

To Honor Candidate

Richard H. McManus of Orchard Lake, Republican candidate for delegate to Constitutional Convention...

If you are buying, selling, renting or swapping, The Birmingham Eccentric Classified Ads will do an outstanding job for you.



AQUARAMA BLUE WATER ADVENTURE CRUISE

12-hour "Dream Voyage" thru the Venice of America, past the Walpole Indian Reservation, Harsen's Island, to Ft. Huron, Sarnia, and the beautiful Blue Water Bridge.

9 decks of ocean liner luxury... \$895 ADULT FARE... Accompanied \$525 children

BIRMINGHAM TRAVEL SERVICE 379 Hamilton MI 4-7111

Underpass Rail Hit In 3-Car Accident

The guard rail of the pedestrian underpass at Oakland and Hunter Blvd. in Birmingham was damaged Saturday night in a three-car property damage accident.

Autos driven by Michael J. Powers, 17, of 1380 Kirkway, Bloomfield Hills and Arthur J. Olsen, 29, of Royal Oak, knocked a car driven by Army Lt. Paul M. Hoff, 27, of Maryland, 75 feet into the rail.

The youths' cars struck Lt. Hoff's as the army officer ran a red light. The youths were reported to have been drag racing from the traffic light according to the police report.

LT. HOFF WAS ticketed for violation of a traffic signal. The pedestrian underpass will be closed for a week to 10 days for repairs according to the Oakland County Road Commission.

MRS. COFFIN began her performance with reference to a current, controversial article in a national magazine about life in Birmingham. "It is certainly a pleasure," she said.

"SO, A CALL to the department and a lovely lady explained, very pleasantly, I must say, that branches had to be piled in an orderly fashion, by the City."

NEW ARRIVAL OF FALL HATS \$7.50 to \$25.00

Theatrical Performance Calls Attention to Trash Pick-ups

By KEN WEAVER News Editor

Thanks to the theatrics of Mrs. Dean Coffin, Birmingham residents will receive through the mails brochures outlining trash pick-up regulations.

Mrs. Coffin appeared before city commissioners Monday night to read a prepared statement on this subject. Making her point with a humorous presentation, she delivered her lines like an actress.

At one point Mrs. Coffin displayed a measuring stick she used to determine the length of branches piled for pick-up in front of her home at 1150 Puritan.

MRS. COFFIN pleaded for "better communication" between residents and the Department of Public Works.

"I am not here in a vitriolic humor to pick on others," she declared, "but merely to recite an area that needs clarification."

"SO, A CALL to the department and a lovely lady explained, very pleasantly, I must say, that branches had to be piled in an orderly fashion, by the City."

July & August Only We Will Store Your Stools (and) Separate Seats At No Charge CALL MI 7-1300

There is a tendency to leave them at the office.

"BUT EVEN this orderly piling, with the heavy stakes all laid in one direction, headed north, didn't seem to catch the fancy of our audience."

"I called again to the department and that perfectly pleasant lady once more turned up her nose at our pretty bundles."

"BUT JUST about the time I was preparing to meet the pick-up crew with a cup of coffee and a few crumpets the telephone rang, a jam emergency arose, and two hours later I returned to our little nest to find that the machine had once more turned up its nose at our pretty bundles."

"Another phone call, and this time we learned, from reading a pamphlet that was finally sent to us, that our error lay in NOT tying the branches, too, and not putting them into smaller bundles — 18 inches in diameter, the leaflet said, somewhat late from our point of view."

"We were now in the fourth week. We finally got those branches moved over onto a vacant lot, and I say you know."

MRS. COFFIN then urged that the City send picture leaflets to new and old-time residents explaining the proper procedure for tying and handling trash.

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Commissioner William E. Roberts suggested that some of Monday night's discussion also be passed on to the contractor handling the pick-ups.

LEON HART, former Detroit Lions football star and now a neighbor of the Coffins, said he also had experienced trouble with trash pick-up in front of his place.

"The garbage man couldn't lift our garbage cans; they were too heavy; but my 10-year-old boy was able to lift them," he told the commission.

"I am sure that residents should have some knowledge of the rubbish code."



Article

(Continued from 1-A)

two weeks in the area talking to Bloomfield Hills residents.

"A LOT OF research was done for the article," she said. "I believe the facts I submitted are accurate."

"The free lance writer said that the article would not have been good journalism if only the good side was presented."

"AND CERTAINLY," she said, "I don't know of anyone who stole the party. She was the only girl in a family whose younger set is made up entirely of boys."

"Perhaps there is another side to our community that I don't know," Adams said. "Frankly, I doubt it."

MRS. ROMNEY SAID she felt the article was an unfair conclusion about others.

"The editorial was well done," said the president of another automobile company.

"THE EDITORIAL did not report accurately as a good newspaper should," the free lance writer said.

"A Time-Life representative, publisher of Fortune, said The News editorial was 'muckraking.'"

"Our writer did a lot of research on the article," he said. "We also had outside help, including a member of the Bloomfield Open Hunt Club and Bloomfield Hills Country Club."

"THE STORY was started over eight months ago," he said.

"Bloomfield Hills residents are a friendly and kindly group of people, interested in their children, their neighbors, their churches, and their charitable activities," the editorial said.

"TO SINGLE OUT a particular segment of our population for comment and criticism focuses attention upon that group, favorable or otherwise," Berezford said.

"We do not consider that the City of Bloomfield Hills or the automobile executive group under discussion in Fortune are on trial," he said.

"Among our residents are some doctors, educators, scientists, and executives of many different companies—people of excellent character, skills and talent."

"We know our own people and we think we have a wonderful community," Berezford said.



Travelers everywhere share a common excitement and bewilderment as they arrive in strange cities. These foreign exchange students were no exception as they stepped off the bus that brought them to Birmingham for a three-day visit recently.

AFS Students Score With Local Families

The John F. Kennedys are not only one of those who enjoy touch football. As a matter of fact, the rugged sport was given international treatment when 18-year-old Francoise Bevard, of Nice, France, visited Birmingham recently with 34 other AFS students.

The petite and pretty French girl tackled another Yankee sport—baseball—while she was a guest of the Charles H. Armstrongs, Lane Lake Road, Bloomfield Hills. She scored high with their three sons who promptly called her "Frank."

The Armstrongs' splash party was followed by a family get-together the next day and "Frank" stole the party. She was the only girl in a family whose younger set is made up entirely of boys.



Torch Drive Posts Go to Hills Men

Two Bloomfield Hills auto executives were appointed to top Torch Drive posts last week by Thomas F. Morrow, group vice president, defense and special products, Chrysler Corp., and chairman of the automotive and suppliers unit for the 1961 Torch Drive.

Named as co-chairman to serve in the organization and direction of solicitation teams throughout the Detroit area automotive and suppliers groups were L. B. Bornhauser, 1155 Quanton, and L. E. Domagall, 5068 Echo.

In addition to the appointments of Bornhauser, who is group executive, power train, auto manufacturing at Chrysler, and Domagall, who is sales operations manager, Ford division, Ford Motor Co., two other auto executives also were announced as leaders of the same unit.

They are Edward H. Kelley, Royal Oak, the general manufacturing manager of Chevrolet division, General Motors, and Malcolm L. Denise, vice president, labor relations for Ford Motor Co.

"The automotive and suppliers unit raises more than half of the total funds contributed through the Torch Drive for the support of the 195 health, welfare and character-building agencies serving the tri-county area."

Max M. Fisher of Franklin, chairman of the board of the American Gasoline Co., is the general chairman for the 1961 Torch Drive, which is scheduled to kick off on October 17.

SUBJECT: Advertising

Comments by: Thos. Jefferson - Abraham Lincoln Franklin D. Roosevelt - Wm. Penn - Calvin Coolidge Winston Churchill - Dwight D. Eisenhower Adlai E. Stevenson - Will Rogers and others

"The public must and will be served." - Wm. Penn

"I read but one newspaper and that more for its advertisements than its news." - Thos. Jefferson

"With public sentiment nothing can fail. Without it nothing can succeed." - Abraham Lincoln

"There can be no permanent basis for advertising except a representation of the exact truth." - Calvin Coolidge

"Because it brings actual knowledge concerning useful things, it is essentially a form of education. It has risen with ever-growing rapidly to the dignity of an art. It is constantly paving new paths. The general rise of standards of modern civilization among all groups of people during the past half century would have been impossible without the spreading of the knowledge of higher standards by means of advertising." - Franklin D. Roosevelt

"Advertising nourishes the consuming power of man. It creates wants for a better standard of living. It sets up before a man the goal of a better home, better clothing, better food for himself and his family. It spurs individual exertion and greater production. It brings together in fertile union those things which otherwise would never have met." - Winston Churchill

"Given a good product the American advertising industry does an efficient, imaginative and essential job of information and promotion and makes an important contribution." - Dwight D. Eisenhower

"The American standard of living is due in no small measure to the genius of advertising, which not only creates and sharpens demand, but also, by its impact upon the competitive process, stimulates the never ceasing quest of improvement in the quality of the product." - Adlai E. Stevenson

"There ain't no civilization where there ain't no satisfaction." - Will Rogers

"Sometimes the only way to appreciate a thing is to think about life without it. I feel this about advertising. It has become so integral a part of our life that we can hardly think what stagnation would follow its extinction. Advertising enriches life by quickening the imagination, arousing interest and enlarging the taste." - Dr. Ralph W. Sockman, Clergyman

"Human desires are the stream which makes the social machine work." - Edward L. Bernays

"We can have the greatest pile of goods in the world. We can have the highest incomes in the world. But unless we want these goods... unless they hear about them... our civilization will stall." - C. L. Wilson, Gov't Official



*Originally published by "The Reader's Digest" in an interesting booklet called "Lasting Ideas."

The Birmingham Eccentric

Service Station Opens

Owner Joseph Quatto (uniform) assists Bloomfield Township Supervisor Bernard Hulet cut the ribbon opening the township's new Maple-Inkster Standard Service Station. Looking on are Martin E. Citrin (left), vice-

president of Citrin Oil Co., and Irving Gordon (right), sales manager for the supplier firm. The station will hold its grand opening Friday through Sunday.