

Stores Open 'To Men Only'

Annual Affair Begins B'ham Yule Season

By LARRY EVOE
City Editor

The guys who pay the bills will take over downtown Birmingham Monday night.

The reason? The 12th annual Men's Night, sponsored by the Birmingham Chamber of Commerce under the direction of the Retail Merchants Division of the chamber.

About 125 stores are expected to take part in the traditional affair that kicks off the Christmas holiday season in Birmingham.

The purpose of the yearly stag event is to allow men to take advantage of the opportunity to shop away from the prying eyes of the ladies.

ATTRACTIVE models will grace most of the stores and show off the latest in fashions. Light refreshments, including coffee and cake, will be served at several of the stores.

Many of the stores will close at their regular time Monday night and then reopen for the special 7 to 10 p.m. period.

At the Prep Shop on Pierce St., a group of talented teens will put on an old-fashioned "hootenanny."

In addition to the entertainment at the various stores, the Birmingham Brass Sextet under the direction of Robert Kutscher, Seaholm High School band director, will perform at the candy-striped tent at Maple and Henrietta.

CHRISTMAS music will also be provided at the tent by the Bloomfield Village Elementary School choir at 7:30 p.m. and the Pierce Elementary School choir at 8 p.m. Both choral groups are under the direction of Miss Mary Fisher.

Along with the candy-striped tent (which will serve as Santa Claus' home after Monday), an innovation being introduced this year will be unveiled Men's Night at Maple and Henrietta.

The Retail Division of the chamber will have in operation its combination credit center-information (See SEASON, Page 10)



WEATHER PERMITTING, several thousand Birmingham area men are expected to look like this Monday night after taking part in the annual Men's Night observance. Sponsored by the Birmingham Chamber of Commerce, under the direction of the Retail Merchants Division of the chamber, the traditional affair will be celebrating its 12th birthday.

Military Gadgets, Household Appliances Head New Toys

By DICK ZEMMIN
Staff Writer

Make no mistake about it. Christmas is a time for children. One look at the toy departments will convince anyone of the matter. Shelves are filled with hundreds of dolls, games, building toys, science toys, stuffed animals, sports equipment and other articles designed to amuse and educate the younger set.

This year, hundreds of new toys are added to the popular, old standards that appear from year to year. Domestic toy manufacturers have created new lines of toys and have distinctly improved older ones

to give them new play values.

ALTHOUGH, by this time it is virtually impossible to create a whole new category of toys, manufacturers have developed toys or devices from which children can fashion other toys or playthings, using plastics as raw materials. These kits, which allow children to manufacture their own articles, could set a new trend in the toy division. As yet, it is too early to say how popular these will prove with children.

There are two distinct trends in this season's playthings. More new toys designed for girls appear on the market along with an increased volume of military objects.

Toy manufacturers of the U.S.A. estimate that one out of six newly-created toys this year are aimed at the girl market.

THE NOTICEABLE increase in girls' toys is particularly true in two sub-categories: toy household appliances, and beauty and cosmetics toys. The young ladies will be able to do practically all the household chores that mother performs, from washing to ironing to cooking meals. Toy cosmetics for girls and their dolls are also more abundant.

As to military toys and games, a distinct increase is evident. The military trend, which started earlier this year, is more pronounced now than ever before.

Camouflaged "guerrilla" and "monkey" suits, battery-operated tanks, battleships and jeeps and automatic weapons, all appear in greater numbers this Christmas season.

Manufacturers are very evidently counting on the continued popularity of car racing sets, toy trucks, fire engines, and cars of various kinds to again dominate the toys with special appeal to boys.

MORE MECHANICAL objects. (See GADGET, Page 14)

'No Sale' to Cash: Story of Men's Night

BY DAVE PHILPO
Staff Writer

Men's Night has undergone quite a change since its inception in 1952. When the idea was first conceived by the late Ross S. Campbell it was intended to merely acquaint Birmingham-Bloomfield area men with what was on sale in the stores.

For the first few years, cash registers rang up "No Sale" after the men had visited the stores on "their night."

"THIS DIDN'T work out too well," recalls Charles Mortensen, manager of the Birmingham Chamber of Commerce. "Many of the men saw things they wanted to buy, but they were not for sale on Men's Night."

Candy-Striped Tent Santa's Quarters

Santa Claus will be in the candy-striped tent at Maple and Henrietta beginning Tuesday, Dec. 10.

On Mondays through Fridays Santa's hours will be from noon until 8 p.m. On Saturdays, Dec. 14 and 21, and on Christmas Eve he will be there from 10 a.m. until 6 p.m.

Each youngster visiting Santa will be given a candy cane.

Merchants quickly did away with the "no sale" aspect of the yearly visits.

Since the transition, the night has been very popular, in spite of rain that dampened the atmosphere on several occasions. (See STORY, Page 6)

Community Carol Sing Set for Christmas Eve

Residents of Birmingham and neighboring communities are again being invited to attend the Christmas Carol Sing on Christmas Eve, Tuesday, Dec. 24, in Shain Park at 5:30 p.m.

For the 28th year the Birmingham Musicales is sponsoring the

sing, with Mrs. Delbert L. Tate serving as chairman, assisted by the club's Junior Music groups.

Wearing colorful uniforms of maroon trimmed with white, a brass horn sextet from Seaholm High School will furnish the accompaniment arranged against a lighted backdrop of a crèche, prepared by the city forestry department, of the stable at Bethlehem, with the infant Jesus surrounded by Mary, Joseph, the cattle, shepherds and Magi.

THE BRASS ensemble this year will be made up of Dave Barber, cornet; Jon Grube, cornet; Jack Handley, horn; Mike Rhodes, baritone; Jeff Doane, trombone; and Rick Christner, tuba. Robert Kutscher is director.

Following the custom of previous years, William Spence of the Detroit Edison Co. will direct the carol singing.

Mimeographed copies of the carol words will be available to those wishing them. Old and new neighbors will again join in this tradition which Musicales members term "a beautiful and important part of Christmas to the Birmingham community."

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Christmas: God Loves Us

This Christmas message was written for The Birmingham Eccentric by the Rev. G. Ernest Thomas, pastor of the First Methodist Church at W. Maple and Pleasant, Birmingham.

The message of Christmas is that God loves us. Through the Incarnation He spoke in a language which mankind could understand. He had been speaking through the miracles of nature for countless ages. He had been revealing His concern through the voice of the prophets. But we sense the depth of His interest when we pause to worship at the manger in Bethlehem. The Christ Child is the pledge of His love.

The coming of the Christ Child

forced two conclusions upon a reluctant world. Since the act of the Creator in sending His Son was an evidence of divine love, it must be assumed that love is the way by which our problems are to be solved. Furthermore, since God's method of revelation was a child, it must be concluded that all human life is sacred. Nothing less than love is worthy of those for whom God gave His Son.

—G. Ernest Thomas