

The Birmingham Eccentric

PART
THREE

SEVENTIETH YEAR—NO. 52

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, MARCH 18, 1948

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Re-Open Enlistments to European Theater

After a 60-day shutdown, veterans of the Army, Navy, Coast Guard or Marines living in Birmingham and vicinity may again be enlisted for direct assignment to the European Command. Only two veterans each month from the Oakland County area may be accepted for this assignment, it is explained. Those interested should contact their local Army and Air Force recruiting station at 109 E. Third St., Royal Oak, immediately.

Cranbrook School Senior Wins 4-Year Pepsi-Cola Scholarship

Winning top honors in a nationwide \$330,000 scholarship competition designed to aid American youth, three Michigan high school seniors—Daniel Ellberg of Bloomfield Hills, James Byron Moran of Escanaba, and John Henry Arbogast of Detroit—today received word that they had been awarded scholarships in the fourth annual Pepsi-Cola scholarship contest.

Bloomfield's winner, 16-year-old Daniel Ellberg, who will graduate from Cranbrook School in June, is the son of Mr. Harry Ellberg, 160 Winona, Highland Park. He is an editor of the school paper and a member of Cum Laude, and he plans to continue study in music and writing. James Moran, 17, the second winner, is the son of Mrs. John J. Mitchell, 1012 South Seventh Avenue, Escanaba. A student of Escanaba Senior High School, James is captain of the Debating Team, co-editor of the school paper, and president of the National Honor Society. He plans to study law. Both these winners will be sent to college on Pepsi-Cola Four-Year College Scholarships which pay full tuition, traveling expenses, and a monthly allowance for four years.

Second Highest in State
The third winner, John Arbogast of the University of Detroit High School, will receive one of the Honorary Scholarships which are awarded to contestants who qualify for the Four-Year College Scholarships but who do not have financial need. The second highest ranking student in Michigan, 17-year-old John is the son of Mr. and Mrs. John H. Arbogast, 19247 Pennington Drive, Detroit. He is co-editor of the yearbook and a member of the literature committee of the Sodality.

Announcement of these awards was made by John M. Stalnaker, director of the Pepsi-Cola Scholarship Board, who stated that the winners were chosen from among 1,727 Michigan candidates representing 344 public, private, and parochial schools, a total of

40,112 students from 10,629 high schools in Alaska, Hawaii, and Puerto Rico entered the competition, Stalnaker said.

The awards these contestants have won, which have a value of \$330,000, are financed by the Pepsi-Cola Company upon the recommendation of its president, Walter S. Mack, Jr. Designed to discover young men and women of outstanding ability and train them for leadership within their own fields, the entire program is offered as a public service to the youth of America, Stalnaker said. The administration of the program has been placed in the hands of the Pepsi-Cola Scholarship Board, which is incorporated separately from the company and composed of some of the nation's leading educators.

Any Course of Study
Seniors who won the Four-Year College Scholarships will receive full tuition and required fees paid for four years at any accredited college they wish to attend. In addition, they will receive a \$25-a-month allowance for four school years and traveling expenses at the rate of three cents a mile for one round trip between home and college.

Army Enlistments Most Encouraging

Response to the appeal for veterans of all branches to re-enlist in the Army or Air Forces is most encouraging, according to T-Sgt. James Leindie, recruiting chief in the Birmingham area.

During the month of February, 19 army veterans, ten former Navy men and four ex-Marines, all from Oakland County, chose the Army as their career branch. Nineteen of this number enlisted for five years, two for four years and 12 for three years.

This influx of former service men into the Army and Air Forces is occasioned by the opportunity offered to veterans to enlist to enlist in a grade appropriate to their previous training and to the fact that they are able to enlist in the Zone of the Interior or overseas unit with which they desire to serve.

Also important is the fact that family allowances are still available, bringing the soldier's pay up to a level difficult to duplicate in civilian life.

The Army and Air Forces maintain seven offices in Oakland County. The headquarters is at 83 1/2 W. Huron, Pontiac, with sub-offices at the Pontiac State Bank, the Pontiac Post Office, the Pontiac USPS, 109 E. 3rd St., Royal Oak, the Hazel Park city hall and the Ferndale post office. Canvassers also make daily calls at all of the smaller communities in the county.

NOTICE TO PROPERTY OWNERS
CHAPIN STREET ASPHALTIC CONCRETE SURFACING
Grant to Woodward

The City Commission of the City of Birmingham will meet Monday, March 22nd, 1948, at 8:00 P. M. in the Commission Room in the Municipal Building to consider any objections to the construction of certain improvements on Chapin Street, described herein, and to the creation of a special assessment district, created to defray the cost of construction of asphaltic concrete surfacing on Chapin Street from Grant to Woodward.

The Commission proposes to create a special assessment district to defray the cost of this improvement and the following described property:

Lot No. 1039
Lots 1076 to 1109 inclusive
Lot 1120 to 1133 inclusive
Plans and estimate of cost of this project are filed with the City Clerk of the City of Birmingham for examination by the public.

March 11, 1948. IRENE E. HANLEY, City Clerk. 61-52

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Press Magazine Comments Favorably on Eccentric's Special World Trade Issue

The following is the text of an article which appears in the March, 1948, issue of "The American Press", an independent magazine for home town newspapers, a copy of which was received this week by The Eccentric.

**"Weekly Newspaper Publishes
24-Page World-Trade Edition"**

"The Birmingham (Mich.) Eccentric recently published an excellent 24-page, three-section World Trade edition, believed to be the first such edition put out by any weekly in the country."

"Managing Editor George William Averill says the Eccentric is the second newspaper in the nation to have a World Trade issue since the New York Herald Tribune used the way with an edition on this subject several months ago."

"The Eccentric's edition was issued in conjunction with work of the Birmingham Community Council and the Council's annual Institute which this year dealt with the theme of world trade and its value to a local community."

Purpose of Issue
Purpose of the issue and the Council's Institute, were to interest local residents in the International Trade Agreements, which expire in June, so that residents could advise their Congressmen of their attitude on the subject."

"Lead article of the issue outlined the activities planned by the Institute for World Trade Week, and a prominently displayed feature also played up the theme. A front-page editorial column brought out facts such as that Michigan's greatest industrial product, the automobile, is dependent for many of its parts on resources of other countries."

"Section three included six pages of specially written articles explaining the various aspects of world trade and their application to Michigan industry and business."

Local Merchants Cooperate
"Local merchants cooperated by taking over 165 ads, most of which

played up the World Trade theme. A jeweler's ad, for instance, listed the birthstones and the countries from which they come; the radio, from Burma, Siam and Ceylon; the diamond from South Africa, Congo and Brazil; etc. A number of ads used the theme 'Main Street is the World' and 'Main Street is a two-way street'."

"Some of the ads had been prepared by the Advertising Council."

"The Eccentric, with a circulation of 4,000 in a town of 11,000, put out the issue as a continuation of its public service policy to the citizens of this area and, indirectly, to the welfare of the nation," said Mr. Averill."

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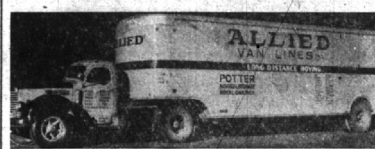
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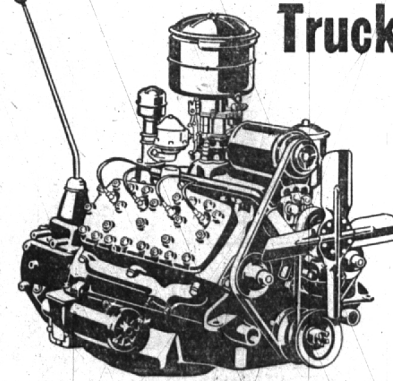
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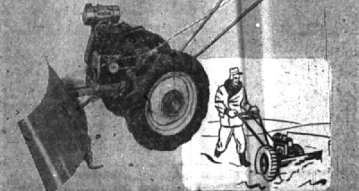
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