

This and That

by
George R. Averill

From the Canadian Forest to Your Front Door—the Story of Newsprint

The newspaper you hold in your hand, perhaps within the past 18 months, originally existed as portions of Canadian spruce and balsam trees—the spruce requiring 100 years to reach acceptable newsprint pulpwood status, the balsam about 60 years. Both types of trees, abounding throughout much of our northern neighbor, attain heights up to 70 and 80 feet.

I remind you of this newsprint background because, a week ago I returned from a moose hunting trip north of the Ft. William-Port Arthur-Nipigon area with Midland newspaper editor and publisher Phil T. Rich and his photographer, Earl Evans. We were guests of Great Lakes Paper Co., Ltd., of Ft. William, holders of leases covering 11,000 square miles of timberland in Ontario.

From the living tree to "the living newspaper" the various procedures and processes are many—for the operations begin with the lumberjack in the forested wilds, and end when a newsboy or the postman leaves the newspaper at your door.

But the environment of the lumberjack has changed since the former days when the hand axe and hand saw and horse-drawn skids and wagons and the muscles of men were the tools used to bring newsprint to market. Today, nearly every part of the logger's work is done with mechanical devices: power hand saws, bull dozers and huge caterpillar tractors, great earth excavators for woods' road building and over-size mechanical log loaders are standard equipment.

Typical of modern operations, the lumberjacks at Great Lakes live in substantial, comfortable bungalows; they enjoy radio and television entertainment and information; they work 40 hours a week, go home week ends to their families. They are, for the most part, unionized, well paid. No longer are they representative of the "rough and tumble" lumberjacks of the legendary long ago.



BJERKELUND FAVRETTO

Above is a picture I took of "Tommy" (as everybody in camp calls him) Bjerkelund, 33-year Norwegian general superintendent of the Great Lakes wood operations. With him are two of his children, David and Julie.

"Tommy" lives, with a half-dozen other office workers, in a removed "Townsite" area.

Every morning, along with the loggers, he joins them at a 6:15 breakfast. He oversees the work of approximately 1,200 men. He is well liked by everybody. "As one of the older 'jacks' told me:

"Tommy is a good boss. When he has something he needs to tell a fellow, he gets it off his chest and then never chews it over again."

That smiling lumberjack at the right, above, is Louis Favretto, a Great Lakes employee for the past 22 years.

Louis is in charge of the company's annual river drive, which starts in May and ends in September each year.

It is up to Louis and his 80 to 90 rivermen to see that 30 per cent of the annual "harvest" of pulp logs get down the Black Sturgeon River to Lake Superior, a distance of 35 miles, where they are then rafted and towed to the Ft. William mill, 60 miles westward. This 30 per cent means about 100,000 cords of spruce and balsam, by this time cut in eight-foot lengths. Louis was born on Prince Rupert Island, near Vancouver, British Columbia. He can narrate many tales of his experiences in the woods, some of them involving a variety of physical dangers. He acted as guide for us during the seven-and-a-half day trudge

(See THIS & THAT, 5-A)

Jacobson's Expands Women's Store

An expansion program which will add 23,800 square feet of space to Jacobson's Women's Apparel store, Maple at Bates in Birmingham, is well under way, with completion scheduled for early 1963.

A second floor is being added to the present building. This addition will extend north to Willis St. and serve as a cover for Parking Lot No. 1, which is being improved to provide better and more convenient parking facilities. An escalator will join the street level floor with the new second floor of fashions.

WHEN COMPLETED, the addition will include a designer salon in addition to expanded areas for dresses, coats, suits, furs and millinery.

Plans also include the introduction of the "Village Room," a distinct and separate shop which will feature courtier sportswear from America's outstanding designers.

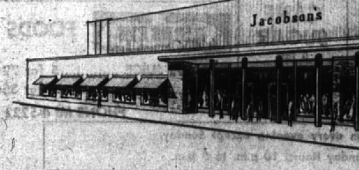
The complete expansion program provides for enlarged and modernized facilities for accessories, shoes and intimate apparel.

"THIS IS ANOTHER step in the expansion of our facilities in Birmingham to better serve the Jacobson customer, and to express our confidence in the future growth of this progressive area," said Wilber Mason, Jacobson store manager.

In addition to its Women's Apparel Store, Jacobson's in Birmingham now includes a complete and

separate Children's Store, at the corner of Woodward and Willis; a Shop for Men at 306 N. Woodward; a Beauty Salon at 315 N. Woodward; a Home Decorative, Gift and Linen Shop at 325 N. Woodward, which includes a Studio of Fine Arts, featuring the original work of American and European artists; and Jacobson's Fabric Shop which offers complete selections of domestic and imported fabrics for home sewing.

The architectural appearance of the expanded fashion store will be consistent with the contemporary design of the present Jacobson building. The general contractor is Cunningham-Limp of Detroit. The architect is Arthur O. A. Schmidt and Associates.



Architect's conception of new look at Jacobson's Women's Apparel Store

The Birmingham Eccentric

Thursday, October 25, 1962

BIRMINGHAM, MICHIGAN

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Start Suit For Easement In Lathrup

By KAY SMITH
Special Writer

LATHRUP — Necessary legal papers for condemnation in the question of an easement required by the city's storm water program have been drawn, Mayor Richard N. Cogger said Monday at the Lathrup City Council meeting.

City Attorney Everett Hayes had been directed to start condemnation proceedings if the easement had not been signed by the Charles Kelley's, owners of the property, by October 15. The easement would run from Santa Barbara to the Evans Ditch in the area of Roseland.

Hayes was not present, but sent word that condemnation proceedings were under way.

THE KELLEYS had described the city what the Mayor offered as a "deal." Under it, they would sign the easement if the council would guarantee in writing that two-story brick garden apartments could be erected on a 12-acre parcel in another part of the city.

Cogger said the easement and the 12 acres were entirely unrelated. The resolution to condemn was unanimous.

Also in reference to the storm water program, an accidental break in a water main on Southside Drive, 1 1/2 mile road at 4 p.m. Oct. 17 was discussed. Lakeview Construction broke the main, leaving the southern portion of the city without water service for several hours.

ACCORDING to a letter from Ray Smith, Ayres, Lewis, Norris and May, the city's engineers, the complete dependence of the section of the city from Santa Barbara to Rainbow Drive and Golden Gate on this one main, and the inaccurate location of water main valves, should be looked into.

Mayor Pro Tem Elizabeth W. Mitchell asked for an investigation to determine whether an inspector from ALNEM was on the job at the time of the break, since the city pays for this service.

A proposed meeting with the AAA on the program, a statement that \$115,495 was outstanding on engineers' invoices on the project were also discussed.

IN OTHER business, water system improvements were the subject of a report by City Administrator Gerald Stone. He stated that engineers are working on the location of the valves and completion of dead end mains.

Stone also reported that he was attending the International Association of Assessing Officers' Conference being held in Detroit this week.

The General Motors Technical Center north of Detroit is one of the world's great industrial research facilities. Most of its 27 ultra-modern buildings are grouped around a 22-acre artificial lake. The campus-like Center is the workshop for more than 5,000 scientists, engineers, researchers, stylists, designers, mechanics, machinists, and other specialists who use science and technology to constantly improve GM products.



Queen for a Week

Mary Connelly, daughter of Mr. and Mrs. E. J. Connelly, 26825 Senechal, reigns as homecoming queen on the University of Detroit campus this week. Crowned at a "Royalty Mixer" dance Saturday night, she will reign over Homecoming Week festivities through Oct. 27. Miss Connelly, a junior in the College of Arts and Sciences, is vice president of Delta Zeta Sorority and an executive board member of the Student Council. She was chosen from 10 finalists.

Board Sets Petitioning Fee to Improve Village

BLOOMFIELD TOWNSHIP — project came in slightly more than 10 per cent higher than estimated. The estimated cost was \$21,370. Low bid was \$23,850.

The board denied a request by Oakland County Road Commission to vacate that part of Lincoln Road between East Brookcreek and Bradford Road. Members agreed that public health, safety and welfare demanded that the road remain open.

The board set \$25 as a public fee for petitioning the township Board of Appeals or Planning Commission. A \$100 charge was set if a petition results in a specific meeting of the Planning Commission. Charge for a special meeting of the Board of Appeals will be \$50.

THE BOARD received \$1,000 of special assessment funds for improvement of Bloomfield Village roads for the erection of traffic signs in the Village. Stop signs, yield right-of-way and speed signs will be erected making Broadway Blvd. and Cranbrook roads through-traffic routes in the Village.

Because the next scheduled board meeting falls on the legal observance of Veteran's Day, the meeting date was changed to Tuesday, Nov. 13, at 8 p.m. The board will meet a half-hour earlier that night to hold a special meeting for a re-hearing of Foxcroft sanitary sewer, number 138.

The board recinded the present assessment roll for the Foxcroft sewer project because bids on the

Mayor Chairman Of Conference on Safety Problems

The Michigan State Safety Commission and Michigan Citizens Highway Safety Action Committee will co-sponsor a "Concentration Conference" on traffic problems at the Student Union Building, Michigan State University, on Nov. 12. Mayor Florence H. Willett of Birmingham will chair the day-long meeting with Milton Grinnell, editor of the MICHIGAN FARMER and chairman of the Citizens Action Committee, opening the program.

Keynote talks will be made by Secretary of State James M. Hare, chairman of the Safety Commission, and Dr. Lynn Bartlett, superintendent of public instruction.

THE PURPOSE will be to work out a brief simplified action program of state priorities for traffic improvement.

The Governor's Regional Traffic Safety Conference held at six locations (including Birmingham) in the state in August produced almost 40 recommendations and resolutions. The job of the November meeting will be to concentrate on the most needed and those most likely to get public support.

Invitations will be sent to all delegates of record to the 1962 conference.

Broomfield and Fulkerson Meet Face-to-Face Monday

Unless he is called back to Washington because of the Cuban crisis, Cong. William S. Broomfield (R-Detroit 10th) will square off with his Democratic challenger at a public forum in Pontiac Monday night.

Grand Trunk Speeds Up Chicago Run

The Grand Trunk Western Railroad will speed up its Chicago-to-Detroit overnight service and will provide a more convenient daytime service for metropolitan area travelers to Chicago, beginning Sunday.

Daily except Saturday, Detroit and other Michigan-bound travelers may depart from Chicago at 10:40 p.m. CST 20 minutes earlier, but arrive in Detroit the next morning at 7:35 EST, an hour and five minutes earlier.

Equipment in this new service will include sleepers, coaches and a buffet lounge car.

SUBURBAN STOPS before Detroit (Brush Street Station) will include Bloomfield Hills, 6:43 a.m.; Charing Cross, 6:46; Birmingham, 6:51; Oakwood Blvd., 6:57; Royal Oak, 7:01; Pleasant Ridge, 7:04; Ferndale, 7:08; Highland Park, 7:17; and Milwaukee Junction, 7:24 o'clock.

From Detroit (Brush Street Station), the afternoon train will depart 45 minutes later, at 1:15 o'clock EST and arrive in Chicago at 7:10 p.m. CST.

Passengers bound for Chicago (See RAILROAD, 4-A)

a forum for county, state legislative and congressional candidates from both parties at Pontiac Northern High School. Starting time is 7:30 p.m.

Dimes Drive Briefing Set For Saturday

Oakland County March of Dimes volunteers will get their first briefing for the 1963 campaign at a workshop from 9 a.m. to 4 p.m. Saturday, at Michigan State University Oakland in Rochester.

Workshop sessions will be held for area chairmen, Mothers' March chairmen and teen volunteers, according to Leslie R. Ware, chairman of the Oakland County March of Dimes Chapter.

ROBERT RUSSELL, assistant director of chapters for the March of Dimes national office, will discuss the organization's programs of patient care, research and professional education in the fields of polio, arthritis and birth defects.

THE GROUP will see the premiere and presentation of "In the Beginning — Polio," a film which details the March of Dimes new activities in the fight to prevent crippling diseases.

Perhaps the most unusual part of the program will be a lunch-time square dance by a group in wheel-chairs.

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