

No. 5 In a Series of Advertisements on How to write A GOOD Want Ad

POINTS TO COVER IN A "HOUSEHOLD GOODS" ADVERTISEMENT

- 1—Make of refrigerator
- 2—Type
- 3—Quantity
- 4—Material
- 5—Color
- 6—Size
- 7—Weight
- 8—Condition
- 9—Quality
- 10—Advantages
- 11—Actual value
- 12—Sale price
- 13—Advantages
- 14—Address
- 15—Telephone

EXAMPLE

IMPERIAL ELECTRIC Three to choose from. All porcelain, white, with metal trim. 6 cubic feet capacity. Slightly used but in excellent condition. Originally sold for \$125. Will sell for \$75. John Doe & Co. 100 Park Street, Phone 1112

Phone 11

The Birmingham Eccentric

MEET ME IN CHICAGO AT HOTEL PLANTERS IN THE CENTER OF THE LOOP

OUR THANKSGIVING WISH!



To all our friends and neighbors—a most pleasant Thanksgiving and good feasting. We, too, have cause to give thanks. We are thankful not only for your patronage but also for your confidence in our integrity as evidenced by it.

Serve ARCTIC SEAL TEST ICE CREAM

FOR DESSERT—For Thanksgiving Day, serve Ice Cream. We suggest our special . . . a roll of rich Vanilla with turkey center. Cut to serve eight . . . only 50c. Order early and we will pack and deliver in the morning of Thanksgiving Day. No extra charge.

Double Coupons For Your Favorite Junior



OUR OWN Black Seal CHOCOLATES of Supreme QUALITY

Made famous by Golein as the ultimate in candy perfection at \$2.00 the pound. Now packed for us under our name at half that price! These chocolates are unique in size—150 dainty pieces to the pound—yet the flavors are concentrated, each being comparable to ordinary sized pieces four times as large! Exquisite for bridge or as a sweet for a formal dinner. Ask for our Co-operative Black Seal Assortment.

WILSON'S WE DELIVER PHONE 2500

MUSICAL TO HAVE SWEDISH CONCERT, YULE PROGRAM

The Birmingham Musicals will hold its regular meeting and concert at the Community House on Dec. 1, when the program will be all Swedish. Mrs. W. Whiting Raymond will be in charge.

Another event of interest on the Musicals' calendar will be the annual Christmas concert to be given by the Ypsanti Choir, under the direction of Dr. Frederick Alexander, on Dec. 9. This will be the second appearance here of the choir, which comprises 60 voices. The Swedish program will be as follows: "Valse de Tuoni" by Silenius, and "Water Sprites" and "The Fifth Hour," Swedish folk songs, arranged by the Musicals. Conducted by the direction of Frederick A. Protheroe; "Valse Triesta" by Silenius, and "Anden Fruhlings" by Greig, violin selections by Mrs. Adolph A. Klautsch, accompanied by Mrs. Howard Tugger, "Sylvia" by Sinding, "The Swan" and "In the Boat" by Greig, which will be offered by Mrs. Myron E. Snyder, singer; "Ballade in G Minor" by Greig in the form of variations for the piano, by Mrs. Dorothy Kemp Roosevelt, pianist; "At the Brookside" and "At the Clumber Gate" by Greig, sung by the Musicals Chorus.

HOUSE DEFERS HOP

Due to the conflicting activities of the Thanksgiving holiday season, there will be no Saturday night dance for young people at the Community House on Nov. 19, Mrs. Julia K. Lally, House director, announced today.

On Thanksgiving Day itself, Nov. 24, the regular family dinner will not be served. The service will be resumed, however, on the following Thursday.

Children In Court

By Judge Malcolm Hatfield

(Continued from last week)

Today these parents have their reward in knowing that their son not only finished high school at the University of Michigan, but also graduated from a business school, and now holds a responsible position. These boys are thrown into intimate personal contacts with him are unanimous in their belief that he is the happiest individual they have ever known.

Why Prisons Fail

In practically every city and county throughout the nation families can be found which contain both delinquent and non-delinquent children. The delinquent children from such homes usually display a pronounced antagonism for some one in the family, or for a member of the faculty at the school which they attend. An examination of such a youngster frequently reveals that he has been severely injured at some time, or that he has passed through a curfew violation.

The obsessions held by such a child are usually so deeply rooted that ordinary remedial measures will be of little avail. A child in a penal institution does not remove the obsession itself, but merely causes a suppression of its physical manifestations. There is little doubt that many criminals acquire their vicious, complexed, during childhood. Owing to the inadequate remedial treatment at the reformatory or penitentiary, inmates leave such institutions more handicapped than when they entered.

Parents have been known to develop complexes by making a child ashamed of some act, or by punishing a child for a crime which he has committed.

Many states have recently enacted new marriage laws, which provide that a health certificate be presented before a couple can issue a marriage license. These states are to be congratulated.

While parents have been known to protect children from infection, they may possibly prevent infected parents from bringing blind children into the world.

When we consider that thousands of adults are committed to institutions for the insane as a result of contracting social diseases, it behooves parents, educators and church leaders to take prompt action to prevent such a movement which will eradicate the misery that accompanies such a disease. It is estimated that approximately one out of every ten persons in this country is afflicted with a social disease. It is imperative that a concerted movement be made to check or eradicate the evil.

Improper Handling of the Morals Question

A delinquent girl was brought into court because her parents had made no attempt to reach the core of the morals problem. They evaded every question from the beginning, pretending that moral problems did not exist. Instead of facing the issue of morality squarely, they kept such matters in virtual quarantine.

A son who is denied a frank explanation of the morals question usually gets objectionable information from boastful older boys about town. Certain parents have been known to scowl at a boy and rebuke him for even attempting to discuss such "filth."

In many homes the questions of personal morals are only hinted at in jest, or are seriously discussed with bated breath and with raised eyebrows.

The Problem of Adequate Discipline

A mother frequently complained that her children were shiftless; that she could not get them to wash the dishes alone than to shout herself literally hoarse in trying to get her daughter to clean.

This mother did not realize that industry is merely an acquired habit. Parents who permit children to evade their responsibilities should realize that such a practice becomes a fixed habit. No child should ever be humored when he loses his temper or sulks when asked to perform certain duties around the home.

The boy who learns to perform a specific task each day is not so easily sidetracked when he is forced to confront the realities that accompany

and from neighbors, they usually adhere to this type of lawlessness rather than adopt some new form of delinquency.

Punishment Should Be Gauged According to the Crime Itself

The parents of a nine year old boy were severely lectured by a court before they were permitted to resume custody of their child. The child had committed a series of minor offenses which destroyed property at a loss of hundreds of dollars.

The boy actually was blameless, for previously his parents had only slightly reprimanded or completely ignored his activities, whenever such acts were called to their attention. Like many thoughtless parents, they did not realize that small acts could lead to a series of more serious offenses. The theory that all forms of punishment should be meted out according to the extent of the crime which has been committed does not effectively check the child's conduct.

Parents should take advantage of every opportunity presented in the home to develop industry and character in their children.

Innocent Children As Victims

A court was forced to order the right eye of a seven year old boy removed. This child has used the family towel after its use by an elder sister, who, infected with a social disease, had unknowingly contaminated it.

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Evening Sweater



That favorite sweater prettied up for evening wear is very chic. This lovely white Kargere sweater is extremely effective worn with a black velvet skirt.

his first steady employment.

No child who has failed to learn discipline and to form certain definite traits of character should be allowed to start on a career of self-expression. Both the mind and the personality are developed by training and practice. Parents should take advantage of every opportunity presented in the home to develop industry and character in their children.

(Continued Next Week)

BICYCLE RIDER SLIGHTLY INJURED

Florence Empey, 21 years old of 1183 Dorchester road was injured shortly after midnight Friday when the bicycle which she was riding was struck by a couple driven by Howard Groves, 45 years old of 162 W. Maple road. Groves was traveling at a speed of approximately 10 miles an hour on Woodward avenue when the bicycle rider came into the path of his headlights, according to his statement at Police headquarters where he was taken to the accident. The rear wheel of Miss Empey's bicycle was damaged.

BITS OF BIRMINGHAM

Apologies are being offered to Mr. and Mrs. Donald Bell. They did not spend Sunday, Nov. 10, 1913 with relatives in Warren as the happenings of Long Ago column in The Eccentric so blithely reported last week. There was a slip of the typewriter and Donald appeared where David should have been written.

Ideas for advertising copy come from many sources. For instance, on page 7 of last week's Time Magazine is a full page ad captioned: "If I had a tree that grew such PEARS I'd sit under it with a shotgun every night." That line was written to the company.

SIX LOCAL BOYS ATTEND ANNUAL 'Y' CONFERENCE

Six Birmingham boys attended the 36th annual Older Boys' Conference sponsored by the Y. M. C. A. and held at Grand Rapids, Mich., last Friday and Saturday in the Fountain Street Baptist Church. The Birmingham delegation was made up of George Ford and Robert Bliss representing the First Presbyterian Church; Glen Watson and Jim Todd representing the First M. E. Church; Cloud Gray representing First Church Cranbrook; and Maurice Cole representing the H. H. Club.

Dr. Frank D. Slutz, of Dayton, O., well known educator, spoke to the conference on various subjects, including a talk on "I Prepare For Myself." Another feature of the program was group singing led by George Campbell of Cincinnati, O.

The conference was divided into small groups for the discussion of the following subjects: "I Go With My Gang," "I Am Going To College," "I Am Going to Work," "I Am Going to Vote," and "I Prepare For Future Leadership." A banquet for approximately 1,000 people closed the conference. The leading speaker at the banquet was Dr. Sam Grafflin of New York City, who challenged the boys on worthwhile aspects of character as exemplified by the life of Jesus.

Marketing those pears by R. W. Yeats, of Cranbrook road, in an ordinary letter of appreciation that he sent them months ago. Mr. Yeats told us the story some weeks ago, and showed us a proof of the ad, sent him for his personal approval. Advertising men are eternally alert for such ideas and they know that many times the smartest statement of a firm's product comes from any other creative source.

Erik Berghagen of North Adams road claims to be the first Birmingham hunter to shoot a deer this season. Mr. Berghagen shot his game, a young 12 point buck weighing approximately 150 pounds, near Alger, Mich. He had just stepped out of his car, he explained, when two deer came in view. His first shot killed the buck, which he dragged 20 feet to his car.

Birmingham deer hunters, who went into the woods at the opening of the season last week, are back home, many of them without a buck. They all agree that the warm weather made it difficult to fill their licenses as easily as in years when the weather is colder and snow is on the ground. Tracking deer through the woods was a noisy process, they say, thus warning the alert buck of danger. Snow, too, provides an excellent background for discovering a moving deer; the absence of a last week made it difficult to distinguish them from the background of protective foliage in the woods.

For 25 years, H. H. (Scoop) Shuart, of North Adams avenue, has been general manager of the

Orders Taken For CORN-FED TURKEYS For Thanksgiving Day ORDER EARLY Small deposit holds same. BIG BEAVER POULTRY FARM Big Beaver Rd. at Livermore Phone Big Beaver—57

annual Detroit Automobile Show. In recognition of this outstanding service, last week Mr. Shuart was given a gold watch by his fellow Rotarians Monday noon at the Community House when the Club staged its annual Feather Party. Phil J. Williams, assisted by Allen Arnold, was in charge of the affair.

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WE HEARD IT SAID BY—

Mrs. Perry C. Hill of Hanna street. "While Dr. Frank D. Slutz spoke against 'fadism' in his lecture last Friday evening, he did emphasize the necessity of keeping up with new methods in child training."

A queer race of people, the Parisians. They think of Notre dame as a Cathedral—Detroit

KINGSLEY INN

Woodward at Long Lake Road ANNOUNCES AN Afternoon Cocktail Hour Cocktails and Drinks 25c From 3:30 to 5:30

Banquet and Bridge Luncheon Facilities Newly Remodeled Dining Rooms and Banquet Hall Lunches at all Hours

We are Now Featuring—A full course Lobster Dinner at \$1.35 ENTERTAINMENT EVERY EVENING

ECONOMY

The new 1938 Electrolux offers you the last word in Automatic Refrigeration.

No Moving Parts. No Noise and No Wear. . . Now or years from now. Terms as long as 2 1/2 years to pay.

A beauty for looks and cooking, too—this latest A-B Table Top, "Toe-base" design. Automatic lighting, new type speed and simmer burner, clean as a whistle. Big roomy oven. Roll-out type, smokeless broiler. Oven control easy as radio dialing. Specially priced at \$69.50. Terms to 2 1/2 years.

Trade in your wasteful, lazy old heater and furnace coil on an automatic gas water heater. Liberal allowance. See the Consumers special and Miro-Shell, beginning at \$38. Terms to 2 1/2 years.

Consumers Power Co. 348 EAST MAPLE PHONE 1174