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THURSDAY, OCTOBER 4, 1934

NOTE: The Eccentric is pleased to publish stories of events which have value and interest to the community ...

On Buying At Home—

There is a truism in this simple statement: the value of the home-town merchant depends upon two things, first, the quality and quantity of the merchandise he has to offer ...

People, in these modern times of fast motor transportation, are often hard put to maintain continuous loyalty to their home-town merchants—especially if they live near large cities ...

Every time the local newspaper goes to press without the advertisements of some local business that has something to sell, that local business is not co-operating with other advertisers in the common effort to keep local citizens buying "at home."

The individual store that contains everything in its particular line, stands a good chance of getting and keeping customers. The community of stores that offers the widest range of needed merchandise for its people stands the best chance of getting and keeping the trade of its community and adjacent areas.

Advertising is merely telling about a thing. Some businesses need to tell often and loudly, others may get along with softer voices; it depends upon the type of business, together with its quality of management. A community of merchants (that wins success is one that stocks its shelves with what people want and need, and then tells about it on every possible occasion ...

The Klan In Politics

The publisher of The Eccentric, along with thousands of other Oakland County Republicans, apologizes for the fact that control of the Party in this area is temporarily—or was for that recent State Convention in Florida ...

All of Us

WE WANTED a job, so my brother and I asked our uncle, who had charge of an apple packing concern, if he would give us one ...

A Bunch Of Softies?

Under this caption, Mr. J. Kindelberger, editor of the Gandy little Kalamazoo Vegetable Parchment Co. house organ known as KVP, has this to say upon the subject of toil and leisure: Call an old-fashioned if you will, but we are not ashamed to belong to that dwindling generation which believes that salvation comes through Toil, not Leisure; Through Struggle, not through Ease ...

G. O. P. Elephant Renovated

Action by the Republican State Convention, held in Flint last week, resulted in some noteworthy improvements in Party personnel. For the first time in many years, the bi-annual rally of Michigan Republicans seemed to lean away from "machine steam-rolling."

Much of the credit for this desired change is due Harry S. Toy and his loyal supporters throughout the entire State. Mr. Toy, who has made an enviable record in Wayne County as its Prosecutor, was nominated at the Republican State Convention for attorney-general. The Eccentric is highly gratified over Mr. Toy's success; we consider that Mr. Toy's election to that important office will result in momentous changes in the type of service coming from the State's legal counsel—and not the least, of these results will be greater portions of ordinary, decent justice than have come from Lansing in many a harvest moon.

Mr. Toy is a decent, honest citizen. He lays no claim to boisterous brilliance, or to spectacular splashes. He knows his business, goes about it quietly and effectively. Mr. Toy will do his part to keep the values from Michigan's valuables—you can rest assured of that!

We shall find out and tell you more about Orville E. Atwood, selected as candidate for Secretary of State, Harry D. Brackett, for auditor-general, and Gilbert Isberger, for State treasurer.

Mr. Fitzgerald, either by chance or by his own choosing, has come to the order of a State Convention with far better ranking than on the Republican ticket than probably was the fortune of former Governors Green and Brucker. Mr. Fitzgerald seems aware of the fact that many Republicans throughout Michigan no longer will tolerate the domination of Michigan by the Jones and Laughlin influences, such as are represented by Frank D. McKay and his kind.

It is gratifying to know, also, that Ed Barnard of Detroit was thrown out of the Convention.

The Republican slate is now picked, and it is up to candidates Fitzgerald and Reade, Toy, Isberger, Atwood, and Brackett, assisted by the State Central Committee and the State Central Committee, to plead their cause before the electorate in a vigorous and effective manner between now and November 6. And it is equally the task of every loyal Republican to do everything in his or her power to keep the G. O. P. elephant on the straight and narrow lane that leads into the big tent.

The Highway Peril

If a city of 10,000 souls—say Suez, Egypt, or Asheville, North Carolina—were swept by a strange new pestilence that left not one person living, mankind would be shocked. Brain cells in countless heads would be agitated and scientists would pool their wisdom to stop the scourge already eating its way into another city of like size.

And yet—and yet last year in the United States alone, 30,000 persons were killed in motor accidents. Add to that the 850,000 more people who were injured and still you do not have the total toll of suffering and heartache. The ghastly part of it all is that it will be increased in the year 1934.

Informing the public is the first step in stopping this modern plague. Everyone who grips a steering wheel should know the practices which breed trouble. A large insurance company, after an extensive study of causes of accident has set them down in this order:

- 1. Drove too fast for conditions—this accounted for approximately three-fourths of all mishaps in 1933 assigned to driving blunders.
2. Failed to slow down at intersections.
3. Failed to keep to the right.
4. Tried to pass another car going in the same direction when view was obstructed.
5. Talked too long minutes for approaching pedestrians.
6. Passed on the right of a proceeding vehicle.
7. Ignored important traffic control devices.
8. Parked at dangerous spots.

We live in a motorized age; from that there is no appeal. We are going to have automobiles; that fact is basic. But individuals, and collectively we have got to make streets and highways safe, not only for the man at the wheel, but for the pedestrian. Human life is too valuable a thing to sacrifice wantonly to the antics of the ignorant or the "cheese-brained" individual.

These 30,000 men, women and children must not be forgotten.—The Rotarian.

Today's Daughter

If the American people are not attempting to drink themselves into prosperity, then I'll say that the world is black. Where horse-drawn wagons, and some odd dozen deer joints in the "Good Old Days" today 10 trucks are servicing the trade at the ratio of 1 to 1 of former delivery quotas. Four

Birmingham Business Leaders

No. 35



ROWING MACHINES ARE TOO TAME FOR 'WHITY' HE DOES THE REAL THING! I'LL JUST CUT OUT A FEW CHOICE PARCELS FROM SELLING STEEL AUTO WHEELS IN DETROIT HE CAME TO BIRMINGHAM TO SELL REAL ESTATE.



Jest For Fun

An Allusion

"Poor Sally is back in the chorus again." "Why, I thought she married a millionaire."

"While Whiting is Get Up and See the Sunrise—No doubt it's my aesthetic duty to rise and go in search of beauty."

"I'm sure that it would do me good to view the sunrise, and I should be pleased to see the pristine stir of a busy life. But I prefer (I feel your scorn, O nature lovers!) To bask right here beneath the covers."

The blazing banners of the dawn. I'm missing something, I admit; But then—I'll take your word for it! —Margaret Mackprang Mackay in "Life"

Famous Firms Hook, Line & Sinker

There's A Difference First Girl (on bathing beach): Marge ought not to go in alone. She was nearly drowned yesterday and Jack had to use artificial respiration.

A True Type A certain Scotchman was surely annoyed when he lost his ball in a water hazard. He had to dive a hundred and fifty times before he found the blasted thing.

Puts a Good Face on It "Does your wife help you economize?" "You bet. She makes her own complexion these days."

BLUE EAGLES FOR GOLD

When our country's eagles were so freely circulating, 'Twas then our Uncle Samuel Had first class financial rating. No matter whether Sam's eagles went If any place on earth, No question ever could be raised About their golden worth. But Uncle looked Gold Eagles up And then tried something new, To make the world's birds sagged up He turned to Eagle meat!

Perhaps our Uncle meant all right, But all the world's birds sagged up. But nothing's happened yet to prove He hasn't badly guessed. Fd like to tell our Uncle Sam, If I might be so bold, That if a chance was given me I'd trade the Blue for Gold.

Bill Berkey in Cassopolis Vigilant

One Minute Pulpit

Boast not thyself of tomorrow; for thou knowest thyself today may bring forth.—Proverbs, 27:1.

FROM THE ECCENTRIC COLUMNS

of Long Ago

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

FIFTY YEARS AGO Pajamas will soon be booming. A spreading boom—we will give particulars at the right time. Under the thorough management of the new-old Board, our school flourish like a green bay tree, as it were.

Burglars visited at Major Jones' and vicinity last week. They were hungry and absorbed milk and honey enough to sicken a cow. Mel Buell has painted his house all over, and it looks as neat as a country school marm. Mel has an eye to beauty as well as charity.

new street lamp at the Baptist church now lights the way to that comfortable and cozy place of worship, and it is the direct result of its hard working and earnest pastor, Mr. Freeman.

While trying to catch up with a train at Holly one night last week, Julius Rundal ran full tilt into a cattle guard, and sustained quite a painful injury. Jule will receive, of course, you couldn't kill him with a club—but the cattle guard is said to be an absolute wreck.

WRECK— TWENTY-FIVE YEARS AGO A spark from a bonfire lodged in the roof of the barn in the rear of Lawrence McHugh's home, Tuesday noon, and was productive of much noise and excitement, but no damage. The blaze was extinguished by a hastily-organized bucket brigade before the horse reels arrived at the scene of trouble.

Last Friday Brown street near Woodward avenue was in a state of turmoil caused by the excited and happy Mr. W. E. Murchie chasing round the neighborhood

looking for scales to weigh his new baby who had just safely arrived and weighed eight pounds. All six happy and doing nicely, and Papa Murchie is studying on a name nice enough for the young electrician. How'd Mitch Murchie do?

James Van Evely celebrated his 82nd birthday anniversary Tuesday of this week by calling on The Eccentric. His years are lightly and we predict that he will live to be a centenarian, and we hope to be here to see him celebrate the event. The town will be wethen streets.

FIVE YEARS AGO Birmingham climbed from eighth to seventh place in the amount of building done during August among the 20 leading reports made today. The total for August was \$700,133. A year ago August was \$143,670. The rise places Birmingham ahead of Pontiac.

Immediate construction of three apartment buildings in Birmingham at a total cost of approximately one million dollars is announced today by different interests operating in various parts of the village.

With a heavy registration, Bloomfield Hills village today awaits the annual elections to be held Monday. Voters will elect the first election contest since the incorporation of the village three years ago.

Birmingham will join the remainder of the state in the annual celebration of fire prevention week, Oct. 6 to 13, according to announcement made today by Fire Chief William G. Olsen.

WABEEK STATE BANK WABEEK BLDG. BIRMINGHAM, MICH. DIRECTORS W. M. CORNELIUS HENRY T. EWARD FRANK COUZENS GEO. B. JUDSON JAMES COUZENS "Your Bank in Birmingham" COMPLETE BANKING FACILITIES

MICHIGAN BELL TELEPHONE CO.

The next issue of the BIRMINGHAM Telephone Directory is GOING TO PRESS

Telephone Directory is GOING TO PRESS If you desire a telephone installed in time to have your name listed in the new directory, or if you want your present listing changed, the order must be placed by Monday, October 15 Call 9913