



EXPLORER SCOUTS of Post B-1 and their advisors recently attended a rally at Rackham Memorial and heard speeches on vocations in engineering by members of the Engineering Society. The scouts are (left to right): Richard Africano, 273 Euclid; Dr. Walton E. Cole of First Congregational Church; Russ Edker, 2330 Fairway; Kenneth Mitchell, 18184 Kirkross; Gordon Robb, 2966 Pinehill; Doug Winters, 18181 Kirkshire; Drew Novak, 2815 Middlebury Lane; Ronald Novak, 2815 Middlebury Lane; Menden Westcott, Jr., 30005 Telegraph; Phil Mack, 311 E. Frank; C. Allen Harlan, scout board member, and M. L. Westcott, explorer advisor.

New Feature Answers Many of Our 'Why's'

A former sea captain, with a touch of Joseph Conrad in his soul, has in a few months built up a syndicate readership of approximately 16 million.

John Emery, once of the New York Post, has done it with a single-column illustrated 80-word feature that seeks all the answers to that probing question, "WHY?"

He reaches his circulation peak this week when The Birmingham Eclectic starts running his replies to questions we have all asked ourselves at one time or another.

Emery captained seven different ships before deciding to retire and return to his first love, writing. He had been to sea for nearly 20 years.

DURING THAT time he never gave up dreaming, or writing entirely.

Facts he accumulated in his "literary log" are now standing him in

good stead as he writes and sells his own output from an apartment office in Brooklyn, overlooking the harbor from which he often steered his ship.

These days he puts out by an omnibus to call on daily and weekly editors and offer them the results of his dreams. Two artists are kept busy creating line drawings to illustrate the pungent facts he types out in the two 40-word paragraphs.

EMERY launched his WHY? by advertising in Editor & Publisher. He supplemented this paid space by direct mail, in which he asked editors such questions as "Do you know why so many newspapers are named 'GAZETTE'?"

He enclosed a post card with that one, using the names received for follow-up. Here's the Emery answer to that particular question:

"Providing the link between Roman Aeta Diurna (Daily Events) and our newspapers, Venetian governors as early as 1567 posted written news sheets in public places, allowed people to read them at payment of one gazetta, an Italian small coin named for the magpie.

"Turned gazetti for the coin that paid for them, the popular

most cities of Europe had gazettes, 'grog' was 'score' so often used erstwhile 'penny papers.'

GOVERNMENTS, excepting the United States also issued official news gazettes. Here, dissemination of news has always been a private, free enterprise.

John Emery, pen name for John Emery Grossman, grew up in Rahway, N. J. His first newspaper job was with the old Elizabeth Times, taken immediately after he was graduated from Washington and Lee University.

Before working for the Post and later the New York American, he also had experience on a Westchester county weekly, the Pleasantville Journal, then part of the Macey group.

HE WAS editor of the Netcong, Starhope News, Netcong, N. J. "There's an inexhaustible amount of copy tied up by that ribbon."

"WHY—do we say 'some-of-us'; does the bride throw her bouquet; do we tip do ships collide at sea; is thirteen considered unlucky; do

men wear neckties; is it called 'score' so often used erstwhile 'penny papers.'

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People's Column

Says 'Thanks' For Ice Skates

To the Editor: The Birmingham Lions club would like to express their gratitude to the Community for their generous response to our request for shoe ice skates.

The members of the Birmingham Lions club collected over three hundred pair of ice skates, which have been distributed to patients of the Pontiac State hospital under the direction of Dorothy D. Roe, director of recreational therapy, and to the boys at Camp Oakland. RALPH ALEXANDER Birmingham Lions Club

Lauer Commissioned

Robert Joseph Lauer, 270 Marblehead road, Bloomfield Hills, received his commission in the Air Force at a ceremony held at the University of Michigan. The commission was granted on completion of bachelor degree requirements and the ROTC cadet program.

Heads Duke Drive

Edward L. Henderson, 535 N. Glenhurst drive, Birmingham, was recently appointed by Duke University to head the 1957 Duke University fund campaign in the Birmingham area. He'll name other Duke alumni in the area to assist in the drive.

to clean, bright barbequing of Spring. Like Mother Earth shedding winter husks, the housewife wants to be rid of Winter's accumulation of heavy clothing, blankets, dust and grimy reminders of central heating.

Another theory is that Pilgrims adopted custom from Hollanders while waiting for the Mayflower to be fitted out. Dutch, in turn, supposedly copied Passover house-cleaning of Jews who found sanctuary from Inquisition in Holland. (Copyright 1957, John Emery Ent.)

WHY?



We Go In For Spring Housecleaning?

Urges to turn the house inside out for thorough cleaning is no more than psychological response

PECK'S
Cleaning and Pressing
Cash and Carry
Plain Dresses—Suits—\$170
TOPCUTS
108 So. Woodward Ave.
For delivery service...
PHONE MI 4-7724

BIRMINGHAM
CAMERA SHOP
168 So. Woodward
Phone Midwest 4-0510
If You Don't Know Cameras
—Know Your Dealer
19TH YEAR
SERVING BIRMINGHAM

BUDGET STRETCHING VALUES IN Boys Spring SUITS

Tailored in "the spirit of youth"

A most wonderful array of Suits for Boys of all ages, tailored to perfection in the styles of the new Spring Season.

This selection includes flannels, worsteds and gabardines in 100% wool and in new acetate fabrics. There are grays, blues, charcoals and tans in plain colors and popular weaves. Size range from 6 to 22.

Priced from \$19⁹⁸ TO \$32⁹⁸

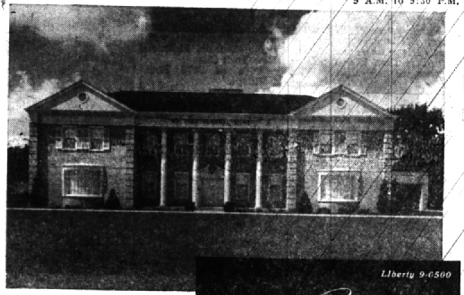
We Carry a Complete Line of BOYS' WEAR and ACCESSORIES



Established 1922

You are cordially invited to visit our new establishment... especially designed to serve you in your hour of need.

VISITING HOURS: 9 A.M. to 9:30 P.M.



We consider it our obligation to keep the funeral cost within the limits a family can afford.

Wm. VASI Funeral Home
4375 NORTH WOODWARD AVE. - ROYAL OAK, MICHIGAN
BETWEEN THE THIRTEEN AND FOURTEEN MILE MARKS
DIRECTORS: WILLIAM V. VASI AND EDWARD J. LYNCH

new dresses show their spring charms



As pretty and as welcome as the first spring flowers... our fashion-fresh new dresses!! You'll love their graceful, elegant ways... so soft, so ladylike, so very becoming! Choose from fine silks, cottons, wools, rayon and blends... in the newest, nicest prints and colors.

New Spring Creations by...

Jean Lang \$25.98 to \$34.98

Nellie Don \$10.98 to \$25.98

Georgiana \$8.98 to \$16.98

Mynette Half Sizes \$8.98 to \$25.98

Nancy Wayne \$5.98

Wayne Maid \$3.98

... in a Spring Inspired Collection



Berkshire

COMPLETE HOSIERY WARDROBE

\$150

walking sheers dress sheers evening sheers

From early morning right into late evening, Berkshires hug your legs in loveliness. Choose the stocking made for each occasion—but be sure they're Berkshires with the Nylace (Kantrum) Top and Toe-Ring protection.

The **F. J. Mulholland Company**