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Two heads are better than one. We do not seek to prove this to you through argument, but we would like to illustrate the point. And not through specific illustration.

It is our business to assist folks who have Sales Problems. This can apply to businesses that are falling off, to businesses that are at a standstill or to businesses of unusual aggressive character seeking more and more volume.

We assist these businesses through printed messages. Majorly through the use of direct mail. Direct mail that is well-prepared and definitely applicable to the subject in hand.

In order to accomplish the finished campaign the business must be subjected to a market analysis and it is here that "two heads are better than one."

Past experience and an aptitude for the work makes it possible for us to get straight to the source of trouble. We know that in many, many cases we can detect the trouble with a business much more satisfactorily than the man at the helm of that business. This comes through experience and an acquired knowledge of sales inefficiencies.

Understand, we are not "Aladdin" with a magic lantern. It is just plain business sense and a sympathy for your problems that places us in a position to help you. There is no charge for this consultation service.

A phone call will bring one of our representatives.

Phones: 11, 12

The BIRMINGHAM ECCENTRIC

Printers :- Publishers

WANTED NATIVE BONES

Federal Services Today For Mrs. William Shepard

Mrs. Mary E. Shepard, 88 years old, a life long resident of Southfield Township, is to be buried today in the Franklin cemetery. Funeral services will be held at 2 p. m. at the residence, Eleven Mile and Franklin roads, with Rev. W. George Evans, pastor of the Ann Arbor Presbyterian Church, officiating. She died at her home Sunday following an illness of five years.

She was born in Southfield, the daughter of Mr. and Mrs. Darwin O. White. She received her education in the public schools there, later maturing at William Shepard, well known Southfield farmer. She was a member of the Bedford Eastern Star and of the Southfield Presbyterian Church. She is survived by her husband; a daughter, lone, at home; and sister, Mrs. Myra E. Tucker, of Detroit.

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Mrs. Russell Gore supported them in their stand; other parents subsequently did likewise.

Although invitations are being sent to the parents to attend the meeting with the board, it is understood many will decline feeling that the order issued by them to keep their sons from the game is unjust and that further discussion of the matter will be unavailing.

The board decided Tuesday to call the meeting, after they received a request from the parents of the team to cancel the game. The board maintained they could not act before this time as the parents had not presented their demands directly to them.

So far as is known this is the first time in the history of state athletics when parents of members of a team have united in ordering school officials to keep their sons or charges from a certain game.

The parents stated in the letter (which may be found in the communication from the school board published on page one of this edition) that since they had been informed school officials at Mt. Clemens had agreed to cancel the game, they felt the game should be called off immediately.

Mr. Gore in a statement made last night gives several reasons for cancelling the game. His statement follows:

Why Cancel? "The exact degree of fairness or unfairness of the Mt. Clemens team is not at issue," says Mr. Gore. "The fact that we lost the game is not at issue. We lost to Monroe and to the Cole School High school, and are on friendly terms with those teams. The boys who play for these teams are exposed is not at issue. Parents of a first team face the possibility of being injured to their boys in any time. They are just as likely to be hurt in practice as in a game, or in open negotiations, sometimes broken in games in which there is not the slightest suspicion of foul play.

"My whole contention is that high school football can not be clean. The only way it can be kept clean is for the communities involved to watch the game closely and call their own or the other team to account when there is any suggestion of irregularity.

"I have been discouraged by the attitude of educators, men meeting educational problems, toward this question. We have the right to demand something more than belligerent and shallow thinking of those to whom we have entrusted the training of our youth. Not once, (except in Mt. Clemens) have I found the educational authorities grasping the moral issue involved in this question. Our school officials talk constantly of contracts, forfeits, gate receipts—never what we are doing to growing youth by neglect, indifference or aggressiveness.

Does Hate Enter? "The whole point is this:

"If, as Coach Johnson says in his letter, Mt. Clemens boys are being invited to hate their opponents and to do everything to injure them by attacks on vital spots, it is high time that the parents in every town meeting with Mt. Clemens stand up and took notice.

"It is inevitable that if Mt. Clemens boys are being wrought up into any such mood as Coach Johnson describes, other teams which lose games through not being up to all the dirty work are going to learn that dirty work might soon. The boys want to win. The school wants them to win. The temptation is to resort to the same tactics. They may have one unfair team, like the one rotten apple in a basket, spoiling teams that start to win by playing fairly but learned too soon the bad philosophy of 'Win at any cost.'

"I do not know if Mt. Clemens is guilty or innocent. It is too late now to find out. But to know that our school officials, by paying no attention to the published statements of parents, have let the situation drift until it is dangerous to let these two teams meet.

Treated Well "In Mt. Clemens Mr. Averill and I were courteously and even cordially received by the principal and the superintendent of schools—far more courteously, in fact, than I was received by Mr. Vliet when I went to his house. I asked them in advance not to get angry at my criticisms. They

THE PARENTS' ORDER

(Editor's Note: The following self-explanatory affidavit was sent by registered mail to the office of Clarence Vliet, superintendent of the Birmingham public schools, yesterday afternoon):

State of Michigan, County of Oakland—ss.

I, Walter L. Connelly, of east Maple avenue, Birmingham, Mich., being duly sworn, deposes and says: That I have examined a certain document in the possession of Russell Gore.

That it is addressed to Melvin C. Hart, principal, and Mr. George Johnson, coach, Baldwin High School, Birmingham, Mich.

That the preamble to said document is as follows:

"As parents or guardians, hereby forbid the participation of our sons or wards in the football game scheduled to be played with Mt. Clemens at Birmingham, October 18, 1929.

"We take this action in the interest of clean football and as a protest against the methods practiced by the Mt. Clemens team in the game of 1928."

"That I have noted the names of the parents signing this document and the names of the boys withdrawn from the game, one parent only signing for each family involved.

"That the total number of parents signing up to and including Sept. 24 is twenty-four (24) and that the number of boys withdrawn from this game is twenty-four (24).

(Signed) WALTER L. CONNELLY. Subscribed to and sworn to before me this 25th day of September, A. D. 1929.

CHARLES B. RANDALL, Notary in and for said County. (My commission expires May 5, 1931)

did not get angry. We raised our voices and waved our arms a bit, but through it all I felt that we were intelligent men who were above getting personally sore because we were airing our indignations.

"I am sorry to find that Mr. Vliet can not discuss this question without getting angry. Mr. Vliet has had his own way in this town a great many years. He either ignores or can not understand that I have no axe to grind, but only would like a little cooperation in doing whatever we can to keep school football above suspicion. If Mt. Clemens is watching its step now (and I am told that it is playing very carefully) the credit is due to the campaign of the Birmingham press and not to the vigilance of Mr. Vliet.

"In Mt. Clemens they told me that, had this situation arisen in their town, the utmost tact and consideration would have been shown in handling the matter. Certainly neither tact nor consideration has been shown parents here. The school board, through Mr. Palmer, has approached early last spring. I was absent on my almost constant travels, but I am sure that she not only called Mr. Palmer many times on the phone, but went to his home and sat with him for more than an hour. The Eccentric story, announcing the withdrawal of two boys from the team, quoting several parents and containing the statement of Rodger Cox, (a boy who seems to be the danger of foul play) should have been ample notice to any school superintendent or board of trustees. It would tell the parents that nothing could be done, and why it couldn't be done, or to open negotiations for cancelling the game by mutual consent.

Parents Should Take Interest "Mr. Vliet will tell you that parents should not interfere with football. I think they should interest themselves in football so that decent standards of sportsmanship and honor are taught our boys. I think superintendent of schools with a more modern viewpoint than Mr. Vliet's would have taken the time to tell the parents that nothing could be done, and why it couldn't be done, or to open negotiations for cancelling the game by mutual consent.

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that the commissioner condemn and fix the amount to be paid on the properties at this time. The right-of-way not yet acquired lies within half a mile of the present tracks. Mr. Howarth stated: "Meanwhile continued progress is being made on the new right-of-way with an additional 22 men added this week to the construction gang of 200 laborers and engineers with the Nelson Construction company.

Approximately seven miles of the temporary track is already laid, and the first permanent track will be laid this fall, it is expected.

Try An Eccentric Classified Ad.

a newspaper merely as a club or an organ for the furthering of a personal ambition—they forget that the successful newspaperman pursues his job only with the view to giving his readers the truth about themselves and their government.

Truth Seekers "Newspapers seek the truth, and always strive for accuracy," continued Mr. White, "but they are human institutions and are full of error—and newspapermen are the last people in the world to say that everything they print is 100 per cent accurate. The necessity to hurry on a newspaper, the inability of people to give reporters an accurate story of what happened, or whatever else is being investigated, these serve as barriers to the absolute accuracy of modern journalism. In this respect newspapermen are not the only offenders; greater offenses against truth are committed in the writing of our histories than ever were written or presented by journalists. When you consider that historians are able to work so slowly and painstakingly, and still draw and yet allow erroneous statements to get into their books, you must feel more tolerant toward modern journalism with its comparative lesser mistakes."

(Concluded 5 from Page 1)

promised with Chicago fastest entering a number of their finest in the event.

Metamora Trophy "Two colts of 'Man-O-War,' nationally known among racing circles, have been entered for this feature by the Millcreek Stables, Chicago.

Second only to the Bloomfield colts in interest is the Metamora trophy, which last year in an eleven hour change of program was combined with the Bloomfield cup. Eight entries are listed for this event this year.

The peak of excitement comes with the running of the Open Steeplechase. Lists show 10 horses entered for this event with Groose Pointe Hunt club's 'Ruiner,' capturer of last year's \$250, again entered. E. S. Nichols' 'Our Roy,' who ran to an unexpected second in last year's event and who scored at the recent Lochanow show, also gives promise of a hard fought race.

The Maidens' steeplechase, an innovation this year, is arousing considerable interest with 12 entries listed. E. L. Behr's 'King Star,' who came in first in last year's Ladies Flat Race is entered for this event.

Four other events will be run off during the afternoon. The Burns-Henry and Metamora Trophy, the Hunter Trials, the Ladies Flat Race and the Meander Plate complete the list of events.

WEBSTER EXAMINATION POSTPONED TILL TODAY

Examination of John B. Webster, 30, of 17469 Lumpkin avenue, Detroit, was postponed until today when he appeared last Thursday before Justice John W. Bovee in Royal Oak to face a charge of negligent homicide in connection with the death of Miss Ann Orr, of Royal Oak. The woman died Aug. 25 after the car in which she was riding at the east Maple and Crooks roads collided with Webster's car when the latter was rushing an injured man to a hospital.

32 Issues of The Eccentric \$1.50

known as yellow journals—seek to handle the news of the day in a manner that will elevate society; they do, generally speaking, give the public what it wants but they do not sacrifice their editorial character in order to do so. No good editor will let his own characterful impulses in order to serve the selfish interests of any individual or group."

Mr. White traced the history of journalism from its first appearance in Europe in the 15th century, or 600 years before Gutenberg invented movable type in Europe, and declared that "journalism's roots are sunk deep in the history of mankind."

He mentioned the newspaper work, being of a co-operative nature like most of man-kind's efforts, necessarily created for a difference of opinion between those who make the newspaper and some of those who read it.

"But your real job is to respect the rights of others—even newspapers—to disagree upon specific subjects in a community nature. Too many people, however, are unwilling to concede to the right of others to think differently; many of them conceive of

DON'T LET a few warm days delude you into thinking there will be no fall or winter. Better prepare for the cold snap before it arrives.

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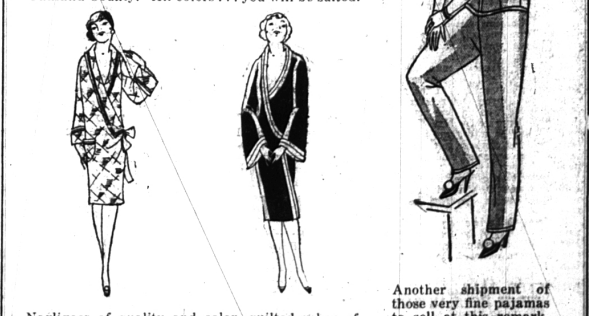
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