

Alms is about the worst environment one can place himself in. For it begets a sting... and from such a sting one gets less than life intended him to receive. Who lives an idle life lives a useless one.

72ND YEAR—NO. 37

THIS and THAT

By G. R. A.

What A Gall!

A Brazilian female nudist has announced her intention to organize a new political party in that country. Her party will be against false patriotism and against wearing clothes... she is a candidate for the Brazilian congress... she thinks her congressional colleagues will not force her to wear clothes... she has a tough job ahead, but if she operates as Mayor as he did as Treasurer, he will achieve maximum success.

Refreshing Civic News

One of the most refreshing of happenings in the recent elections was the elevation of Albert E. Cobo from City Treasurer to Mayor of Detroit. Mr. Cobo, for 14 years an able and honest public official in Detroit, earned his civic promotion because a majority of Detroit voters "believed in him."

Mr. Cobo has a tough job ahead, but if he operates as Mayor as he did as Treasurer, he will achieve maximum success.

We pray that he becomes the nation's outstanding Mayor of the year for a number of years of Sundays has been drawing pictures of "Ify's," that ancient and altogether combination of nit and half-wit philosopher, whose writings appear below in picture form.

Mr. Cobo has a tough job ahead, but if he operates as Mayor as he did as Treasurer, he will achieve maximum success.

Illustrating "Old Ify"

Floyd S. Nixon, brilliant artist on the staff of the Detroit Free Press for a number of years of Sundays has been drawing pictures of "Ify's," that ancient and altogether combination of nit and half-wit philosopher, whose writings appear below in picture form.

New Group Being Formed to Assist Public Library

Creation of a "Friends of the Baldwin Public Library" was started last week by a group of local and nearby men and women met at the Baldwin Public Library and agreed to sponsor the plan.

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Halfbacks Have Tough Going Through 3-Inch Snowfall

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The Birmingham Eccentric

BIRMINGHAM, MICHIGAN, THURSDAY, DECEMBER 1, 1949

28 PAGES FIVE CENTS

300 GIGAM STORES SET FOR 'CHRISTMAS PREVUE'

Fort Industry Central Office to Move Here

Own and Operate WJBK, WJBK-TV, 8 Other Stations

Radio Executives Are Local Residents

The headquarters office of the Fort Industry company, the country's largest independent radio and television station operator, will be moved to Birmingham and officially opened here on Monday, December 5.

The new offices, located at 199 Pierce, will house the executive personnel of the company. The offices formerly were located in the New Center Building, Detroit.

Announcement of the move was made by George B. Storer, president of the company since its inception in 1927.

The Fort Industry owns and operates Radio Station WJBK and Television Station WJBK-TV in Detroit, the latter being affiliated with the television network of the Columbia Broadcasting System and the DuMont Television Network.

Additional Stations

Additionally, the company owns and operates Stations WSPD and WXP-TV in Detroit, WJLB in Wheeling, W. Va.; WMNN in Fairmont, W. Va.; WLOK in Lima, Ohio; WAGA in Atlanta, Ga.; and WGBS in Miami, Fla.

Other interests of the Fort Industry company include the ownership of newspapers in Miami Beach and Coral Gables, Fla.; a substantial interest in the Standard Tube company in Detroit.

Storer is a resident of the Birmingham area for more than 20 years and maintains his home at 1000 Longview road, Bloomfield Hills. He is one of the broadcasting pioneers and has taken a leading part in industry affairs for many years.

Awarded Citation of Merit

During the war Storer served in the U. S. Navy as a communications officer and currently retains his commission in inactive duty status.

For certain research work in prevention of premature explosion of aircraft ammunition and for his part in effecting reorganization of certain naval ground establishments, Commander Storer received a Citation of Merit.

Other company executives who will join Storer in the office in Birmingham include Lee B. Wailes, vice president in charge of sales; Glenn G. Boudry, chief engineer; and Hertha C. Prester, assistant secretary.

Worked for NBC

Wailes is a Birmingham resident, living at 655 Woodland in Bloomfield Village. He has been in the broadcasting industry since 1931 and was associated with the National Broadcasting Company from 1940 through 1945.

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Open House Monday Eve from 7 to 10

Some Stores Plan Refreshments for Their Visitors

By Alice E. Morgan

Church bells, strolling musicians, searchlights, free baby sitters, and courtesy transportation will be among some of the features when the Birmingham merchants hold open house Monday evening.

All local stores will be open from 7 to 10 p. m. for the first "Christmas Prevue" ever held here. Persons from all sections of the city are invited to visit the business district, to be introduced to the many items which local stores will offer for Christmas shopping.

It has been stressed by Chamber of Commerce committees that the Monday event will be purely to announce that shopping will be held to a minimum.

Christmas Atmosphere

The overall picture calls for courtesy cars, supplied by local auto dealers, to provide transportation to those requesting it. The chimes of the First Methodist church, strolling musicians from Baldwin high school and street decorations will combine to emphasize the Christmas atmosphere.

The four boundaries of the business section will be marked off by huge searchlights. Individual stores are making preparations for special services to their guests. Some are planning demonstrations of their merchandise, especially those dealing in household appliances, television and radio.

In some of the clothing stores, the services section will be obtained to give brief fashion previews. Several other merchants have announced that refreshment tables will be conveniently placed for the service of their guests.

Jaycee Baby Sitters

Members of the Birmingham Junior Chamber of Commerce have volunteered to supply the free baby-sitter service, to enable parents to attend the preview together.

Members of the group will report on the preview to a meeting in the Ranch Room a little before the store opening at 7 o'clock. Parents are invited to attend the preview together.

Parents are advised that they need advance notice to have the children with the Jaycees, because, as the committee puts it, "You never know what a little ones will not be in good hands. Nearly every Jaycee member has a child of his own, and it is a matter of course that he will be in the proper care of youngsters."

Will Get Water Report

Egbert also reported that he had attended two meetings with Royal Oak and Southfield. Upon his recommendation, the city commission voted to join these other two municipalities in engaging the services of Ayres, Lewis, Norris and May to supply them with a report on prevailing water conditions.

This report would include collection and presentation of data on areas, populations, water requirements and assessed valuations, present and future, for each. (See WATER SUPPLY, Page 2)

Community Council Selects Youth Topic for Annual Institute

Members of the Community Council met Tuesday afternoon to select the topic for the January Community institute.

Four possible subjects were suggested, which were "Service to Children and Youth in the Community," "The National Budget," "The American Foreign Policy," and "Mental Hygiene."

In view of the current problems of children and young people, the committee selected the first and fourth suggested topics. The January institute will be conducted on a basis of service to children and young people, with special emphasis on mental health.

The joint sponsors have announced a prize of \$50 will be awarded the home judged to have the most beautiful Christmas decorations. A \$35 prize will be given for the most unusual or original decorations. A \$25 prize for the most attractive lighted entranceway. In addition, three honorable mention prizes of \$10 will be awarded.

Dec. 23 Deadline

A committee of judges will be appointed who will personally inspect each home for lighting entered in the contest.

For the Kiwanis club, a contest. (See CONTEST, Page 2)

An Editorial

See What Santa Claus Has for You in B'ham!

For three hours next Monday evening, residents of Birmingham and surrounding areas will wend their way in and out of the Birmingham shopping district in what is believed to be the first "Christmas Prevue" of merchandise ever presented by a group of merchants.

From 7 to 10 that evening, stores will be open to display to this area the vast and varied amount of quality merchandise that can be obtained in Birmingham.

A unique feature is that no sales will be made that evening. Merchants merely want to show what they have available for the exacting shopping public.

Many of the stores will serve refreshments, will feature models and demonstrations. Yuletide decorations and searchlights will add to the festiveness of the occasion.

Most of you think you know the Birmingham shopping area pretty well. But we'll venture to say that when you "make the rounds" Monday night, you'll be pleasantly surprised at the splendid array of fine merchandise you may never have noticed before.

It might be well to take along a pad and pencil Monday night, so you can jot down the name of the store where you discover that "perfect gift" for husband, wife, mom or dad, junior or sis, or that "hard-to-please" relative.

The Birmingham business area operates for your convenience. Monday evening's "Christmas Prevue" is the merchants' way of showing you the convenience of shopping locally.

Commissioners to Learn Probable Costs of Getting Future Water from Detroit

City Manager Donald C. Egbert reported on the prospects of an additional water supply at the commission meeting Monday evening. He pointed out that at the city's present rate of growth, the present water system's potential life has been considerably shortened.

With this in mind, Egbert said he had contacted Lawrence G. Lenhardt, manager of the Detroit water board, regarding the possibility of an additional supply from that source.

Lenhardt has assured him, Egbert said, that it will be four or five years before Detroit will be in a position to extend water service in any substantial quantity to additional North Woodward communities.

Egbert also reported that he had attended two meetings with Royal Oak and Southfield. Upon his recommendation, the city commission voted to join these other two municipalities in engaging the services of Ayres, Lewis, Norris and May to supply them with a report on prevailing water conditions.

This report would include collection and presentation of data on areas, populations, water requirements and assessed valuations, present and future, for each. (See WATER SUPPLY, Page 2)

'No Mercy' for Drunk Drivers, Judge Gaffl Warns

Judge John J. Gaffl, of the Birmingham Justice Court, called upon all motorists to support the December "Holiday Hazards" safety program being conducted by the Michigan State Safety commission. He urged all motorists to avoid driving after drinking.

Gaffl emphasized the fact that the safety authorities in Michigan are carrying on an intensive public education program with posters, leaflets, stickers, motion picture trailers and newspaper and radio spots. He said that, therefore, no motorist could argue that he was not aware of the serious problem of driving after drinking.

"Any motorist brought before my court charged with drunk driving, if the facts substantiate his charge, must expect a penalty in keeping with his disregard for the law, the education program, and the threat against public safety caused by driving while drunk," he declared.

In conclusion, Judge Gaffl pointed out that under a mandatory state law any motorist who is convicted of drunk driving automatically loses his license for at least 90 days and that this action is taken by state authorities and not by the court.

Un-cleaned Walks Slow Mail Delivery Postmaster Warns

Acting Postmaster Bernard Fowler this week appealed for cleaner walks. Fowler stated Monday that many walks in the city had remained uncleaned over the weekend, delaying service and presenting a hazard to carriers.

He added that several carriers were absent Monday because of illness, partly due to having to wade through unclean walks. He also spoke of steps from which the snow had not been removed, making them dangerous. Fowler explained that carriers are not compelled to deliver mail when to do so constitutes a hazard.

Mounted carriers returned to the post office Monday to report many boxes were inaccessible due to snow. Owners are asked to clear open areas around boxes so delivery may be made without the mail having to leave his vehicle.

Put Names On Boxes

He also asked cooperation from box holders on mounted routes to have all boxes clearly marked.

Post Office Hours to Be Extended

Postmaster Fowler said that, beginning Friday, Dec. 9, the holiday hours would prevail at the local office.

Windows will be open from 8 a. m. to 9 p. m. daily except Sunday, when the hours will be 9 a. m. to 6 p. m.

"Of course," Fowler said, "the old caution, 'Mail Early' still goes."

"When there are several families at one address, all names should be on the box," Fowler said. "Substitute carriers, which are necessary on the holiday rush, are not familiar with all names. We do not want Christmas mail to go undelivered, but often cannot help it."

"If family heads will see to it that their names are on the boxes, our carriers will perform their duties and see to it that they get every piece of mail addressed to them."

"In connection with Christmas, I might add that the one and one-half cent postage is now a thing of the past. Unsealed cards must be sent for two cents."

However, the largest first-class mail at all times. In this way the sender can be given better service. In the case of holiday rush, who have moved, first class mail is given directory service and forwarded. Unsealed Mail is desirable.

"The cost is minor, and there are so many who contact old friends only at this time of the year that it seems a shame to have them miss the cards and greetings in the event the card sent first class cannot be delivered, it is returned to the sender."

Beginning with this issue, The Eccentric presents the first group of

LETTERS TO SANTA CLAUS

This week's letters are from boys and girls in the first three grades at Adams school.

The letters will be found on

Page 3 in Part 4

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