

# Merchants Reveals Plans to Announce \$700 Good Will Campaign

It is the fact that many nations have gone back on their promises; that many double-crossed; that more suspicion is abroad in this world, yet the fact remains that dependability is a rare human virtue. He who keeps his promise is still a rock of dependability in the eyes of human beings.

SIXTY-SECOND YEAR—NO. 32 BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, NOVEMBER 9, 1939 \$2.00 PER YEAR—SINGLE COPIES, 5c

## THIS and THAT

By G. R. A.

So far as I am concerned, personally, I don't care if Birmingham is the largest city in the world for at least five years. Two big parades in seven weeks ought to be enough for any newspaperman to get the story. The City Loyalty Day affair on September 16, and then last Friday night's ceremony that opened the new Woodward and Hunter Boulevard, cut-off through Birmingham. Incidentally, I participated in many events, but never have I been compelled to go through a role in public where I was slowly being turned into a cake of ice by the cold weather—you who were present at the banquet at the intersection of East Maple and Hunter Boulevard can understand what I mean by "cold."

To the casual observer of that celebration Friday night, it might seem that an extraordinary amount of effort was involved; but the contrary is true. Five meetings of a committee of 18 people, were held under the general chairmanship of Richard Hart, manager of the Automobile Club of Michigan. His aide, Arthur Schiele, did yeoman service in rounding up the splendid group of old stage coaches, surreys, hacks, and the covered wagon. Al Schiele was in charge of many of the 1940 automobiles that were in the parade. City Commissioner Walter E. Woodard, in charge of the fine banquet at the Birmingham Golf Club, put in many hours in preparing for his program; he was responsible for the appearance of the great coaches in the parade. The Automobile Club and Coach Co., with which he is connected as assistant factory manager.

**Ford Was Generous**  
Incidentally, and of no little importance, the splendid cooperation the Ford Motor Co. extended. To get the parade started, from Greenfield Village, about 50 Ford employees, including the grand marshal of the parade, told me that 22 special cars were used in the parade display here last Friday evening. 11 horses were brought over, too, and were in proper costume—and the whole offering was given without a penny cost to the celebration committee. Also, personally I want to compliment Mr. Dweley for his able handling of the program, his staging and writing of most of the script which I read at the ceremonies; siding Mr. Dweley as the grand marshal, and the well known Oakland County amateur horseman, W. T. Mills.

Mr. Dweley, a veteran amateur actor and director himself, found time to operate the entire Village Players organization, members of which played the part of the parade. The cast was family, staged as a replica of their coming to Birmingham 120 years ago. As a matter of fact, plenty of good pictures of the parade officials and employees, gave us a glimpse of their time and talents in the past.

In this column, of course, I can't go into lengthy details, but I think I have mentioned to the committee, who participated. Monday night Mayor John E. Martz and his fellow-commissioners passed fitting resolutions covering the matter; in our new columns in this issue you will find that resolution.

**The Faithful Public**  
Included among those who participated in the celebration is the public, itself, without which such an event would be meaningless. You who stood on and about the intersection until the program started, and who were there for all or part of its presentation, certainly showed your interest in the thing. What, a more laudable thing, had the evening warmer! As it was, however, the approximately six thousand men and women, boys and girls who were present most assuredly reaped all the efforts of the committee.

**The World's Greatest Superhighway** as it was advertised in the news, is now completed between Detroit and Pontiac; two 40-ft. paved lanes of travel, with a 40-ft. landscaped median way in the center, now lure the motorist between these cities, along which are located Ferndale, Pleasant Ridge, Farmington Hills, Woods, Royal Oak, Berkley, Birmingham, and Bloomfield Hills. Beyond that, the new road leads to the south.

**Merchants' Meet Postponed**  
The regular monthly meeting of the Birmingham Retail Merchants Association has been postponed from Nov. 9 until Nov. 14. Secretary Walter R. Raychel announced today.

**City Car Damage Offer Reasonable, Commission Says**  
A 50-50 settlement offer in an accident involving a City truck will not be enlarged, the City Commission decided Monday night.

The claim arose out of a collision Monday night, 2019, at Pine and Fairfax, where a truck, driven by Fred Alford, collided with an automobile driven by Mrs. Stanley R. Saunders of 949 Chesterfield. On July 31, the Commission offered to pay Mrs. Saunders \$13.94, or half the cost of the car.

**Night School Classes To Organize Tonight**  
The most important meeting of all for the projected Evening School, which will be held this evening at 7:30 P. M. in room 101, Supt. Howard D. Hull has announced. All persons desiring to take commercial instruction or photography are asked to be present. There must be at least 12 in each class for it to go on. Typing and shorthand classes are expected to be the most popular.

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The news is out! Long a feature of year-end activity by Birmingham merchants, a new and greater Good Will Campaign is announced today, supported by 64 members of the Birmingham Retail Merchants' association. Prizes to be awarded the public will consist of \$700 in trade certificates. The rules are simple.

The big Goodwill Campaign starts at once—today, the first prize award will be made Monday, Nov. 13. At that time a first prize winner will be awarded a second prize winner will receive \$10 in certificates, and a third prize winner will get \$5. This will take place every week until the grand award is given, Dec. 22, just before Christmas, when certificates totaling \$500 in value will be given away. There will be 52 prizes in all.

Here are the simple rules which govern the Good Will Campaign: First of all, each of the Good Will Merchants (the whole group is listed on page 2) will give free a coupon for every 50 cents paid on an account. These coupons will be placed in a depository which will be found in each of the Good Will stores in its neighborhood. The winners will be selected. All coupons for any week's award must be deposited by midnight of the preceding Sunday.

There is one important fact: you need not be on hand to receive your award. All shoppers are eligible except the participating merchants, store managers and their immediate families.

**Announce New Store For City**  
A new store for Birmingham, the John Baldwin Company, opening here Friday, Nov. 10, it was announced today. The shop is located at the intersection of the store directly east of the Wabek Building.

Featured will be a complete line of wearing apparel for boys and girls "from kindergarten to college," a merchandising plan which will include the following: The Baldwin company at its store serving the Grosz Pointe area.

The store is a complete Colonial style. A semi-partition will divide one half into a shop for boys, the other half into a shop for girls, with the shoe department at the rear. Mrs. Margaret Bowman, the store's manager, is to expect the fitting of children's shoes and for years was associated with a large Dept. store.

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## City to Mark Armistice Day in 2 Services

Veterans Will Rally at 11 a. m. at Maple and Woodward ave.

Armistice Day, Saturday, Nov. 11, takes on particular significance this year, and several observances have been planned in Birmingham. Banks will be closed all day; Baldwin Library will be closed from 10 a. m. to 120 years ago the Post office will be on holiday schedule. The public has been asked to display the flag.

The two principal observances planned call for brief ceremony at 11 a. m., conducted by veterans, and a Day of Prayer sponsored by the Birmingham Council of Church Women from 9 a. m. until 5 p. m. at the Methodist Church.

The 11 o'clock ceremony Saturday will take place at Woodward and Maple, consisting of a march to the flag, prayer by a minister, and the echo by a Boy Scout, and a Day of Prayer sponsored by the Birmingham Council of Church Women from 9 a. m. until 5 p. m. at the Methodist Church.

**Historic Event For Birmingham**  
It was a historic ceremony last Friday evening which opened Hunter Boulevard to traffic, for the first time in 120 years.

Instead of cutting a ribbon, Hunter Boulevard was opened with a "factories" entered through the main entrance of the project which will be an improvement in the great wider Woodward project which has kept road engineers busy for decades.

**Five Burglaries Reported In City**  
A burglar, whom Police Chief John P. Hackett believes is a "professional" at his work, committed five offenses Sunday and Monday in Birmingham.

Police Sergeant Delye Service, who is working on the case, shares the view that youths or novices at burglary and entering are not responsible in these offenses.

**Woman Struck On Hunter Blvd.**  
A Detroit woman, Mrs. Caroline Bentley, 65 years old, of 2170 East Jefferson, was struck at 6:40 p. m. last night at Hunter Boulevard and Oakland as she attempted to cross the thoroughfare for the west side.

**Can't Blame Him**  
An excited voice phoned Police officers: "There's a man slumped over the wheel of his car, parked near the Wabek Building, and the car door is locked. You'd better look into it at once."

**Bridge Benefit Clears \$200 for Shoe Fund**  
Two hundred dollars was cleared by the Teachers' Club benefit here held recently at the Community House according to an announcement made this week by Mrs. Corrine Dawe, spokeswoman for the club.

**Don't Rely On 4-Leaf Clover**  
OUR WANTS ADS ARE THE LUCKY TOO

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## Thousands See Opening of Hunter Blvd.

Following a heated discussion Monday night by the City Commission over the much-debated question of angle parking, it was learned by The Eccentric that much of the argument is academic over maintenance money the City has been paid by the name of "lose" Woodward is removed from the Trunkline category, for in the past the City has received but \$350 a year, plus some services.

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How the public feels about a long and hazardous curb at the southern end of Hunter boulevard was made known in a report on p. 16 at police headquarters.

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**Big Muscled, Bass-Voiced 'Beauties' Score a Hit in 'Womanless Wedding'**  
"Womanless Wedding," the farce laugh-which has regaled the audiences in every part of the country, concluded its successful two-night run in Baldwin High auditorium last night, with the bass-voiced and big muscled "womanless" entered through the main entrance of the project which will be an improvement in the great wider Woodward project which has kept road engineers busy for decades.

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16 PAGES, PART 1

Cash Paid City for Woodward Care But \$350

State Has Neglected To Pay in the Past For Upkeep Here

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**City Thanks Group For Help Given in Hunter Dedication**  
Grateful for the help received by the City of Birmingham from many organizations, business firms and individuals in dedicating Hunter Boulevard, several resolutions were adopted by the Commission Monday night.

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