

# The United States and Its Newspapers

The people of America buy 54,017,938 daily newspapers, for which they pay \$2,589,000. This represents a high intelligence level and a people who want the complete news of local, national and world affairs.

The newspaper is an American tradition—the weekly newspaper even more so than the daily—about which the above figures relate. Although many people do not realize it, the weekly newspaper today has equally as much influence as the daily.

MOST OF THE PEOPLE of this huge country of 155,000,000 live in towns of 10,000 or less and, in many cases, in many of these towns, the people subscribe to only one newspaper—their local weekly, by-weekly or tri-weekly.

The small newspapers of America, which began a great tradition in this country of freedom of the press, reach a grass-roots audience which the huge metropolitan dailies do not touch.

The farmers and the small-town inhabitants of the country read their small-town newspaper religiously, from cover to cover. They are much more likely to weigh the thoughts expressed therein more carefully than the average metropolitan resident or worker, who usually takes one or two or three newspapers daily and who is so pushed for time, he can seldom examine any of these papers thoroughly.

ON THE OTHER HAND, the weekly subscriber has all week to read his local weekly. Advertisers sometimes forget that some 10,000 weekly papers offer great opportunities and concentrate primarily on the approximately 1,500 dailies in the country.

Likewise, those who mail out various political propaganda sometimes fail to realize the importance of the weekly press—which still is the backbone of the American press.

In both the daily and weekly fields, however, the American reader has demonstrated a keener desire for the news of his area, country and the world than the average citizen of any other country.

As long as our newspaper continue to paint the truth, and tell the news, which most of them do today, and as long as Americans have the urge for the news and the truth, this country will remain the best-informed of any in the world.

• The person who spends less than he makes is independent. But the one who spends more than he makes has become a slave.

## Chess—Russian Style

The Communists in Russia have changed the color of the "blacks" in the black and white chess combination to "reds", making it a red and white combination. The idea is that the "reds" more nearly represent the Communist Reds.

In addition to this change, the Russians have redesigned the white king to make him a fierce-looking warrior, while making the red king a handsome, amiable

worker. This portrays the picture of the Communist propaganda line.

There seems to be only one question left unsolved and that is, how Communists can prevent the whites from winning.

## From Our Point of View

• Removal of many credit restrictions upon various commodities no doubt proves that the Washington bureaucrats fear that such controls will and are limiting federal tax revenues. Leave it to those tax-hungry, power-hungry governmental parasites to play the game of economic hide-and-seek with the public.

• The Asiatic Commies certainly will make hay of the fact that a Commie prisoner-of-war camp was able to abduct and hold for 78 hours an American General who was presumed to be able to keep them under strict control and custody. What a strange time historians will have in writing the story of a weekening U.S.A. under both the New and Fair Deals.

• Let us in this area of metropolitan Detroit not forget to include trust for the recovery of the Fifth City's Mayor Cobo when we turn in for the night. This courageous man is ill because he has been working sacrificially for his city and its people. Al Cobo is the kind of citizen much needed over the whole of this nation. He has deep, honest and intelligent convictions about the place of government in our society; and he's willing to stand up for them . . . even though in so doing he risks his own lease on life.

## So They Say . . .

Brien McMahon, U. S. Senator from Connecticut:  
"America means bread; Stalin means bombs. America means peace; Stalin means war."

Richard J. Clendennen, official, Children's Bureau, Federal Security Agency:  
"Whenever a nation goes through a period of tension, the children are apt to suffer."

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## ONE THING OR ANOTHER

By George Wm. Averill

### MACARTHUR'S LUNCHEON AND RECEPTION

Notes on General of the Army Douglas MacArthur's luncheon and reception appearance at MSC's Kellogg Center, sponsored jointly by the Michigan Legislature and the Michigan Press Association:  
Over 750 luncheon guests were packed into the main dining room, were told to go along and eat at another MacArthur had arrived yet.

The General arrived at 1:05, and when he stepped onto the platform, he received a tremendous welcome which included quite a few cheers.

For the next 30 minutes, flash bulbs kept popping as the score and more photographers there took pictures from various angles.

Some minutes after the general took his place at the table, a boy about 12 years old—all slicked up in a blue sport coat and yellow tie—stood unnoticed behind the general's right shoulder. Finally the youngster, after several unceremonious thrusts at program at the General, and he promptly put his autograph on it.  
The boy's face relaxed into a pleased smile as he turned to leave, and more than a dozen members of the audience broke into applause, not only for the General's having giving the lad an autograph, but also that the boy had worked up enough nerve to get the first of this world-famous military artist.

Carl M. Saunders, 1950 Pulitzer prize-winning editorial writer and editor of the Jack-

son Citizen-Patriot, was the toastmaster.

In his preliminary remarks, Saunders included this statement which brought down the house, ". . . but first I would like to compliment (MSC President) John Hannah for this beautiful building which he is permitting us taxpayers to enjoy."

In recalling MacArthur's stature and contribution to his country, Saunders drew considerable agreement from the audience with this statement: "The country was horrified just about a year ago when it learned that our distinguished guest had been called home by a lesser man."

After leading the audience in repeating the Lord's Prayer, MacArthur refused to accept much of the praise that had been heaped on him by the toastmaster. "The credit for my Far East operations is due entirely to the men who are unknown and unnamed, many of whom were from along the road to success in the Pacific," he declared.

"To the men of the occupation who turned a feudalistic shell into a modern, democratic nation. It was but their symbol. For them I wish to thank you."  
As a token of the Michigan people's admiration and respect for the General, he was presented with a pair of wooden shoes from the city of Holland.

A specially plated hasezaki shell from the Oldsmobile division of General Motors.

A supply of fresh Michigan citrus, apples, peaches, beans, cheese, and other food stuffs to be sent him throughout the summer months.

Two native Michigan copper plaques, one of which was an etching of himself with the motto, "I Shall Return," the other containing that famous phrase "There is no substitute for victory."

A couple of excellent fishing rods and reels, inscribed with his name, the date of the luncheon, and the inscription, "Old fisherman never die, either."

He was extended an official invitation to vacation this summer in the presidential suite of the Grand Hotel on Mackinac Island. MacArthur's voice showed he was touched by this demonstration as he responded:  
"I shall always treasure these gifts. But it was not necessary to give me these gifts to have me return. Michigan—the fact is known the world over. I shall return."

At the speakers' table with MacArthur were Meredith Clark, president of the Michigan Press Association; William C. Vandenberg, Commercial; Maj. Gen. Courtney G. Williams, U.S. Army; Speaker of the House Victor A. Knox, Rep. William S. Bromfield, chairman of the MacArthur committee; Asst. Justice John R. DeLoach; and the Michigan Supreme Court; GM President C. E. Wilson; Lansing Mayor Ralph W. Creese; and Michigan State Senator the Rev. George B. Selway of Lansing who gave the benediction.

## O'er the Ramparts They Watch



## Happenings of Long Ago

Bits Of News Gleaned From Old Files Of The Eccentric—The Items That Make Up The Historical Background Of The Birmingham Of Today.

### 50 YEARS AGO

May 23, 1922

The placing of a few benches at the corners where people wait for the cars would be a great convenience for the traveling public. Can't we do it?

Miss Lena Bartram, who is nearing the close of her first, and a most successful school year, in Troy township has been engaged as a teacher in the Royal Oak school for the coming year.

At the rate which rural delivery routes are being established in Oakland county it will not be long until the system will cover the whole county. The latest routes which have been recommended by Judge Daboll, the Inspector, will run out of Orionville and will be two in the summer.

Don't throw papers on the street. Every merchant in town is doing his or her best to keep a tidy place and every day is forced to pick up papers, orange and banana peel, etc., that might just as easily have been kept off the street.

Those advertising bills, stickers and tags are all off from the barn and other buildings belonging to Whitehead & Mitchell, thanks to the prompt and efficient work of George H. Tom.

### 20 YEARS AGO

May 28, 1922

First tests of the new chlorination system here were completed yesterday by the village engineering department, in charge of H. H. Corson. The installation has been made at the sewage disposal plant.

Lowden Hamilton, professor at Oxford university, will be the speaker at the regular morning service at Christ Church Cranbrook this Sunday. He will explain the purpose of the Oxford fellowship.

Perry A. Vaughan, Bloomfield supervisor, has announced that land for welfare gardens is being

plowed this week. There are about 60 acres, donated without charge by owners, to help local families supplement their winter food supplies.

Posts and auxiliaries of the American Legion 17th District will have a joint meeting at Bloomfield township park Friday evening. Charles Edwards Post, of Birmingham, will be hosts to about 50 at dinner.

Judge Arthur Tuttle will be the speaker at a dinner Friday evening given in honor of Clarence Vliet who is resigning after 17 years as superintendent of the Birmingham school system.

### 5 YEARS AGO

May 28, 1917

Birmingham business places will close tomorrow when the city pays tribute to those men and women who have died in the service of their country. The day will be marked with a parade and fitting observances at the municipal building and nearby cemeteries.

Ruth Kadell, with a straight A average through her high school course, will be the valedictorian of Baldwin high school. Bob Brungraber, winner of the Polytechnic Institute medal, will be the class salutatorian.

Jerry Neff has received three firsts, two thirds and one honorable mention in the 1917 musical composition contest of the Scholastic magazine competition. He was presented his awards at the Baldwin senior dinner Thursday.

Mrs. William Milligan and Mrs. Harold Chalk have been named to the board of directors for Birmingham Girl Scouts, according to Mrs. Harry Gruber, chairman. They will be replaced by Frances Pomeroy and Mrs. C. B. Kass.

Bloomfield Hills commissioners have adopted a \$88,600 budget for the coming year. This represents an increase of \$11,100 over last year's operational expenses.

## HORSE SENSE AND NONSENSE

BY ALICE E. MORGAN

### TREES

We haven't been around Birmingham many years, but it is with a feeling of regret that we watch the lovely West Maple trees give way to progress.

Coming into the business district from the west they seemed to stand guard, sentinels of comfort and leisure. Somehow that area of the so-called business section seemed to be more relaxed, to have less of the hustle and pressure about it. The churches and the school seemed so much a part of it, the shade and quiet making a perfect blend for all.

HOWEVER SAD we are to see these trees go, we must remember that Birmingham is growing constantly and can no longer remain the sleepy little village older residents will cherish. We must grow, we would continue to meet the needs of our residents, sacrifice some of the old traditions of the community.

Before we mourn the passing of these particular trees too long let us look around us. Let us set in our minds, not the picture of "dotted streets and glaring sun" but rather the beauty of our residential sections, far broader after pretty well torn the Sunday. We took time out today to peep into the city. We saw a street, up and down streets and no turtle doves, without any set destination, and quiet to all.

A TRIP like that is proof enough to anyone that this dotted look will not become a widespread part of Birmingham. Along street after street, tall trees arch over offering shade and quiet to all.  
In the newer sections of the community, where housing development has been done on a large scale, the city has planted new trees. It is caring for them to the best of its ability.

Nearly every home has, or is preparing for, ample shade around it. No matter in which direction we looked during our drive, we saw flowering shrubs of all kinds. Crabs, quince, red maple, lilac (and a lot we are not familiar with) provided patches of beautiful bloom and promise of summer shade. Large elms and maples are already nearing full-leaf, offering their beauty.

NEARLY EVERY home, too, has its share of flowers. Tulips, slim and regal, nodded sedately while the pansies sat quietly and looked on. The rock gardens seemed to be out-doing themselves with their pin points of bright bloom scattered among the stems.

No, much as we hate to see those West Maple trees bow to the demands of ever-increasing traffic, we have little to fear that this will ever be the representative of the whole community. Too many of our people derive a deep pleasure from those "trees who every day, and all day, lift their leafy arms to God."

### Golfers Ured to Enter U. S. Publicx Tourney

The 27th Amateur Public Links Championship of the United States Golf Association will be held this year at the Miami County Club, Miami, Fla., on July 7 through 12. Any Birmingham area golfer who does not belong to country clubs and would like to try to qualify for the tournament can do so by registering for the Detroit area trials. They will be held at River Rouge and Redford Golf Clubs on successive Sundays, June 15 and 21, according to Ted Wilson, official of Birmingham who is an official of the Michigan Public Links Golf Association.

Entry blanks are available at any Michigan Golf Association course and must be mailed to Edward Athol, 106 Washington St., Boulevard Building, Detroit 26, no later than 5 p.m. Thursday, May 29.

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