

THE ECCENTRIC

Birmingham, Michigan
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DOES IT PAY?

Does advertising pay? If there is anyone in doubt a very satisfactory solution would be to ask the merchants of New York. If you have a commodity which is of value to others, the best way in the world to sell it is to advertise it. And as to what medium through which it should be advertised, there is but one honest answer—the medium by which the advertisement will reach the most people. In America that medium is the newspaper.

With no newspapers during the recent strike in New York the stores were unable to make their usual offerings of merchandise. Not seeing the advertisements which arouse the desire to purchase, the usual crowds of women shoppers remained at home or went to the movies. As a result, stores were deserted. Shoppers complained that without papers they didn't know which stores were offering certain articles at the most advantage and clerks, who work on commissions, complained that the strike was hurting them greatly.

Those in a newspaper office have an excellent opportunity to realize the value of advertising. It is almost without exception that the big advertisers are those that get the big business. This is true in Birmingham as well as in New York. The merchants here who advertise, whether they do it through the medium of a newspaper or otherwise, are the healthiest business the year around. If you have something to sell, advertise it. Then the readers of that advertisement will feel that you have confidence in your commodity, and they will patronize you.

THE PEN AND THE SWORD

Although the contest has become one between the typewriter and poison gas, it is still the same old battle of brains and brawn. "In the hand of one entirely great" the pen may be mightier than the sword, but where, O where, is the one "entirely great"? When the other fellow wants to fight there really isn't much we can do but oblige him—unless we wish to be wiped off the map. And we mustn't expect him to fight fairly. We have reviled the Germans for not adhering to legitimate rules of warfare but the Germans were absolutely right. War isn't a friendly contest of strength. It is a fight to the death and it could be restricted to certain approved tactics it could be prevented entirely.

Nations are like boys. They begin to scrap over nothing at all and there are always plenty of bystanders to yell, "fight! fight!" and egg them on. If there were only somebody to yank them to their feet and cuff them a little and make them behave! But that somebody has to be bigger and stronger than they are and when the big, strong ones begin to scrap on their own account—well, what are you going to do? That's our problem.

There should be some way of taking the glory out of war, but when our fists have saved us we don't feel like abusing them. Instead, we are inclined to feel rather proud of them. That is but natural. Disarmament among nations is unthinkable for they are all afraid of one another, in spite of protestations of friendship. There is only one way to further the cause of peace and that

is to begin at the base of things and introduce a little more glory and honor into civil pursuits; preach the doctrine of patience and tolerance; substitute debates for prize fights; prove that facing life is often braver than facing death; show the unthinking that, although life is a matter of competition, its displacements are really a series of adaptations and that force is Nature's last and seldom-used argument.

Will this be done? It will not. We are still too primitive, too childlike to rise above our petty differences and our desire to display our puny physical strength. We shout for Dempsey until a tougher man has ousted him. Then we cry, "The king is dead; long live the king!" Still, above us all, sit Christ, Aristotle, Plato, Shakespeare, Goethe, Hugo, Newton, and shall so continue to sit for many centuries after we are gone. We see only with our eyes, preferring visible muscle to invisible soul.

CRUEL WORLD!

A woman who is in charge of publicity for a coming event in Birmingham wrote a story which she desired to have published in this issue of the Eccentric. Let's assume that she wrote it in a hurry and gave little thought to the matter, as part of the first paragraph contained the startling revelation that: "Needlework more exquisite than anything at the Woman's Exchange is to be sold at prices far beneath Exchange prices. This is no newspaper talk, for a committee has actually visited the Detroit Exchange."

Not newspaper talk! Why, oh why, must this publicity work be so cruel as to cast such reflections on a newspaper. Doesn't she realize that in nothing does a newspaper take so much effort as in obtaining the truth. And doesn't she realize that most of the 'biggest and best ever' statements are brought in by those who have no connection with a newspaper office, by those who are appointed by their organization, guild or society to get news stories in the papers. And if the Woman's Exchange should suddenly drop their prices so that this needlework shouldn't be sold at prices far beneath Exchange prices, then the newspaper is given the wry eye.

"Not newspaper talk!" It's a good thing newspapermen aren't hurt by wicked trusts.

"CANNING TIME."

Canning time! When Every Housewife drops all other interests, and begins the bottling up of Nature's offerings. Man-of-the-house may be obliged to wait half an hour for his dinner, and then perhaps it's a cold meal, but throughout the house are the spicy and sweet aromas of the canning season, and they carry the promise of fruits and relishes that will appear later when Old King Winter has sealed up Nature's store house in a jacket of ice and snow.

Agents, and sometimes visitors, are very apt to be met at the door, this time of year, by an impatient and flushed Housewife with stained hands and a light in her eye which suggests a desire that you take no more of her time than is necessary.

The youngsters are very much interested in the proceedings, and very much in the way. Generally, after a series of questions concerning the process evolved, the source of materials, and dozens of technical questions of the like, the good Housewife answers, "yes, yes," with indiscriminate approval of all the questions, and shoos the persistent little interrogators out of the kitchen. But they hover around within range of the spicy odors, and when the rows of glistening jars, bright with pink-cheeked peaches,

the deep red of tomatoes, and the greens of vegetables and relishes, are lined up on the shelves, they stand admiringly before them, and exhibit no less pride in them than the Housewife herself. Besides, they know very well how good they are, and who they're for.

Verily, the kitchen range waxeth hot, the Housewife blysseth herself—that Birmingham's healthy appetites may be satisfied this winter.

Record Breaking Reports



Short and Maybe Snappy

By G. R. A.

Aesthetic Qualities Needed
A good many citizens of Michigan may criticize the University regents because they have engaged Robert Bridges, England's poet laureate, to accept a fellowship in creative art at the University of Michigan. They may claim that it is a foolish waste of money, that nothing of a practical, tangible nature is added to the University. To such critics we would direct this question: would your own life have been any better without childhood rhymes, without sonnets lullabies, or without those finer artistic things that entered into our surroundings? Robert Bridges is as essentially necessary to the University of Michigan, and to the State of Michigan, as perfume is to flowers. Aesthetic development should be encouraged in all schools and by all parents.

FROM THE ECCENTRIC COLUMNS

Forty-three Years Ago.
Tracy Randall, who is sorry to say is on the sick list. Such quiet, personable boys as he are scarce, and we hope to see him around soon.

H. D. Huff's accident as chronicled in last week's issue, turned out more seriously than we had expected. His best horse died on Saturday evening from injuries received in the collision.

A new elder mill has been put in operation by M. W. White on his farm near the toll gate. A steam engine do the work, and a capacity for handling wood is said to be unlimited. John Sherman was the architect and builder.

We actually thought our hand had received a new set of books and was playing some new music. We rushed to the door of our sanatorium to take it all in, and found it to be Thorne G. Converse's sausage machine under full motion with Benjamin at the wheel.

The attractions in the State Capitol building alone are worth double the cost of this excursion. The museum with its thousands of objects of interest; all the flags which were carried through the war by the different regiments; the archives, and thousands of other curiosities and relics of the late war; even the suit of clothes in which Jeff Davis was captured.

At Valparaiso, August 13th, as the steamer with the mail was leaving port, a severe shock of earthquake was experienced which is supposed to have caused considerable damage. It was reported at Combuco that the lower part of the main tower has been destroyed by a shock, and some two hundred persons killed.

Twenty-five Years Ago.
A new literary club is to be formed here for this winter. It will be called the "Modern Novel Club," and is formed of the best of the standing in St. Louis, Mo. Inquire about it at the Library.

John Mooney has opened a blacksmith shop for himself. After many years with J. M. Clement, John has decided to go for himself, and with Walter & Nichols the firm of Mooney & Nichols will progress right along.

Judging from John Wulff's last letter, written from Ponce, a military station near Porto Rico, the long continuing rain in that country is making life very uncomfortable for the soldiers. John says they are obliged to lie in their wet blankets and undergo so many exposures that they fear if such a state of things exist much longer there will not be many of them left to tell the story.

President Bruske, of Alma college, announced in chapel that a student man from Saginaw, who preferred to have his name unmentioned, has donated \$15,000 to be used as a permanent endowment for the chair of Latin principals.

The czar's proposals for a disarmament congress is marking headway. All the powers, including France, have now accepted the invitation, but with limitations. (Utter questions, especially all questions regarding territorial arrangements, will be strictly tabooed. German newspapers suggest that Russia could begin disarming by reducing her army on the western frontier by 50,000 men, adding that Germany and Austria would then make a similar reduction, and that by exercising influence at Paris the czar could obtain the reduction of another 25,000 men on each side of the Franco-German frontier.

Good Printing We Do It.

Civilization's Tributes

Just think of this: Benjamin De Wheeler, graduate eminent of the University of California, whose home is at Berkeley, by 1912, is now compelled to live in a tenement. His wife will be with him. A man who has probably led an unproductive life for GOOD on thousands of California acres, and who has contributed his share to knowledge, in the meantime, Jack Dempsey, prize-fighter, pays the government a half million dollar income tax for less than a year's work. That's another tribute to civilization. Well, let us offer thanks that Universities are more abundant than schools of boxing.

Interest in Government

Forty citizens of Detroit will aspire for places on the City Council at the primary election October 9. The fact that so many men are interested by public affairs augurs well for Detroit. A similar condition is well for any community. It shows that more than enough men are actually concerned about their local government and, its also affords the voters a wide selection to choose from. It is to be hoped that Michigan citizens will be proportionately interested in its own Village affairs, especially next spring at the annual election.

The Devil You Say?

News dispatches state that William Hohenzollern, former Kaiser of Germany, is not wanted back by the German people. It appears that effect.

William has been laboring under the impression all these last five years that he, Hohenzollern, could restore prosperity to Deutschland and that, sooner or later, he would be called back to his former imperial throne. Perhaps the memory of millions who died under the war has caused the Kaiser to lose faith in the lambs of the twisted arm and shogveled brain. We wonder just how hot a grid the devil has prepared for the former German ruler.

National Wealth

The United States government will soon announce the result of a nationwide survey of its wealth. It is estimated that the amount to three hundred billion dollars, a great increase over a similar survey made in 1912, when it was found that one hundred and eighty-eight billions were all the country had. No doubt but what the report will give the people a great advantage over other countries as far as the accumulation of wealth is concerned. However, in the last analysis, wealth is but the tangible result of brain and brawn exerted by workers—and if the United States was not a practical, business-like nation, it would not have this great wealth. While other nations may like to go to war, the people of this country spend most of their time assisting in the supplying the wants and needs of human beings. Europe must learn that iron and steel, when fashioned into plowshares and machinery, will pay a better dividend than when they are turned into cannonballs and bayonets.

Who Are "Your Printers"?

That we can insure your CAR against FIRE, THEFT, PUBLIC LIABILITY (Personal Injury or Property Damage) or COLLISION, all of these risks in any one of them, for any amount of very reasonable premium, at a strong company that does not take risks in big cities where most of the losses occur. Ask us about it.

WHITEHEAD & STANDART CO.

Real Estate To Sell or Rent, We will Fire, Standart, Automobile Insurance, Public Liability, Flood Glass, Burglary and Automobile Insurance, Marine Insurance in old line companies and Auto Owners and Cellulose Mutuals.

OAKLAND REALTY CO.

T. D. Lynch, Mgr. Phone 143-F2 Room 6 Levinson Bldg. adv404f

DETROIT UNITED LINES

BIRMINGHAM TIME TABLE
Effect June 5, 1923
(Eastern Standard Time)

Southbound Limited - (except Sunday), 1:45 a.m.
Southbound Local - 4:50 a.m., 8:20 a.m., 1:45 p.m., 5:45 p.m., 8:50 p.m., 11:45 p.m.
Every 15 minutes to 4:51 p.m., and every 15 minutes to 10:41 p.m., 11:11 p.m., 11:41 p.m.
Northbound Limited - 11:45 a.m., 1:45 p.m., 5:45 p.m., 8:50 p.m., 11:45 p.m.
Every 15 minutes to 11:41 a.m., 11:11 a.m., 11:41 a.m.
Northbound Local - 5:50 a.m., 9:25 a.m., 1:45 p.m., 5:45 p.m., 8:50 p.m., 11:45 p.m.
Every 15 minutes to 5:51 a.m., 9:26 a.m., 1:46 p.m., 5:46 p.m., 8:51 p.m., 11:46 p.m.
FLINT DIVISION
Change at Royal Oak for Rochester, Okla., Detroit, Monroe and Indianapolis.
Effect June 5, 1923
Birmingham to Flint, Saginaw, Bay City and Detroit.
Birmingham to Bay City 5:15 a.m.

Anticipation is about all there is to kicking.

The price of the pudding is in the after effect.

Dogs that bark and howl are likely to be asleep when the burglar comes.

The faithful shall be rewarded even into the eleventh generation and the prudent committeeman.

Oh that I might also seek In my life the mountain peak And keep to its lofty levels Like the eagle in the blue. Oh that I might stand alone When all others may have flown— And to self be ever true. And to ideals ever true.

Anonymous Nonsense

The Postoffice came to a stop at a cross road, and a group of young men got in. Every seat was occupied. The conductor noticed a man who might have been asleep. "Wake up!" shouted the conductor. "I wasn't asleep," said the passenger. "Not asleep? Then how did you get your eyes closed like that?" "It was because of the crowded condition of the car," explained the passenger. "I hate to see the women standing."

The Poor Bean, Again!

Queen, indeed, are the ways of the world. The people of Japan are engaged in reconstruction of several of their recently devastated cities; while Europe is doing its best to bring peace; while politicians are fraught with worry as to the imminent downfall of America—now comes along the Humane Society of Santa Barbara, California, with fire in its collective eye to save a poor bean. Methinks there are other things for which jumping beans, larvae infested legumes—and, to make the insects that dwell within the bean lively, they place the bean in the hot sunshine. It is said that the result is reminiscent of the inside of a corn field. The Humane Society claims that such procedure is one of the worst forms of cruelty to animals. And we always thought that the homely bean had been subjected to as much cruelty as possible when it was shipped into Boston.

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