

# The Birmingham Eclectic

PART  
THREE

SEVENTIETH YEAR—NO. 46

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, FEBRUARY 5, 1948

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January 28, 1948

Mr. George W. Averill, Mgr.-Ed.  
The Birmingham Eclectic  
North Woodward Avenue  
Birmingham, Michigan

Dear Mr. Averill:

Sure happy to hear from you as of the 22nd and to get a chance to look over your "World Trade Edition". You have done a mighty fine job and I am passing this on to Stafford Davis asking that he reproduce certain parts of it in the NATIONAL PUBLISHER.

I was wondering also if you wouldn't want to enter this in the Better Newspaper Contest an announcement about which will be made about February 10th. It looks as though you might have an opportunity to take a prize for your community and might I say national service.

Sincerely,  
Don Sok  
General Manager

DE:ML

**National Assns. Praise Special Issue**

The Eclectic's January 22nd "World Trade Edition" has been commended by several state and national editorial associations, according to letters received this past week by The Eclectic.

All of them commended The Eclectic for its participation in such a local effort, practically unheard of in the weekly newspaper field.

From Don Sok, General Manager of the National Editorial Association in Chicago, came the following congratulatory message:

"Sure happy to hear from you as of the 22nd and to get a chance to look over your 'World Trade Edition'. You have done a mighty fine job and I am passing this on to Stafford Davis asking that he reproduce certain parts of it in the NATIONAL PUBLISHER."

"I was wondering if you wouldn't want to enter this in the Better Newspaper Contest, an announcement about which will be made about February 10th. It looks as though you might have an opportunity to take a prize for your community and might I say national service."

A brief message was received from George A. Bradenburgh, Chicago editor of Editor and Publisher, who commented: "You are to be congratulated on getting out such an excellent edition as a weekly newspaper."

Wants 75 Copies  
The Advertising Council, Inc. of Washington, D. C., a non-profit organization, representing all phases of advertising and dedicated to the use of advertising in the public service) sent the following letter:

Washington, D. C.  
January 27, 1948

Mr. George W. Averill  
Editor and Publisher  
The Birmingham Eclectic  
Birmingham, Michigan

Dear Mr. Averill:

"We were extremely interested

in the January 22 issue of the Birmingham Eclectic, the special World Trade edition. This is undoubtedly the finest example of a community educational campaign on World Trade that we have yet seen.

"I would also be extremely interested in getting about 75 copies of this issue if you can supply them. I would like to send me copy and an explanatory note to each of the gentlemen who constitute our Board of Directors and to the members of our Public Policy Committee, since World Trade is an important Advertising Council Campaign."

"I would also appreciate anything you care to send me concerning how this effort came about."

"Since the Departments of State and Commerce are also interested in the subject of education on World Trade, I can assure you that I will also get the story in their hands."

Very sincerely yours,  
(Signed) T. S. Kappeler,  
President.

Gene Allemen, secretary of the Michigan Press Association in East Lansing, advised: "It's a very fine edition. We'll use some of it in the Michigan Publisher (a monthly bulletin magazine sent to member newspapers.)"

**J. B. Hubert Buys Insurance Agency**

John B. Hubert, 1845 Yorkshire, recently became sole owner of the Hollingsworth Insurance Agency in Highland Park upon his purchase of the interest of his partner, Lyle J. Hollingsworth, who is retiring from the insurance business.

Hubert has spent over thirty-five years in the banking and insurance business in Michigan. He was the organizer and, for eight years, manager of the First Federal Savings and Loan Association in Highland Park. Last July he resigned that position to become co-owner of the Hollingsworth Insurance Agency.

In assuming full ownership, Hubert will retain the established name and offices of the Hollingsworth Insurance Agency at 100 Woodward Avenue at McNichols Road, in Highland Park.

Boarded bids will be received by the City Clerk of the City of Birmingham, Michigan, until 5:00 P. M. on February 19, 1948, for the furnishing of 100,000 lbs. of water gate valves, parallel seat, double disc, iron body, brass mounted, bearing size, 1 1/2" off-hand open.

Requests that delivery dates be specified with each bid.

CITY OF BIRMINGHAM, MICHIGAN.  
HENRY F. HANLEY, City Clerk.  
Dated: January 27, 1948.

**Rehearse Operetta**

The combined Kingswood and Cranbrook School glee clubs will present "Folanshe" on Feb. 27 and 28 in the Cranbrook School Auditorium, according to an announcement by Robert Bates, director. This will mark the fourth Gilbert and Sullivan operas since the series began in 1945. The complete cast will be announced at a later date.

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THERE'S GOING TO BE  
another  
STATE LAND  
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153 OAKLAND COUNTY  
TAX-REVERTED PROPERTIES  
TO BE OFFERED AT  
**PUBLIC AUCTION**  
SALE STARTS OFFICIALLY TUES. FEB. 10  
BUT ACTUAL SELLING WILL BE POSTPONED UNTIL  
**9 A.M., TUESDAY FEB. 17**  
COUNTY BLDG.  
(FORMERLY MASONIC TEMPLE)  
**PONTIAC**  
COMPLETE LIST AND DESCRIPTION OF ALL PARCELS  
NOW AVAILABLE AT COUNTY TREASURER'S OFFICE

This advertisement is published in accordance with the provisions of section 7  
—P. A. No. 153 of 1937, as amended

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HAS A BABY  
IS NO PLACE  
TO "Baby" A  
WATER HEATER



Change TO A  
MODERN  
AUTOMATIC  
Handley Brown  
GAS WATER HEATER

Happy, healthy babies call for lots of hot water. And leave it to a baby to let you know when the water isn't just right, he can call even louder than Dad when he wants to bathe or shower and the hot water faucet runs cold. So—if there's a baby in the house, or on the way—it will pay you to look into this outstanding gas water heater value, today.

CLEAN • FAST • SAFE  
INEXPENSIVE  
TO OWN AND OPERATE

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**WE SELL EM!** NOW THE BIGGEST  
**FORD TRUCKS ON EARTH!**



Series F-8 BIG JOB shown. Gross Vehicle Weight Rating 21,000 lbs.

Come in and learn about the biggest trucks that ever rolled over our doorstep!

**FORD Brand NEW for '48**

The bigger your load, the better we like it! And why not? We've got two brand new *Handley Brown* BIG JOBS . . . the biggest Ford Trucks ever built . . . to handle the situation. The Series F-7 BIG JOB is rated at 19,000 lbs. G.V.W.; Series F-8 at 21,500 lbs. G.V.W. Come in and find out about these "Titans of Truckdom!" Price them for the surprise of your truck life!

Learn about the full line of over 139 new Ford *Handley Brown* Trucks for '48, with new engines, new cabs, new features throughout.

SOHUS: "Something given in addition to what is used or strictly due."—Walter

**BIGGER BY 43% OR MORE!**  
Ford BIG JOBS for '48 are the biggest Ford Trucks ever built. How much bigger they are is illustrated in the following comparison with the biggest 1947 Ford Truck:

**43% MORE RATED CAPACITY!**  
F-8 BIG JOB G.V.W. rating is 21,500 lbs., versus 15,000 lbs. for previous biggest . . . 19,000 lbs. for F-7.

**45% MORE HORSEPOWER!**  
The 337 cu. in. BIG JOB V-8 engine develops 145 h.p. compared to 100 h.p. for previous biggest Ford Truck engine.

**54% MORE SPRING CAPACITY!**  
F-8 BIG JOB rear spring capacity at normal deflection is 8,700 lbs. per spring. Previous high, 5,650 lbs.; F-7 capacity is 7,800 lbs.

**60% MORE BRAKE LINING AREA!**  
Total lining area on F-8 BIG JOB is 483 sq. in. compared to 303 sq. in. on biggest '47 brakes.

Year Ford Dealers invite you to visit the Ford Sales Show.  
Daily evenings—NBC network.  
Listen to the Ford Truck Radio Network—NBC network. See your newspaper for the show dates.

**HAROLD TURNER, Inc.**  
TURN TO TURNER—YOUR FRIENDLY FORD DEALER  
464 S. Woodward      Phone 5100 or Elmhurst 5944