

The Birmingham Eccentric

Thursday, May 25, 1961

BIRMINGHAM, MICHIGAN

SECTION
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"How can I improve my work, so that I may care more in wages for myself and my family?" is a question that exists so often in the thoughts of millions and millions of people. Well, if you are an employee you can try to find answers to this question: "What can I suggest to my boss that will increase the sales of our goods and/or service; how can we improve what we have to sell, and even make it cheaper; how can I increase my own employee values?"

Early Deadlines Set for Our June 1 Issue

Because of the Memorial Day holiday, all news and advertising copy for the June 1 issue of The Birmingham Eccentric must be in our offices by 4 p.m. Monday, May 29. Our offices, at 1225 E. Bowers, will be closed all day Tuesday, May 30.

Library Sets Exhibit Dates

Baldwin Public Library will recognize two of the coming occasions with exhibits and a special record album on loan. Civil War devotees will enjoy the new photo recording album, "The Confederacy, 1861-1865," which the local Dixie Chapter of the United Daughters of the Confederacy has presented to the library in honor of Michigan Week's Heritage Day, Saturday. On display this week as a part of the Library's Michigan Week exhibit, the record album can be borrowed beginning May 29th.

IN ACCEPTING THE gift from Mrs. William W. Rogers, President of the group, Miss Jeanne Lloyd, library director, recorded great popularity for the record album. The album contains many of the finest melodies of the South during the 1861-1865 period, an attractive accompanying book with the essays of famous historians Bruce Catton and Clifford Dowdley and old Civil War photographs. The licenses who take seriously their service responsibility will grow and prosper beyond present expectations... and the "fast-back" operators... whose licenses have been used only for capital gain... those operators whose definition of service reduces itself to how much and hence their announcers can scream have already taken the road to oblivion.

"THE GOVERNMENT," Kramer said, "will continue to scrutinize the industry in light of the recent disclosures of payola, over-commercialization, and acceptance of questionable advertising." While we abhor the necessity of more strict government control, we heartily applaud its motives. "We hope that in your future evaluation of radio stations in your community you will turn to those stations whose records of community and civic service are the most outstanding," said Kramer. You will find that the station that successfully merchandises civic projects can, with the same degree of superiority, merchandise your image and your product.

Kramer Says Radio Is at 'Fork in Road'

Worth Kramer of Bloomfield Hills, president of WJR, says radio has reached the fork in the road and the fast-back operators will have to account for their operations or go down the road to oblivion.

Kramer, 4655 Ardmore Road, criticized licensees who duck their responsibilities to the community and who use questionable advertising practices in a hard-hitting address before the Public Utilities Advertising Association convention in Detroit recently.

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Open County Children's Homes

Oakland County child care facilities—Children's Center, Cottages and Youth Home—will be open for public inspection from 1 to 4 p.m., June 1.

The children's Center and Cottages are located at 2500 North Telegraph, Pontiac; the Youth Home, at 7500 Cooley Lake Road, Union Lake. Tours will be conducted through the buildings by the staff members, who will explain the use of facilities and programming.

The Children's Center is a receiving unit for the neglected, dependent and delinquent children of Oakland County. The Center provides temporary care for children awaiting court hearings of transfer. The facility now houses from 130 to 140 children. During 1960 over 1,400 children were admitted to the Center.

THE HOME-LIKE Cottages adjacent to the Center accommodate 49 of young neglected and dependent children separate from the delinquent children.

Youth Home furnishes board and educational care for 70 teenagers. The Home is designed to help teenagers who need a well-balanced rehabilitation training program.

Cranbrook Student Wins Third Prize

Thomas O'Connor of Royal Oak has won a third Purchase Prize in the Potadam National Print Festival.

Held in Potadam, N. Y., the festival is the biggest print show in the country.

O'Connor is a candidate for his Master of Fine Arts degree at Cranbrook Academy of Art and is studying painting with Zoltan Sepeshy, academy president, and graphics with Laurence Barker.

Rain didn't stop Michigan State University Oakland from breaking ground for its student residences. From left are a freshman, James Wolfe, 3290 Devon Brook drive, Bloomfield Hills; sophomore and Student Government President Paul Allen, Lake Orion; Mr. and Mrs. Harold Fitzgerald, of

Pontiac, for whom one of the two halls was named; MSUO Chancellor D. B. Varner; a sophomore, Janet Long, Rochester; Mrs. A. G. Wilson, whose Meadow Brook Farms is the site of MSUO; and a sophomore, Barbara Osborne, of 1320 Dorchester, Birmingham.

MSUO Launches \$1,200,000 Residence Building Project

Michigan State University Oakland recently broke ground for two residence halls which will house 192 students.

Contractors expect completion of the buildings in time for September classes. One of the residences was named Fitzgerald Hall in honor of Mr. and Mrs. Harold Fitzgerald, Pontiac, who contributed \$45,000 for furnishings.

DESPIITE RAIN, students, faculty and guests climbed to the hill site opposite the Student Center for the abbreviated ceremonies. Fitzgerald, president of the

MSUO Foundation and publisher of the school was established. The buildings, to cost \$1,200,000, are being financed on a self-liquidating Housing and Home Finance Agency Federal loan.

SUCH FEDERAL LOAN money cannot be used for furnishing. Ground for the second residence hall, as yet unnamed, was broken by Mrs. G. I. Wilson, one of MSUO's original benefactors and on whose Meadow Brook Farms the school was established. A departure from conventional campus accommodations, the

MSUO students residences are each two stories and each will provide rooms for 48 students. An apartment is provided for a resident advisor in each building.

AFTER THE ceremonies, work also was begun on the \$600,000 addition to the MSUO Student Center, a project which will double existing facilities and provide for a new cafeteria, grill, bowling alley and barber shop.

Student residence architects are Louis Redstone Associates; contractors are J. A. Fredman, Inc. Student Center architects are Swanson Associates; contractors are Schurrer Construction.

Youngsters Raise Funds To See Farrell Concert

In order to attend the benefit performance in Birmingham by Metropolitan Opera singer Eileen Farrell, a Warren music class and its teacher raised almost \$300.

The eighth-graders at Fitzgerald Junior High School became avid fans of the dramatic soprano when their teacher, Alan Poland, assigned a study unit on the subject.

THE 53 young music lovers listened to Farrell recordings, read magazine articles about her, set up a special bulletin board devoted to the prima donna and even wrote to her.

MISS FARRELL REPLIED to their letter, which had wished her success in her debut last winter at the Met.

She sent her thanks "to you, Mr. Poland, for initiating the Eileen Farrell theme, and to your dear class for such devoted co-operation. Nothing like this has ever happened to me and I'm overcome with gratitude to you and love for the children in your group."

She would like to thank them all personally, Miss Farrell said,

but "until I get out your way on concert tour, I'll send my profound appreciation along on paper."

POLAND AND THE students were delighted when they learned that Miss Farrell will give a concert in Birmingham on June 4. But they were downcast when they discovered that the concert at Birmingham Theatre is a benefit performance to raise funds for a Birmingham Art Center and a music scholarship.

Tickets donations are set at \$10, far more than the average eighth-grader can afford.

But Poland and 30 of his students were determined they would see their musical idol in person, if at all possible.

THEY LOOKED FOR "angels" to help send them to the concert. They did not have to look far to find a generous response from their neighbors in Warren and from a few Birmingham residents.

The school PTA contributed \$25. Carmen E. Brown, of 4658 Holmes, father of one of the students, gave

\$50. The concert fund received \$60 and \$20 donations from two elementary school PTA groups, and \$10 from the Warren PTA Executive Council.

Most of the students were able to bring \$3 each to contribute toward the cost of their tickets.

ON JUNE 4, 30 young Farrell fans will be there to applaud her and to help benefit an ambitious community project at the same time.

Says Poland, "It's gratifying to see how these children have responded to good music and wonderful singing like Eileen Farrell's."

And gratifying, too, is the response of the Warren and Birmingham residents who are helping to send the youngsters to the concert, Poland said.

THE CLASS NOW is only \$9 from its goal. Poland is certain that by June 4 that small deficit will be made up.

If they're lucky, the teacher says, they might even get enough to buy a bouquet for the students to present to their favorite singer.

Willoughby Named Jaycee President

James S. Willoughby, 1641 Grandfield, Birmingham, has been elected president of the Birmingham Junior Chamber of Commerce for 1961-62.

Willoughby, public relations specialist at Ford Tractor and Implement Division in Birmingham, is next international director for the Michigan Jaycees. He was recently named "Outstanding Man of the Year" by the local organization.

Other officers elected were J. D. Fowler, executive vice president; Kenneth Otto, internal vice president; Patrick Deignan, external vice president; James H. Vaughn, secretary, and William J. Johnston, treasurer.

Harold Adams, David Donnelly, Thomas H. Clapp and Gerry Dudley were named directors.

Maritime Institute Host to 4 Societies

On May 28, Edward Andrews 235 Chestnutfield, and James McDonald, 450 Westwood, both of Birmingham, with Robert Radunz of Drayton Plains, will represent the Oakland County members of the Great Lakes Maritime Institute on a chartered cruise of the S.S. South American to Port Huron.

This will be the first major event of a three-day joint Detroit meeting of five national marine historical societies.

The Great Lakes Maritime Institute, a Detroit organization, will act as host to visiting members of the Steamship Historical Society of America, the Great Lakes Historical Society, the World Ship Society and the Wisconsin Marine Historical Society.

Michigan is one of the few States that is self-sufficient in agricultural products for table use. At Michigan State University, there is continuing research in new products, new uses for our present products and improved methods for agriculture.

continuing... our tremendous

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THRU JUNE 3

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20% AND MORE!

SUN GLASSES
Values to 5.95
Styles for both men and women; classic or novelty styles and colors. **2.90**

TRAVEL SLIPPERS
Regularly 3.95
Gold or brocade slippers in their own travel case. **2.90**
Soft and comfortable.

SUMMER COTTON SEPARATES

3.49

Values to 7.95

Jamaicas, shirts and skirts to round out your summer sports wardrobe. Cool, crisp cottons in prints, solids, checks and plaids; wanted colors.

drip-dry cotton

PATIO DRESS

\$4

Romantic in the summer dress when drenched with a cascade of roses slipper front; full skirt. White with pink or blue. Misses' sizes.

Ask About Our FREE PARKING PLAN

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Birmingham

Open Friday nights
11 8:30

Olson's Market
CLIP COUPON FOR C.O.T. See P. 1
C.O.T. Sec. B
1961

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(Including top-quality FIBER-GLASS)

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All Kinds
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Kirsch Drapery Hardware
Chosen from a complete line

CHARGE ACCOUNT Service

THERE'S EVERYTHING FOR WINDOWS AT...
BESSENGER'S
(FAMILY OWNED AND OPERATED FOR OVER 24 YEARS)
TWO STORES

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AT OAKRIDGE - LI 1-4628

STOP IN OR CALL FOR HOME SERVICE

Visit our Northland Center store (No Walking) You can Park close to Bessenger's No Carrying Problem

NORTHLAND CENTER: FACING STUFFER'S RESTAURANT ENTER LOT H - EL 6-6331