

BIRMINGHAM ECCENTRIC

(Founded in 1878 by Whitehead & Mitchell)
Published every Friday at Birmingham, Michigan, in The Eccentric Building,
126-128 North Woodward Avenue. Telephone 11 and 12.
GEORGE RODGERS AVERILL, Editor and Publisher

Entered as Second-Class matter in the U. S. Postoffice at Birmingham, Mich.

Subscription Rates	All newsmen and advertising copy must be in the office by Wednesday noon to obtain insertion for that week.
One Year (in Oakland County) \$1.50	
Three Months .50	
One Year (Outside Oakland County) \$2.50	
Three Months .75	

FRIDAY, FEBRUARY 19, 1926

WE NEED A THEATER IN BIRMINGHAM

A few years ago The Eccentric published the picture of a proposed new theater and office building. The proposition "fell through" and the building never got beyond paper. Now we are again confronted with the proposition of having a combination theater and office building erected here, as evidenced by the John H. Kunsky Theatrical Enterprises, of Detroit, who desire to spend approximately \$500,000.00 in this community.

There is, we are aware, some prejudice against it. Some argue that moving pictures are bad for the children. We admit that the "movie craze" is bad, but movies, in themselves are no worse than other forms of entertainment. Under proper auspices the movies have decidedly educational tendencies and there is certainly no need for them to become sensational unless the public demands it. The youngsters would be as well off inside a picture show as loafing about town with nothing to do. Furthermore, our young people, who are old enough to wander about as they please, are at present going to other towns to see the shows. Wouldn't it be better to keep them here to see the shows?

Most antagonistic to the movies is the church. It is particularly bitter against Sunday shows, yet we are told that the percentage of church attendance in big cities, where there are dozens of all-day theaters, exceeds that of small towns where there are none. The ostensible reason for the churches' opposition, however, is that such entertainment is a violation of the holiness of the Sabbath day.

If the Sabbath is to be a day of rest it naturally follows that it must be a day of recreation, not of mere inactivity. Clean amusement is not a sacrilege. And, as to labor, it is plain that without some Sunday work there would be stagnation. Even to hold church services requires effort from somebody.

It seems to us that the man who works all week and has no time to visit a show except on Sunday is entitled to his opportunity. Besides, "Sunday" is only a name. The day of worship is every day of the week. It is well that we have a common day to spend work, but, for certain businesses whose function is to provide amusement, the most remunerative days are the idle days of others. It is not fair to deny to these concerns the days of greatest profits.

We wish it understood that we are not fighting the church, nor any of the things that Christianity stands for. We are working for what we believe to be the best interests of the community.

We believe Birmingham should have a modern theater.

THE HOME TOWN PAPER

The merchant's relations to his home town paper are supposed to be those of an advertiser. That is a narrow view. The home town paper is an institution. The merchant can no more escape its influence than anybody else in the community, whether he advertises in it or not.

Yet, as a consistent advertiser his relations with the local newspaper become definitely constructive. He becomes a part of this institution without which no community can express itself. Whatever its merits or demerits, the home town paper is an expression of the community. Literally, it is the "Voice of the People" in a sense that cannot hold true for any other medium.

This institution keeps friends in touch with friends. To the best of its ability it answers, Who, What, When, Where, How and Why? It brings the individual out of himself. It speaks the local language. It interprets community life. Week by week, or day by day, it tells the story of the town and county.

Most of us are accustomed to the home town paper that we take it as a matter of course. If we think anything about it at all, we think of its deficiencies. These are present largely because it is run by fallible human beings. The wonder about the home town paper is that it contains so few mistakes, not so many.

To the merchant, especially, the home town paper is an opportunity. His business, too, is a local institution. Unless it finds some kind of expression in the home town paper, both the paper and the business have to an important extent failed to function. Each is affected somewhat by every successive failure in this respect.

It does not cost a great deal of money to advertise in the local paper. Most advertisers are over-judicious rather than extravagant. It is the continual message that counts most. Sporadic advertisements now and then are of doubtful value. Perhaps they are better than no advertising at all. Every advertisement placed by a business house should blend into every other advertisement it places. The merchants should think in terms of a campaign rather than in terms of the single insertion.

Vast progress has been made in advertising within recent years. Outstanding examples of it are to be found in the national field. Locally, however, advertising has much room for development. Aside from one or two of the big stores, the average merchant in the average small town gives too little study to the power of advertising.

But conditions are changing. More and more merchants are coming to realize that they are losing money and prestige when they are not to be found in the advertising columns of the home town paper. This is one of the healthiest signs in the field of retail merchandising.

Culture is just the realization that art is art despite the immortality of the artist.

There wouldn't be any housing problem, however, if all of the law-breakers were in jail.

Usually an "important citizen" is just a plethoric bank roll attached to an ordinary man.

HOW DO YOU LIVE?

How do you live?
Is your life but the dream of a moment,
A atom of time in the span
Of a world that is older than records
That are part of the annals of man?

How do you live?
Do your thoughts contain vain, foolish longings,
That, like bubbles, are soon to be burst?
Or do you express finer yearnings,
And let the Good trample the Worst.

How do you live?
Is your life but a flicker of pleasure?
Are your hopes pinned to some far-off star,
That beckons your steps toward that higher
And finer Real Man that you are?

How do you live?
As your days fly away in the morrows—
Does each thought—acted—merit your worth?
If it does, then you paid for the privilege
Of being a God-Man on earth!

—George Rodgers Averill.

DON'T "THROW THE GAME"

The nation was shocked a few years ago by revelations of attempted corruption in what had been one of its most highly respected baseball teams. That some of the most famous players on the diamond had been offered money to "throw the game" was a startling revelation not alone of man's inherent weakness, but of the tremendous temptations that he is called upon to withstand.

They are all about us, these temptations—petty and powerful, subtle and open, sinking and arrogant. Not only baseball players are called upon to face them. Every day, everywhere, they are whispering into men's minds the poisoned lure to "throw the game."

Discontent, Misunderstanding, Disappointment, Jealousy, Selfishness, Greed—these are the temptations that pierce their cancer growth into the souls of men in high places and low. These are the temptations that urge a man, in a moment of anger, of chagrin, or despair, or covetousness, to "throw the game."

A sales clerk who, piqued by a reprimand, rebuffs a customer and turns a friend of the store into an enemy, "throws the game."

The mill hand who, resentful of a grievance, real or fancied, stands by while the output of hours of toil is destroyed, "throws the game."

The man anywhere, anytime, who knocks the efforts of his colleagues, the purpose of his employer, the integrity of their establishment, like Eddie Cicotte, "throws the game."

The man who speaks of his family with criticism and disparagement, instead of with respect and pride, "throws the game."

The man who fails always to do his best, to keep faith with all that is true and noble, to play his part with heart and soul, that man "throws the game."

The man who throws the game cheats not only his employer. He cheats his associates, he cheats the public, and above all he cheats himself. He sells his immortal soul for a mundane, fleeting price.

In our glorious democracy, a man is known by the people he snubs.

Ah, well; the hard necessity that makes us work hurts less if we call it a career.

FROM THE ECCENTRIC COLUMNS of Long Ago

Just Bits Of News Gleaned From Old Files Of The Eccentric—The Items That Make Up the Historical Background Of The Birmingham Of Today

43 YEARS AGO

Ansley Sowersby came over from Armada on a visit to friends in town on Thursday and returned on Monday last. He reports everything lovely with the Birmingham folks in that place and E. W. Reynolds is becoming rapidly popular in his new Frank and his family there. He will be absent about a month, and we will of that place. Ninety seven couples all be glad when he returns home tripped the light fantastic (he at the ball on the 21st.

A few of the young people of Southfield participated in a candy pull at the residence of George McClelland last Friday evening.

Seventeen scholars of Mrs. S. B. Wattle's Sunday School class of young ladies surprised her on her birthday on Thursday last by calling on her at her residence in Troy, and presenting her with a very elegant velvet whiskbroom and holder and a pair of handsome photograph frames.

The first comet of the season was discovered a little before 7 o'clock last Friday evening by Prof. Lewis Swift, director of the Warner observatory, Rochester, N. Y. The telescope used in the Warner observatory is the largest private telescope in the world.

The ladies of the U. P. Church of Southfield held a very successful social at Uncle Billy Smith's last night on Wednesday evening of last week.

Charles J. Shain Sundayed with relatives at Davisburg and when he returned the crimp was all out of his hair.

Ed Daniels captured the local gold medal Friday last at the shooting match.

Miss Carrie VanEvery has been spending a week with relatives at North Farmington.

We hear it rumored that a few rural mail delivery routes will soon start from the Birmingham office.

Pontiac is feverish over the prospect of two opera houses being built there. One only would be a blessing to the theater-going people.

Postmaster Hanna attended the re-

OUR VARIETY OF PROPERTIES

IN THE

BIRMINGHAM-BLOOMFIELD-HILLS DISTRICT

is the largest ever offered in High Grade Suburban Development

OUR REPUTATION IS BEHIND EVERY SALE

Jay A. Walsh Donald D. Jones Albert W. Wasey W. W. Raymond Carl L. Bradt	Walsh, James & Wasey Co. REALTORS BIRMINGHAM OFFICE: 305 S. Woodward Ave. Phone 78 DETROIT OFFICE: Penobscot Building Cherry 6500	30 High Grade Community Developments
Local Representatives	T. B. Lucena, Jr. L. H. Wilson Ralph Hoefnagel Mrs. Richard Kearns	L. D. Atherton James A. Mykande Joseph Grinnell W. E. Adams Frank Gordon Walter E. Drury Mary Manchester Myraet Crawford



You Should Worry

Some good housewives—out of pure habit—are still brooming rugs and carpets; rubbing clothes to pieces on a board; standing on tired feet to make coffee and toast; treading away like a bicycle racer when they sew.

Other good housewives have found that the tiring tasks of the home can be done easily, cheaply, and in quick time by electricity.

Come in and look at some of the electrical devices that lend rest and comfort to women folk.

The Detroit Edison Co.

The Acme in Radio Receiving Sets



BEFORE buying that new radio, see and hear the late model Radiolas now on display here.

With no outdoor antennae these super-receivers are practically static free, offering you dependable reception from coast to coast, with an ease of control that surprises.

LEONARD ELECTRICAL CO.

134 W. Maple Ave.
Phone 223

Radio Department
In Basement

DIRECTORY.

FIRE COMPENSATION
BURGLARY
AUTOMOBILE
INSURANCE
and BONDS
Oakland Realty Co.
T. D. LYNCH - Manager
LEVINSON BLDG.
Phone 143-W

Shock & Ogden
General Practice
of Law
Suite A, First Nat'l Bk. Bldg.
Phone Birmingham 1055

Maurice E. Baldwin
COUNTY SURVEYOR
108 1/2 N. Saginaw St., Pontiac, Mich.
Quickly and Accurately
Topographical and Drainage Survey
Office: Room 10-12 Bauer Block
Res. Phone 2505—Office Phone 2313

Dr. Mabel Campbell
OSTEOPATHIC PHYSICIAN
312 First National Bank Bldg.
Phone Pontiac 3147
Hours: 9-12; 1-5—and by appointment

Great Stuff Products Co.

Concentrated Hand Soap
C. A. BAKER, Local Distributor
Bus Address, Lock Box 222
Telephone Birmingham 1063-J

Wormer & Moore
REAL ESTATE
—BIRMINGHAM
—BLOOMFIELD HILLS
—SOUTHFIELD
—ROCHESTER
Main Office:
2231 PARK AVE., DETROIT

Birmingham Office:
520 S. Woodward Ave.
PHONE 930

SURVEYING
Farm and City Surveys Made
Quickly and Accurately
W. S. McAlpine
REGISTERED SURVEYOR
Telephone 805
First State Bank Bldg., Birmingham

WANT ADS PAY
READ WANT ADS
wanted



Men turn delightedly to enjoy the loveliness of the well-groomed women with lustrous hair and skin of satin smoothness. Many women envy yet they, too, can have beauty and enhance their charm. For your appearance's sake, let us tell you how.

The Vanity Box
BEAUTY SHOPPE
118 W. Maple Telephone 853