

Carry the Word Home

What we like best in the plans revealed last week for designing the Birmingham of tomorrow is that they are the product of citizen action.

We have consistently pointed out in these columns the need for and value of citizen participation in programs of community betterment.

Now we have an excellent example of it in the proposals developed by the Civic Design Committee (CDC). It gives us pleasure to point out that the concepts for development of the central—or "heart"—area of Birmingham came about as a result of citizen interest.

True, the members of the CDC and its parent group, the Citizens Action Committee (CAC), are professionals in their respective fields.

BUT THEY have given of their time, efforts, talents and energies as private citizens motivated by a desire for community service. They wish to see an even better Birmingham than what we already have and are willing to put forth that "extra ounce of energy" to help make it possible.

A further example of citizen participation comes in the assistance of the Community Relations Committee (CRC), also a subunit of the CAC.

This committee, consisting of advertising-public relations people, too, has demonstrated high community interest in drawing up the methods of presentation of the CDC plans.

Again, the committeemen have served on their own time in the desire to help inform as many people as possible of the CDC plans, goals and objectives.

AS FOR the specific ideas and concepts, they are detailed in a news story on Page 1-A and in a page of pictures in another section of this week's Eccentric.

It must be remembered that these are general plans—that they are concepts and ideas; not specific details that could not be altered. They serve as guidelines for future development.

Initial reaction has been one of enthusiasm. There have been expressions of "utter amazement" at the vision and foresight displayed so willingly. There is an air of excitement and anticipation among many community leaders.

But—what will the public think? How will the masses react? Will there be apathy or enthusiasm?

On Memorial Day

Unfurl the Flag! Blue, white and red, To glorify our Soldier-dead.

From every freeman's heart should pour A hatred born to hate all war.

O'er this broad land, from sea to sea, Today there still reigns Liberty.

This Flag that waves against the sky Is symbol of ideals—e'er high.

Brave men in air, on land and sea Preserved this Flag for you and me!

Unstained, unsullied, it has won The highest flag-staff 'neath the sun.

Where human hearts are filled with love, Where earth is green, blue sky above,

Where'er the feet of men have trod Old Glory's on the side of God!

Blare forth the trumpet, sound the fife! Place wreaths of flowers; let the life That breathes the air of U.S.A.

Forever stand up tall and say: "Our homage we, the living pay, To those remembered on this Day."

May men and women, girls and boys, Count great among their earthly joys

Hearts that are filled with thankful praise For each Memorial—Day of Days!

—George R. Averill

THE TIME is here for the citizens of Birmingham to accept even more fully than they have in the past the responsibility of preparing for the future.

We stand at the crossroads. The citizens will determine which road we take—the one to progress and posterity, the one to an enrichment of the heritage we now proudly give claim to or the road to decay and ruin.

We urge the residents of Birmingham and the area to familiarize themselves with the CDC plans. We believe a thorough study will convince them to give these plans their wholehearted and enthusiastic support.

THIS NEWSPAPER, in an effort to recognize its own responsibility, promises to do all that it can to accurately inform the public and to offer leadership and guidance through our editorial columns.

We believe in the soundness and wisdom of the CDC proposals and will make every effort to tell the story to the public. If opposition develops, we will, of course, devote the effort and space that opposition merits.

But we cannot do the job alone. There must be other means of communicating with the public. All groups, their officers and members, are urged to acquaint themselves with the facts and to carry the message to others.

AS A COMMUNITY, we cannot stand by and wait for a miracle. If we are to have a Birmingham that holds for our children the type of flavor and character to which we today point with pride, we must act now.

We must plan now for tomorrow; to move ahead, to assure a continuation and an improvement of the community values, the standards that we hold so dearly today.

So, let the next step be one of informing the general public. Let us carry the message to the citizenry.

Let us carry the message home, to encourage citizen action on the home level.

From The Eccentric's Point of View . . .

Probably hundreds of thousands of words already have been spoken and printed about the possible Democratic vice presidential candidate for the coming fall election. Among them: Attorney-General Robert Kennedy, Sen. Hubert Humphrey, Secretary of Defense Robert McNamara, Sargent Shriver and several others. Looks, though, as though Bobby Kennedy is making the play for that spot—even if he does deny it. After all, he was closest to his late brother—second most powerful in the Federal Government, a niche whose place no doubt is calling, calling, calling its former occupant!

It is a well known fact that "no unit of government has any more power than the amount of money it has at its disposal." This is why the U.S. federal government is so powerful—and as long as the taxpayers will tolerate huge federal budgets, just so long will the people be made subservient to Uncle Sam. This condition, it may be well to recall, is the initial stage wherein the processes of democracy become lost in the shackles of manipulated bureaucratic government.

How strange are most of us taxpayers! We mildly rail against ever-increasing taxes, yet do very little about making our opposition felt by our lawmakers. On the other hand, if those same lawmakers suggest an increase in their salaries, plenty of citizen criticism is shown . . . yet the total of such lawmakers' budget increases would be "peanuts" in comparison with other budget expenditures. . . . for the labourer is worthy of his hire. . . ." wrote St. Luke in the New Testament. . . . and so are a good number of our lawmakers, it seems to us.

Our NATO allies don't think Castro's regime in Cuba can be brought to its knees by economic strangulation. This negative view has the State Department gagging.

Consumer debt is now six times as much as in 1950. In addition to living hand-to-mouth, we now also live on the cuff.

Drastic style changes are forecast in the 1965 cars. About the only parts that won't be changed are the wheels. They'll still be round.

In Silent Tribute



YESTERYEAR HAPPENINGS

50 YEARS AGO
May 29, 1914

That Mexican-Bulgarian colt of Ed Ferrer's that threw Judge A. W. Campbell down in our city streets and pranced gaily up and down his spine, and when the fallen judge rolled over, just as gaily jumped up and down on his "tummy," has been sold to Detroit parties. He was not safe on Birmingham streets. The judge has a new suit now.

E. B. Davis of Big Berber has a new Overland auto and certainly makes it spin some. Mr. Davis has had experience with the Wright aeroplane, winning first money at the Chicago aeroplane races held recently. The residents need not be surprised if they see something that looks like a "tummy" jumping up and down on his late brother. Never fear, he will land all right in time for lunch.

The old church-barns of the Baptist Church have been removed and replaced by new sheds, a credit to the church. It is a mighty good thing those deceased sheds could tell of many a youngster deadily ill from his first snore; not to mention the sweet words of lovers who perhaps sought the quiet of a lonely nook for a fond word or two.

30 YEARS AGO
May 31, 1934

An imposing array of leaders and speakers, including some of the most outstanding religious educators of the Episcopal Diocese of Michigan, will conduct courses and address the delegates at the third annual Cranbrook Summer Conference to be held June 24-30. The aim of the sponsors this year has been to develop the program for the most part around leaders from within the Michigan diocese, although there will be two leaders from other states.

Birmingham boys and girls who are students in the ninth grades of the three public junior high schools, will receive assistance in vocational guidance from local and out-of-town business and professional men and women in a series of group interviews to be held at 3:15 p.m. today at Baldwin High School. The meetings are being sponsored by the Birmingham Community Council for Guidance.

Birmingham Boy Scouts will congregate en masse at Camp George on the shores of Lower Long Lake Saturday afternoon and evening for a general assembly, field day and Court of Honor which will wind up the activities of local troops for the current scouting year. Approximately 100 Scouts are expected to take part in the field events, while about 25 will share in the awards.

15 YEARS AGO
May 26, 1949

More than 400 homes and business places were without electricity for nearly two hours Tuesday evening as the result of a short-circuited feeder cable on the 14 Mile road, just east of Woodward. Included in the blackout area were the police and fire departments, the Bell telephone exchange and the Edison office itself. The power failed at 7:46 p.m. when ground water short circuited one cable in the conduit which supplies the entire city.

Memorial Day observances will open in Birmingham next Monday morning with a brief service at the Soldiers and Sailors monument in Greenwood Cemetery at 9 o'clock. The Rev. Harold E. Towne of St. James Episcopal Church will officiate after which a salute will be fired by the rifle squad over the graves and "Taps" will be sounded. At 10 o'clock the Memorial Day parade will form on Martin street in front of the Baldwin library.

Perry A. Vaughan, president of the board of education for District 2, Bloomfield Hills, announced that letters have been sent to qualified voters informing them of the school election to be held May 31. Voters will decide on the issuance of bonds to acquire funds for the erection and furnishing of an addition to the present Bloomfield Hills (Vaughan) School.

PEOPLE'S COLUMN LETTERS

Lansing Writer Adds To Hunter History

To the Editor:
I was shown a copy of your May 14 centennial issue and was very interested in the story about the Hunters. Elisha and Hulda (Vest) Hunter who were mentioned were my great-great-great-grandparents. Their daughter Adeline married Walter Drake and Walter Drake was appointed U.S. Farmer to the Grand Traverse Area. Ottawa Indiana in April, 1844, to instruct them in the art of agriculture.

Walter and his brother Melvin Drake came to Michigan on the boat NIAGARA (from Vermont) in 1830 and Hulda in settled in Southfield—Walter engaged in fishing and sailing in Detroit for a year and returned in 1831 and married Adeline Hunter, daughter of Elisha and Hulda Hunter.

AS PRESIDENT of the Historical Society of Greater Lansing this year, one of the requisites is an annual report and I have taken as my theme in Detroit for a year and returned in 1831 and married Adeline Hunter, daughter of Elisha and Hulda Hunter. Among my treasures is a picture of Hulda Hunter and Walter Drake. Also, among the records on file at the National Archives in Wash-

ington, I found a petition signed by probably 20 Birmingham residents sponsoring Mr. Drake, who was a "Democrat."

MR. DRAKE was appointed to his post by Robert Stuart, agent at the time, and this appointment was confirmed by the War Department. He took his family to Old Mission where Rev. Peter Dougherty of the Presbyterian faith had established a mission and school.

The family remained at Old Mission until 1847 when they returned to Birmingham. They went on to Genesee County and in 1870 settled on a farm in Rush Township, Shiawassee County. Mr. Drake lived to be 95 years of age.

This is to express my gratitude to the writer of the story on the Hunters and to your newspaper for doing such a nice job on historical pieces.

MRS. HELEN WALLIN
826 W. Genesee
Lansing, Mich.

Criticizes Eccentric's Use of Postal Service

LETTER CARRIERS, as their title makes clear, are entrusted with the responsibility of seeing that mail is delivered with utmost speed and efficiency. Obviously, this is a function of considerable importance. Just as obvious is the fact that this function cannot be performed properly when letter carriers are required to deliver newspapers as well as mail. Our mail arrived three hours behind schedule. Furthermore, because of the bulky newspapers, some mail had to be left in the post office for delivery on Friday.

Eccentricities

By HANK HOGAN

A national men's magazine every so often has a full-page, four-color ad on "What kind of man reads this magazine."

We in the trade call this a "house ad" and no matter how beautiful it is, it wouldn't get into the magazine unless there was no one around willing to pay for the space.

The purpose of this type of ad is twofold. First, it is expected to lure some advertiser into buying this apparently unwanted space. It defines the reader in such glowing terms that he just seems to fit the type of buyer every advertiser is looking for.

THE SECOND PURPOSE is to strengthen the present reader by describing someone he is not and therefore the reader will keep reading and presuming he is typical of the described reader.

These ads are really wonderful but they take a lot of research. First of all, you have to get someone to make a survey. Then you might have to rig the persons contacted so the results are what you want.

To show you what kind of job it is, I decided to conduct a poll over the week end on "What kind of person reads the editorial page of The Birmingham Eccentric?"



MR. HOGAN

BECAUSE OF the shortage of time and funds I only interviewed five people. Even though we circulated over 25,000 copies of our centennial edition of the paper and probably 75,000 people glanced through the pages, I got that five people was a sufficient "simple random sample," the pollsters say.

To get a cross-section of people, instead of taking every fifth name in the telephone book, I selected 1 housewife (my own), 1 businessman, 1 child (my own), 1 person who works on an hourly basis (one of our pressmen) and 1 career woman (my secretary).

I FOUND THAT 80% of the people contacted read the editorial page of The Eccentric.

The only person who didn't read the editorial page was the businessman whose name is Clyde and who runs a used car lot in Royal Oak. But I needed him because in describing the average reader I wanted to recite that he owns 8 cars including Cadillac, Imperials, Lincoln, foreign cars as well as Fords, Plymouths and Chevies.

This always gets to the automotive people who buy a lot of advertising.

Since Clyde and his bank own 29 cars this upped the average.

MY SCIENTIFIC conclusions, therefore, based on an independent testing of readers of newspapers in Birmingham (it was independent since I didn't do it on a

City Beat

By KEN WEAVER

Charles W. Renfrew stands tall. His stature is the first thing that causes you to view him with awe. It commands respect.

But the most important thing to know the man the greater respect you have for him.

In my first two years in Birmingham I watched Renfrew in action every Monday night as a city commissioner. It didn't take long to realize that one of his assets was the ability to speak clearly and precisely to the point.

He hardly ever left you wondering what his position was.

Another distinctly discernible asset was his ability to cut people off—politely but unquestionably—whenever they got out of hand.

Fiercely loyal and proud of his city and his colleagues, he would not tolerate hints that the commission was other than honest or desirous of community betterment in its deliberations and actions.

LAST WEEK, I had occasion to hear Renfrew give a speech—as mayor of Birmingham, addressing the Livelihood Day joint service club luncheon.

Making a stronger impression this time was his warmth of manner; his soft voice with the Southern accent and his friendly smile.

His message, that we should "raise our heads above the crowd" if we are going to achieve progress in the years ahead, was a strong one.

But his gentleness was even stronger. And hasn't gentleness been described as the greatest strength a man can have?

AT THAT May 21 Livelihood Day luncheon, some sales statistics testifying to the success of the centennial carnival were cited by master of ceremonies F. Ward Ouradnik.

Provided to him by Michigan Week chairman for Birmingham Robert S. Kenning, they included: 5,000 hot dogs, 7,500 soft drinks, 2,200 carnal apples.

Serious consideration is being given to making the Village Fair an annual event since it proved so popular. Perhaps this could be worked out in conjunction with the Bloomfield Art Association's Birmingham Arts Festival.

Or maybe we could alternate them each year, giving us an annual event but more nearly assuring each of continuing success.

CHARLES W. RENFREW
Mayor of Birmingham



The Birmingham Eccentric

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