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Note: During the absence from Birmingham for six weeks of George R. Averill, publisher of The Eccentric, the editorials are being written by Ray mond Girardin, managing editor.

EDITORIAL IDEALS

The following is the paper read by George R. Averill, and Conference of the Michigan Press, Ascocking at using Boire than 150 editors and publishers reverse at the conference of the Michigan Press, Ascocking to the conference of the numerous enquests for copies and because it as up the editorial ideals for which The Eccentric Bernaus Press, and the Conference of the Con

Because the duties of an editor of a publica-on involve all those things which deal with the resentation of the happenings of a community, subject treats on all those things which a news-aper publishes, including, briefly, the realm of air advertising. And this, in these strenous days of feature, fact, and fancy, covers a multitude of

Let me say, at the outset that I believe it the rightful inheritance of a newspaper not merely as the necessity to gather and present truthfully \$\frac{1}{2}\text{Lt}\$, the happenings of a community; I think, as well, that it lies within the province of a newspaper to use, all the means that it has at its disposal to set forth in prinked word the things that the sist in making life a peaceful, happy, and progressive world for the men and women, boys and girls, that constitute the human entity-known as society, believe that a newspaper, using \$b\$ it does the alphabet of its country's language, is derelic; in its algorithm of the sistence of the si erroneous citizens. Levery week I receive, through the mails, about

Every week I receive, through the mails, about thirty weekly newspapers published in Michigan. They are, I believe, representative of some of the flest published in this state. Some of them I pass on to our advertising department for copy suggestions; some to the managing editor for a similar reason; only a pittid [see of them entain editorial comment and opinion, and these I am fund of, why? Well, because in editorial comment and editorial comment and editorial opinion chiefly do I find the only open shannel to get on a common ground with that newspaper's publisher.

What I find in his editorial column proves to the what he is thinking about; in this column he repleash his secret shoughts, his sacred longings and yearnings, his reasons why a certain thing is good ar bad, his feal allegiance to the cause of those things of the world that douch our lives on the side of write and constructive progress.

Ever since mankind first conceived a flickering thowledge that he could, not live unto himself alone, when he found it necessary to prove some largibility with his fellow-man; when he found it sood and proper to set up a philosophy that proves for the son the found it found in the country of the only in the son the received in the found it received in the found it received in the found it sood and proper to set up a philosophy that proves free the order of the ord

knowledge that he could, not live unto himself alone; when he found it necessary to prove some ingibility with his fellow-man; when he found it good and proper to set up a philosophy that proves a reason for life and living, as well as a logical alibi for a so-called physical death—very since these lists gropings. through intellectual darkness into a spiritual light of 60d and Nature, man has found it necessary to fearthlate means of transferring his throat thoughts to others, about an an analysis of the since the since

housewife's hands).

Let me become serious. In its support of the arch, society recognizes that only an individual se sole efforts are directed toward the getting ritual knowledge is capable of dispensing such edge, and so we have the paid preacher. In ols, recognizing that most parents must major portion of their time to gaining a the major portion of their time to gaming a hilbood, we engage teachers whose only task is to piene that fundamental knowledge upon which potential map and woman is to build a larger erstanding, capable of grasping some of the easary principles of the material world of con-trol and distance of the material world of con-trol and distance of the material world of con-

your community, theh, which opens a channel for the dispensation of the kind of knowledge that neither the church nor the school provide? If your community has within it a newspaper—large or small—I believe that such an agency exists.

If has been said that most newspapers reflect the lives of their localities, of the people who go to make up the community in which a newspaper circulates. This is majorly true, and, because of the unceasing variation of human activities, we swip newspaper's seldom present the same general contents each week or each day in uninterrupted succession. It is a hurried and hurrying world of contents each week or each day in uninterrupted succession. It is a purried and hurrying world of people and things in which we live; after a hard day's work, few people are willing to give of their time to a personal gathering of the knowledge of routine affairs of government, and this affords an excellent opportunity for the conscientous newspaperman to fulfill his editorial mission to his com-

paperiman to fulfill his editorial mission to his community.

I know that, in perhaps a majority of weekly newspaper offices throughout the land, the publisher is more of a printer than he is a journalist; that he remains more the printer is his own fault and, if he would but admit it, the lack of his developing modern journalistic tendencies is not only sittling his own character development as well as that of his community, but is sicutally preventing an increase in his publishing profits. To make such a necessary transformation in one's attitude toward newspaper making requires that one plan-for his own character development—that is to say, for the printer-publisher to plan for his intellectual and spiritual growth through study and observation, which cannot help but be reflected in his newspaper columns. paper columns.

It is foolish for any publisher to say that he

or she cannot write editorials; of course, the degree of editorial efficiency is a matter of personal talent and personal development, but practice, backed by a firm resolve to continue such writing, will make

and personal development, but practice, backed by a firm resofve to continue such writing, will make for remarkable progress.

Where shall you look for subject matter for the creation and maintenance of an editorial column? The answer is easy: chiefly in the columns of your own newspaper for local matter, assisted by the usual recollection of every observation you naturally make in your community, and in other newspapers or periodicals for more general topics.

You publish the story of the birth of a child; does this mean anything to its parents? and are there not many parents in your community whom you could reach by some sympathetic comment regarding the event? Somebody dies in your town; no matter who he is, the deceased undoubtedly means something good to someone; and, since all of us come to the same fate, what is there in this for comment? Men and women, boys and girls, in your own community are doing fine things every day for the good of your town; do you know of their activities, and are you apt to commend them for their efforts? Others are objung things that hurt the interests of your town; have you anything to asp in defense of the general public? Then, too, since we live under a representative form of government, doesn't the realm of politics and government offer much for the editorial column.

It makes no difference whether your town is miles from another, or that you may be situated on the outskirts of a huge metropolis, there is always material at hand for a personal editorial column.

It makes no difference whether your town is miles from another, or that you may be situated on the outskirts of a huge metropolis, there is always material at hand for a personal editorial column. I've been about our own State of Michigan a bit, and I've talked with newspaper publishers in their own offices. What they have to say about their own communities, its people and natural advantages is splendid; yet I seldom see it reflected in their newspaper columns. There isn't a publisher in the world who cannot make editorial copy of the things that he casually mentions in his own family circle, in his own office, or on the streets of his town. Most of the things that he thinks and says are so familiar to himself that he considers them foolish to set into type—and thus he seems entirely oblivious to the the relationship between editorial creation and editorial presentation; he's like the chap who spent a hard half hour looking for his missing hat and, when confronted with his image in a mirror, discovered the object upon his head. As a matter of fact, eyfs in hour a week, devoted to the task of putting your thoughts into writing, will provide you with at least a reasonable excuse for air editorial column in your newspaper.

I believe that editorial character includes specific atands on religious, social, and political affairs of the world. A newspaper like an individual for

to believe the delityrial character includes specific stands on religious, social, and political affairs of the world. A newspaper, like an individual, (for newspapers are but the transference of human thoughts and human activities upon white newsmewspapers are but the transference of human thoughts and human activities upon white newspaper and so that the state of t

thinks that the larger newspapers cover the weekly field, and therefore sends us very little advertising

Speaking of national advertisers brings me to the statement, too, that editorial ideals also per-meate and govern to a major extent—or ought to 80 govern—the advertising columns of all pub-lications. As an jillustration let me cite the follow-ing: Having read, a few days ago, the statement from the president of this country's largest tobacco company, that cigared advertising in the near future would make a direct appeal to the feminine sex, I told my brother, who is advertising manager of The Eccentric, that, should he receive an order for the insertion of cigaret advertising containing such feminine appeal, he should return it to the agency In Case He Gets Some Customers



with a polite note reading something like this:

"Centlemen: Herewith we are returning your advertising schedule for cigaret advertising on the virtus of Lounging cigarets for the ladies. We are aware of our usual allotment of journalistic short-comings, but this advertising is too damaging to that portion of the animal world which we esteem, to find space in our advertising columns. Although we smoke frequently ourselves as male beings, we would rather have our women folks satisfied with candy that we bring home than to have them walk several miles each day as certain quadripeds are made to travel on the desert; which proves that we aren't concerned with having our women gain a detailed knowledge of whales or even the practical utility of saving a few conts on the household budget. If the women of our town are induced to smoke through the appeals of printer's ink, it will be only through the local circulation of some of the virtuous, clean, and wholesome daily newspapers and national magazines." Such a letter, you see, proves one instance where editorial ideals take precedence over the front office cash register. There is something mystic, almost, about cold type that is reflected on the surface of paper. When, in reading, you come across a statement that is in entire accord with your own notion of something, you warm up to the author, you feel a kinship to him, and your own ability to practice a good precept: is quickened and 'crystalized. So it is in your community; setting down your own reactions to the happenings of your community slimitate others to action and, when your editorial expressions are on the side of yitue, your cause will come quicker to realization. Refuse for your reducts and you community suffers along with you.

Your newspaper is but a trust which you hold; your failure to exergise and develop editorial ability is just admanging to your community, and just as damning to your your soul, as would be a tonguetied preacher, or a deaf and dumb school teacher who filled these two latter importan

homage to character, whether it be in an individual or the merchantible article which an individual places on the markets of the world. This is per-fectly true, and all of you know it.

or the merchanitor article which an individual places on the markets of the world. This is perfectly true, and all of you know it.

If you were to search throught the wisdom of the ages, scanning closely the recorded thoughts of the world's greatest men and women, what would you find to be the most wonderful, attribute that the human animal is capable of "acquiring". What' human trait commands the most profound admiration and love in the minds of "men and women? Ian't it the development of a fine character? "Character must stand behind and back up everything—the sermon, the poem, the picture, the play. None of them is worth a straw without it,' writes the noted J. G. Holland. To, which Samuel Smiles adds: "Good character is kuman nature in its best form. It is moral order embodied in the individual. Men of character are not only the conscience of society, but in every well-governed state they are its best motive powers; for it is moral qualities which, in the main; rule the world."

I plead for the institution of character in your newspaper columns, not only because I would have the newsprint that Iraves your office made a bit spore godly in the process, but because of the good that it will do for you, the editor. What you are—or what anyone is—is reflected inviolately in the ping that the does. The blackmith makes a fine pair of shoes for an unknown horse because he puts character into his work, and his business exxands.

pair of shoes for an unknown horse because he puts character into his work, and his business expa-The splendid parent seeks to put character into his offspring, and then basks in the successful era ans onspring, and then basks in the successful era of a parenthood that justly may be proud of its handwork. The newspaper editor—especially the lone who runs a weekly newspaper—outs into his work the manifestations of fine character and he evokes the respect, the love, and the trust of his community; he backs up his editorial responsibilities

with editorial ideals; though he may not be rich in the material possessions of this world, yet he has proved his right to occupy a place upon the earth—consequently, he stands unafraid before the world, and the stands of the manifestations of man or of the mysticism of God, yet beloved by both.

"Newspapers men and women of Michigan's weekly publications—and this applies to daily fields, as well—your communities are hungry and longing for editorial ideals; every man and woman in your collective territories is yearning for the expression that only you can give. Are you equal to this task?

As the weeks roll by this question will be answered through the columns of your newspapers; your obligation to society is a mighty one—as mighty, in its way, as the rays of a beneficient sunshint into the ghtch-like habitations of this world. Let your editorial ideals be not hidden; let them shine forth and happily you will withess their reflection in the improved and enlightened lives of those who buy your publication.

THE WOODWARD AFFAIR

Many persony were disappointed at the decision of the state administrative board; but a still larger number, in our opinion, believe time will prove Governor Fred W. Green and the board have done the best jining for this village, county and state. This number points to the advantages of a medium with street supplemented by a parallel highway of equal-or greater width, as was recommended by the

or matter the side one took in the debate when preceded the decision, sincerity marked the context. By far the greatest number of persons who took active part in the various discussions had the interest of the village at heart rather than personal gain; of this we are confident and should hate to think

group of persons in the sense of having won or lost in the matter, this feeling is in evidence, and

in the matter, this feeling is in evidence, and naturally so.

Our job, it seems, is to forget the various differences of opinion in the matter and to aid the state, AS BOTH SIDES PROMISED TO DO, in carrying out its plans.

IDEALS OF HOME

Aside from any financial remutneration, (which is but the by-product of any service well performed) Charles S. Kinnison, Birmingham poet, must get a great deal of enjoyment from his writing. The task of creating a verse for a daily newspaper is a strensous one, compelling the versemaker to be ever on the alert for "copy." Inasmuch as Mr. Kinnison's verse deals chiefly with the things "Round Home," as exemplified in his first book by that name, he must necessarily take a keen interest in and show a keener reset for, this business of "living, loving, and hoping," Here's hoping that Charlie never ceases to put his thoughts into rhyme, and that his reading audience ever grows larger—to the satisfaction and profit of both the writer and the reader. (G, R, A.) Aside from any financial remuneration, (which

At present price, the advice of an apple a day was not a windfall.

The man who is contented with his lot usually lets weeds flourish in it.

They gave Socrates hemlock to drink. Moonshine hadn't been invented then.

The only time some folks' minds are not on vacation is two weeks out of 52.

When the train is coming, the driver who tries to beat it over the crossing is going.

Many a man thinks he has an inspiration to work, as long as it is not the kind that produces perspiration.

BLOOMFIELD BIRMINGHAM

Arthur Brisbane Says---

ET a piece of land and keep it—and later it will

Sound advice this particularly sound when it comes to Birmingham-Bloomfield property where demand and value are always on the

Birmingham-Bloomfield is still in its infancy as De-troit's outstanding suburban section.

Literally thous-ands of Detroit fami-lies are thinking of moving out here. Hundreds of them are coming this year and next year and every year—auto-matically adding to present property values.

They are coming because this district with its hills and lakes—its schools—its wider Woodward —offers greater suburban beauty and value than any other near-by district.

We have a hand-full of lots left in Chesterfield Gar-dens and Pleasant View: They are on the western edge of Birmingham Village —facing on Chester-

To the west is Bloomfield Vfllage—solidly sold out and rapidly building up. To the east is Quarton Take Estates—already a Village in itself with its scores of heautiful homes.

Just a few hundred yards north of this property—on Chesterfield Road—a site has been purchased for a new public school.

These are our reasons for believing that at \$2,000 and up, these lots offer unusual values to either the home builder or the injector because the future of this neighborhood is already. borhood is already guaranteed by the



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