you, and many of 'em!



MADEIRA LEANS POINTE

**I Bring You, A Wreath**  
I bring you a wreath at Christmastide,  
That's fashioned of fibers strong and tried,  
Fragrant with memories of friendship true,  
This is the wreath I have made for you.

**I bring you a wreath on Christmas Day,**  
Tied with a bow knot of wishes gay,  
Brightened with berries like words of cheer  
To carry my hope for a glad New Year.

**I bring you a wreath at Christmastide,**  
A token so simple yet with pride,  
I hold this garland of friendship true,  
All that is worthy of one like you.

### WOMAN HERE HURT IN ACCIDENT SATURDAY

Mrs. Anton Clarke, 311 Aspen road received bruises and a cut lip in an accident involving three cars on Woodward avenue near Herman street, at 12:30 p. m. Saturday. H. Guy Moore, 413 State avenue, Pontiac, suffered injuries to his left arm. Wallace H. Frost of Detroit, driver of the third car was uninjured.

The icy condition of Woodward avenue was responsible for the collision, the other car driven by Mrs. Clarke skidding across into the north bound line of traffic.

Three other minor accidents were reported to the police department this week-end. All were caused by icy pavement, causing little damage to the cars.

### PRESBYTERIAN CLASS TO HOLD 2ND REUNION

Charles S. Kinnison, who is starting his twenty-first year as pastor of the First Presbyterian Church here, announces that the second reunion of present and past class members will be held this Sunday at the morning church service.

Mr. Kinnison stated that all former class members are urged to attend. Last year 70 were present for the reunion and every effort is being made to better that record this season. There are 12 in Mr. Kinnison's group at present, most of them about high school age.

### Observance Of Christmas Is Explained By Local Clergymen

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### W. A. P. John Succeeds MacManus As Head Of Advertising Agency

Retirement of Theodore F. MacManus as active head of the advertising agency of MacManus, John & Adams, Inc., and successor of W. A. P. John to the presidency of the company, was announced the past Saturday by the Board of Directors. James R. Adams, the other founding partner, becomes Executive Vice-President and General Manager. Mr. MacManus still retains an interest in the company. His son, John R. MacManus, becomes Vice-President, Secretary and Director. Harvey G. Luce also becomes a Vice-President and Director. The corporate name remains unchanged and the internal organization changes become effective immediately.

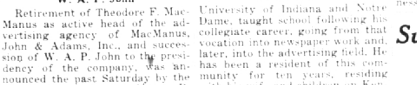
Mr. John graduated from the University of Michigan in 1916, joining the advertising staff of the Detroit, Detroit, with headquarters at 3100 Broadway, and Radio Station WJR, Inc.

Main offices are in the Fisher Building, Detroit, with branches at San Francisco and Los Angeles.

Mr. MacManus, John and Adams, Inc., was formed in May, 1914. In the 22 months of its existence, the agency has grown from an original personnel of eleven people to more than 100 today. Billing has increased until the firm is now one of the fifteen largest in the United States in volume of business placed for clients.

Principal clients are the Pontiac Motor and Cadillac Motor Car Divisions of the General Motors Corp.; Dowell, Inc.; International Radio Corp.; Pontiac Metal Products; Peter's Cleaners & Dyers; Co. Schwitzer Cigars; Co.; Truitt Brewing Co.; and Radio Station WJR, Inc.

It was made doubly impressive by the splendid attitude of the student body.



W. A. P. John, University of Indiana and Notre Dame, taught school following his collegiate career, going from that vocation into newspaper work and later into the advertising field. He has been a resident of this community for ten years, residing with his wife and children on Kensington Ave.

**ST. NICK BRINGS POSTAL STAFF A HEADACHE**

Santa Claus may bring a lot of cheer to most of us but all he brings, Postmaster Joseph Byrne and his staff is a throbbing headache.

Saturday, 26,000 letters passed through the automatic counting and canceling machine. They totaled ten full sacks of mail. In addition, 2,000 sacks crammed full of parcel post packages were started on their destinations.

Postmaster Byrne's staff, still in overalls, were left over. Stamp sales amounted to \$1300. Up until noon, yesterday, 16,000 letters had been post-paid and it was expected that the number would more than double before the business ended.

Despite being swamped, Mr. Byrne stated that the post office would remain open tonight and tomorrow evening as long as business continued brisk.

**NEXT ISSUE DEC. 30**  
The next issue of the Eclectic will be published on Wednesday morning, December 30. Advertising and news deadlines will be advanced to meet the publication date.

All advertising material must be turned in not later than 5 p. m. Monday, Dec. 28. General news will be accepted until Tuesday afternoon at 4 o'clock.

**COMMUNITY SING**  
Children from the fourth grade through high school are invited to take part in the annual community singing at the huge lighted tree in the Municipal Park Christmas eve, beginning at 5 p. m.

F. A. Prother, musical director, will lead the singers in the Christmas carol selection. A brass ensemble from the Baldwin high school orchestra will provide the music for the occasion. It is expected that the program will last from 30 to 45 minutes. The city park is located between the Municipal Hall and the Baldwin Library.

**ANNUAL PARTY FOR CRIPPLED KIDDIES GIVEN**  
Rotary Club Is Host To 24 Boys And Girls At Affair Sunday

Stepping from the world of physical misfortune into the realm of joy and happiness where Santa Claus abides, 24 crippled children from all over this section of the county, their eyes dancing with delight and their faces wreathed in smiles, took a very active part in the party given for them Sunday afternoon in the community house by members of the Rotary Club.

This annual affair by Rotarians was made possible by the splendid cooperation of Miss Loda B. Jacques who has been in charge of crippled children's work in the county outside of Royal Oak for a number of years. She compiled a list of the children's names and addresses and added in routing individual club members to their destinations when the latter were invited to bring their guests to her party.

The affair got under headway with gaily frolics conducted in the Rath Room. Miss Dorothy Spira of Pontiac provided musical entertainment during this time. At 4 p. m. the call to dinner was sounded and the two dozen children sat down to a delicious turkey repast, prepared under the expert guidance of Joe Stroup, Sr. In addition to the rice de resistance, the menu consisted of mashed potatoes, peas, hot lumps, milk and ice cream and cake. During the meal the kiddies, accompanied by club members and with Mr. Louis Howell at the piano, sang Christmas carols.

Following dinner, chairs were pushed aside and aged youngsters gasped as Santa Claus strode in with a heavy yellow and red suit and a white beard inside the paity decorated Christmas tree and under a present and a jar of Lincobrite light and again the children were in a throbbing state of joy.

The howl-cry old gentleman soon completed his task and bade his friends good night for the night. He was a real treat for a series of taking pictures. Variety Club members and with Mr. Louis Howell at the piano, sang Christmas carols.

The Variety Club, comprised of Mrs. J. H. Ladd, chairman, and Mrs. J. H. Ladd, secretary, donated its equipment and provided the operators to conduct the show. This organization operates throughout greater Detroit, putting on free entertainment for hospitals and other institutions during Christmas week.

Dave Ladd served as general chairman of the splendid kiddie party. Ralph Corvill was in charge of decorations and F. Morse Cooke supervised the piano. This year, Earl Ladd, pastor headed the group in charge of presents while Joe Stroup, assisted by W. J. Bell, had in charge of the dinner. Ed Laird was chairman of the table decorations committee.

### GRIFFITH POINTS TO YULE HAZARDS

Fire Chief Issues Appeal For Extreme Care At Christmas

Chief Vernon Griffith of the local fire department issues the suggestions listed below to help the people of this community and the surrounding vicinity in avoiding fire hazards that exist during the Christmas season. It is suggested that Chief Griffith lists ten points as follows:

1. Erect Christmas trees firmly to standard 10 holders so that if they are tipped when reaching for a cork or a bottle, they will not fall on a safe distance from the house.

2. Keep trees away from any open flame, as they are flammable.

3. Keep matches away from children.

4. Never use lighted candles on Christmas trees or in windows.

5. Use electric lights and avoid the bulbs so they do not come in contact with inflammable material.

6. Do not use cotton, wool, tissue paper or celluloid ornaments.

7. Do not use flammable material in the only flammable material in the house.

8. Never permit a child to play alone with any toys that require any open flame of high voltage electricity for operation unless some grown-up is with them all the time the toys are in use.

9. Remember that when trees are cut, they dry out very fast and become more inflammable each day.

10. Dispose of trees as soon as they are no longer used. Do not store them in the basement, but put them outside the house.

Let the home, church, school or store be warm, but do not allow the furnace, stoves and pipes to become overheated. If the doctor has to be called, let it be for the boy or girl who are too much excited for the child suffering from burns.

### Sven Hedin's 'Desert Christmas' Translated By T. H. Millington

(Editor's Note: The following description of a Christmas Eve spent in a remote region of desolate, shifting sands and desert hills of which I speak, was a fertile valley, is from the writings of the famous explorer, Sven Hedin and was translated from the original Swedish by The Eclectic by T. H. Millington, who writes as an editorial column regularly for this paper.)

Of all the Christmas's I have spent in the heart of Asia the one which also happened to be the last Christmas of the nineteenth century, the one richest in memory, the most utterly desolate yet the most comfortable, was the one I spent on the Takla Makan desert.

For after long's detachment and the silence of eternity there is no place on the face of the earth to be compared with the desert hills of which I speak, and the Sahara is cross-eroded by caravan routes, inland Arabia somewhat by certain tribes, and the ice-deserts of Greenland and the Antarctic have been penetrated by scientific explorers. Altho Mount Everest, Godwin, Austen, Kanchenjunga, Guarian, the highest mountain peaks on earth, have never been contacted by the foot of man, yet they are at least visible from the surrounding country.

Here I was to meet my yearning from India, overheated

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### HAVE YOU MET?

Mr. and Mrs. Elbert W. King are renting their new home at 821 Henrietta, having moved to Birmingham from Detroit. Mr. and Mrs. King are the parents of a 14 month old son, Donald.

Mr. King, employed by the Phillips Petroleum Company of Detroit, is a graduate of the University of Michigan as is Mrs. King who is a native of the city of Detroit. They were born in New Rochelle, New York.

In discussing her reasons for leaving her home in Detroit, Mrs. King stated that she found the people of Birmingham very congenial and that she had met many more cooperative than those of Detroit.

For a complete list of 25 cents you may find in the Eclectic. Try one when you want to buy or sell. Write to The Eclectic, 1111 Woodward, Birmingham, Ala. Telephone 11 before Wednesday noon each week. —(Ad.)

ONLY 2 Shopping Days Before Christmas

(Continued on Page Two)