



## New Community College Board

Oakland County's new Community College Board of Trustees held its first regular meeting in the Birmingham school offices recently. From left are Frederick A. Chapman, Bloomfield Township; Vernon Fitch, 2950 Middlebury, Bloomfield Township; George Mosher, 551 Mohegan, Birmingham; Mrs. Lila R. Johnson, Huntington Woods; Earl M. Anderson, Madison Heights; and Clifford Smart, Walled Lake.

## Soda Pop Business Sparkles in B'ham

(Special to the Eccentric)  
NEW YORK — The bubble, sparkle and fizz business is in high gear in Birmingham.

The latest figures on soft drink consumption in the city show that local residents are drinking such beverages at the rate of 129 eight-ounce bottles per year.

As for the local population as a whole, it dropped no less than 3,654,000 bottles last year, as against 2,507,000 in 1960, when similar data was released. This is exclusive of bulk drinks served at fountains.

THE RISE in the three-year period amounted to 26 per cent. It was a bigger gain than was recorded in most parts of the United States, 19 per cent, or in the state of Michigan, 18 per cent.

The data was derived from reports issued by the Department of Commerce and by the soft drink industry. They show the relative

rate of consumption nationally and on a state-by-state basis.

Different areas of the country vary greatly, it appears, in their addiction to soda pop.

People in the southern states, due to their warmer year-round climate, use more than 40 those in other sections. By comparison, only half as much is consumed per person in the western states.

FLAVOR PREFERENCES are also very marked.

In the east, for example, cola drinks represent 40 per cent of the market as compared with 70 per cent in the southeast and south-central states. The remainder is divided among the various fruit pops, club soda and the like.

The size of the soft drink industry in Birmingham is to be seen in the dollar figures. They show that local residents spent some \$407,000 for bottled drinks last year, compared with

## JayCeers Commend Community Leader

Bob Bogan, Community House executive director and past president of the Detroit JayCeers, has been elected a senator in Junior Chamber International.

A JCI senatorship is a special award granted to those men who have performed outstanding service in, and for, the Junior Chamber movement. The senatorship, conferred on Bogan by the Detroit JayCeers, is the first that this chapter has awarded in its 27 year history.

\$276,000 in 1960. Part of the rise was due to higher prices.

NATIONALLY, also, there has been a big increase. During the past year, reports the industry, the America public consumed more than 40 billion bottles of soda and paid over \$4 billion for them.

The figures show that the biggest users of soft drinks are the teen-agers.

Below that age level, milk is the chief beverage. Afterward, for those in their 20's and over, beer takes over as the most popular drink.

## Tougher Rules Aimed at Teen Drivers

A new three-point policy aimed at reducing juvenile drivers' accidents and moving violations has been announced in Oakland County by Judges Norman R. Barnard and Donald E. Adams.

This policy, outlined in a pamphlet distributed by Automobile Club of Michigan, was made known as follows:

- Racing with an automobile calls for suspension of driver's license.
- Moving violations indicate bad driving which calls for suspension of license.

Firm treatment for those who drive after their licenses have been suspended.

"WE ARE NOT starting a 'get tough' policy," said Judges Barnard and Adams, "but, those youths who do not respect the

rights and privileges of other drivers can expect to lose their own driving privileges."

Copies of the pamphlet, titled "Statement of Policy on Juvenile Traffic Violators," will be distributed through the juvenile court and driver education courses.

## B'ham Boy Makes Duke's Dean's List

Robert Burgstahler, son of Mr. and Mrs. C. H. Burgstahler of Birmingham, has been named to the dean's list at Duke University for the spring semester on the basis

of high academic standing. An overall academic average of 3 of a possible 4 is required in order to receive this recognition.

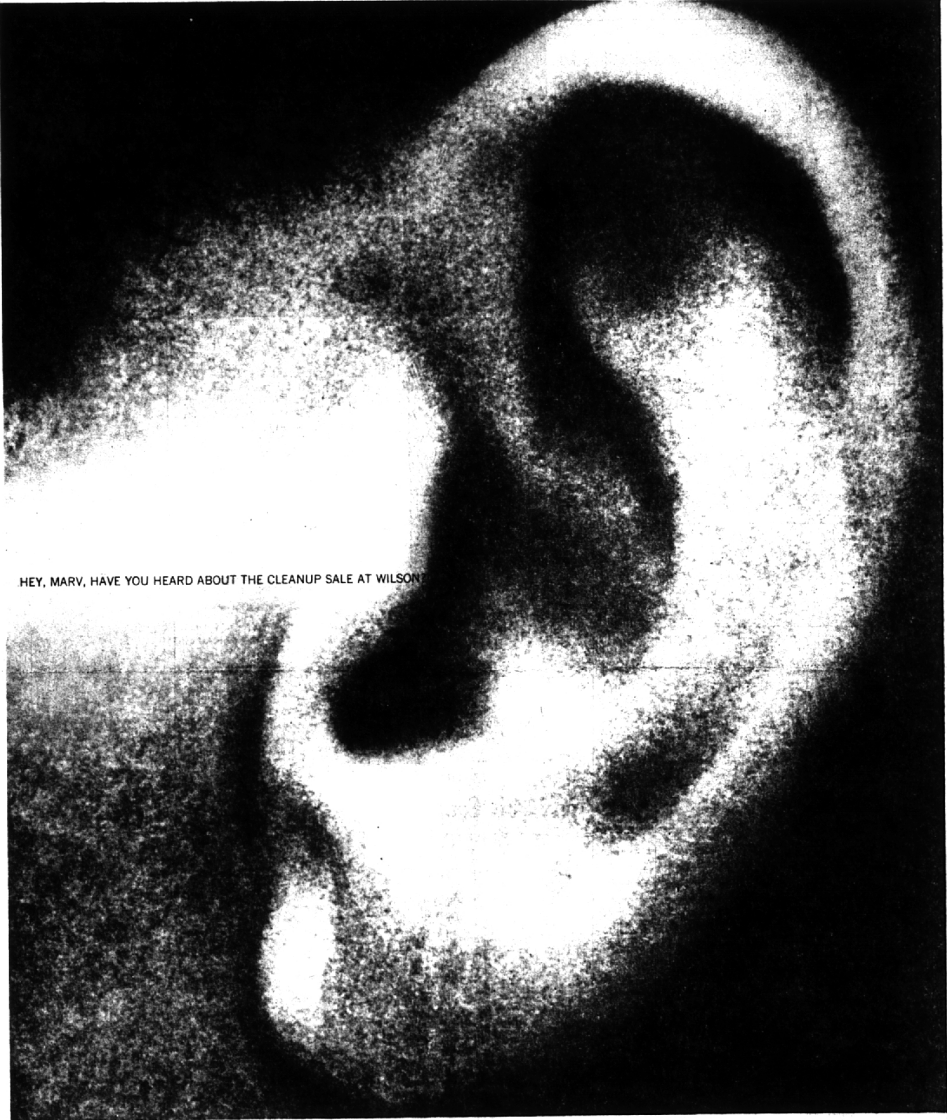
## The Birmingham Eccentric

BIRMINGHAM, MICHIGAN  
Thursday, July 30, 1964

SECTION  
BB

IN THIS SECTION:  
General News  
TV Guide

Inanimate dolls are said to help little girls develop their lovable characteristics toward becoming good mothers. By the same token, then, do animate "dolls" help little boys to prepare themselves for the responsibilities of fatherhood? On the one hand, to expect inanimate things to bring about perfect mothers, or animate "dolls" to do the same for fathers—well, isn't that expecting a lot of perfection? (GRA)



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