

**Beverly Hills Will Protect Its Values**

Formation of the Beverly Hills Association, an organization of 25 of the 40 families living in an area bounded on the west by Evergreen road, east by Southfield road, south by 13 1/2-mile road, and north by 14-mile road, is announced this week by Ralph Cunningham, of Riverside Drive, newly elected president. The object of the organization is to maintain high building restrictions, as well as other benefits to be derived from collective cooperation of its residents.

"We expect to work closely with owners of vacant property in our district, thus protecting our mutual interests against any type of building activity that may depreciate property values," said Mr. Cunningham. "We have created committees to handle school matters, public utilities, fire and police protection, too. Beverly Hills is one of the higher types of subdivisions adjacent to Birmingham, and we shall make every effort to continue this standing."

Other directors and officers of the Association are Kenneth McQueen, vice-president; Clifford Broad, treasurer; Jerome Poorman, secretary; and Dr. Warren E. Gibson, George Nelson, Irving Beattie, and Ward Bennett, directors.



Nobody is injured here—but if a person out in Michigan's woods or waters suffers an injury a state conservation officer will be able to render first aid. The above photograph shows a group of officers, in training school at the Pigeon River state forest headquarters in Cheboygan county, being coached on methods of giving artificial respiration, part of a general instruction program for 150 officers.

**Large Crowd Expected To Attend Bridge And Buffet Luncheon At Pine Lake Club**

About 150 are expected to attend the bridge party and buffet luncheon which will be one of the highlights of the month at the Pine Lake Country Club. The affair which evinces a great deal of interest in Birmingham and Bloomfield Hills will be held Wednesday noon at the club.



**CHARLES B. ROTH Explains... WHY IS ADVERTISING?**

Why do you prefer buying from a merchant who advertises? and why are you wise to do so? Why do merchants who advertise usually succeed in business while others, who hide their light under a bushel, fail? Pertinent questions about advertising answered for YOU, Mr. and Mrs. Reader

**IN THESE COLUMNS**

**NOW! YOU CAN KEEP YOUR FAMILY HAPPY AND... ON A BUDGET**

SHOP for savings through the advertising in this newspaper! You'll find the newest things in the stores; and you'll find more opportunities in the For Sale columns of our Classified Pages both from retail dealers and private folk who have things to dispose of which you may have good use for. Get the Classified Habit—it pays more ways than one.

The Birmingham Eccentric  
Phones 11-12-13

**"FOR YOUR SAFETY OUT-OF-DOORS"**

**POSTMEN**

(Continued from Page 1, Part 1) man's existence creeps in upon him. This is the forwarding of mail. Each mail carrier has 25 forwarding addresses and before he leaves for his route each morning he must check each of these. Hours are spent on this matter every day during the summer. In fact, each mail carrier and he will tell you that forwarding mail is the toughest part of his job.

What is the busiest time of the year? That is an easy one, Christmas. But there are other busy times, particularly the first of each month and the beginning of the seasons, spring and fall. Then it is that advertisers get busy and the mails and the mail pouches are crowded to capacity.

Which part of Birmingham gets the heaviest mail? The west side. Next comes the north east section. Can't Teach An Old Dog

What are some of the troubles of a mail carrier? Briefly there are three: icy sidewalks and approaches in winter, rusty mailboxes, and stubborn dogs that refuse to be friends. It is commendable on somebody's part that the people of Birmingham are held in high esteem by the postman. The letter carrier takes pride in his work and tries to do a good job. Many of the people who work with him off the record concerning so-and-so being hard to please, but not Rusty, receptacles, occasionally cause cut fingers, but these are a rarity. And it appears that for a dog to be a good friend of the postman he must be brought to the home as a puppy and raised there. Then he will cultivate a friendly feeling toward the mail carrier. But when a dog fully grown is transferred to a new home, his first impression is not always accurate and he tends to protect his master's home from the villain in gray. This is an erroneous impression, but the postman says you can't teach an old dog new tricks. Sometimes it is a dog that has been already acquainted with letter carriers in general. But they do bite!

They haven't personally inspected the mail, but we have a lurking suspicion that one of two spots will reveal a car, not a dog, brought up on a ranch where the eccentricities of the carrier's vehicle were rather unusual.

The mail man reports for work each morning at 7:30 a. m. Until 8:30 he sorts his mail and checks on the forwarding addresses. Then he does the delivering. It is true that the people of Birmingham are more dependent on their mail than any city of comparable size in the state, due to the large number of commercial men in the city.

Must Follow Same Route

The Birmingham post office employs twelve postmen and three rural carriers. Each postman must follow the same route every day, and because there might not be mail for one certain street, there is no reason for him to deviate from his route.

Mail must be left in the mail box and not on the porch or other open places. Neither can large parcels be left on porches.

Random Remarks

Frank J. Hogan, president, American Bar Association: "Norman Thomas has as much right to liberty of speech as John D. Rockefeller has to the right of privacy of his mail."

Robert H. Jackson, U. S. Solicitor-General: "We are having something of a constitutional renaissance at this time—a rediscovery of the Constitution."

Nicholas Murray Butler, president, Columbia University: "Why can't the democracies use their educational methods to train their youth to believe in democracy?"

MOUNTAIN VISTA

Famed Lake of the Clouds in Porcupine Mountains on west side of Upper Peninsula in Ontonagon county. The lake, lying approximately 1,100 feet above sea level, is cradled in mountain ridges which are the highest elevations in the State.

**TRUTH about ADVERTISING**

By CHARLES B. ROTH

WHAT IS ADVERTISING GENIUS? In the early days of advertising there were men who probed in the role of genius. They advertised advertising with mystery. To portray their part they let their hair grow, wore flowing bow ties, affected a far-away look and muttered mysterious formulas.

Some persons still believe that the ability to advertise a business successfully is like the ability to write poetry—an inborn gift. It isn't at all. The closer advertising comes to answering some of the needs in the lives of common, ordinary people the more nearly it comes to success.

The only genius needed in advertising is the everyday genius of telling the truth in a simple and an understandable way. A few months ago some of the leaders in the advertising profession were boasting about the results of their work. In the advertising profession we are publishing publications published what they said about themselves.

Writers of some of the largest corporations in the country took part in the discussion. But a little druggist in Florida, spend-

**Band Concert Here August 1**

Birmingham's first free band concert of 50 pieces, consisting of the Federal Band of Detroit, conducted by Murchie McDonald, will be held at the east entrance of the Baldwin high school Tuesday evening, August 1, at 8 o'clock. Approximately 500 seats will be provided for the public. In the event of rain, the concert will be held inside the auditorium.

This concert is being brought to Birmingham by the special Summer Recreation Program Committee to honor the adults of Birmingham and vicinity who have made possible, by personal services and contributions, the Recreation Program. Mrs. H. H. Gardner, of Assen road, is general chairman of arrangements for the concert.

Assisting her are Mesdames Donald Bell, D. L. Kates, Fred W. S. Hascall, F. H. Mellinger, H. H. Corson, H. D. Harris, R. K. White, Francis C. Baczor, Charles D. McCull, Judy K. Lally, Malcolm W. Welty, Fred Crouse, Robert Turner, Raymond H. Peck, Gertrude Hicks, and Miss Emily Leech Walker.

"The concert will consist of

**FORGERY CHARGE**  
Charles Larson, a furniture restorer employed in the Antique Shop operated by Mrs. Jacob Manting at 163 N. Woodward avenue was arrested Sunday, July 16, for forgery when Larson is alleged to have signed Mrs. Manting's name to a \$52 check. Larson was bound over to the Circuit Court at Pontiac, where he is held on \$1000 bond.

Paul V. McNutt, U. S. High Commissioner to the Philippines: "If we withdraw from the Philippines, we lose our voice in Oriental diplomacy."

**Why Wait?**  
Let Us Do Your Housecleaning NOW!  
Phone 1162  
ACME Window Cleaning Co.  
"Old-time Service, Modern Window Cleaning Service"

**LOW SUMMER PRICES NOW IN EFFECT**

**LET US FILL YOUR COAL BIN NOW!**

**PARKS COAL CO.**  
Phone 2020  
Brownell at Forest

**BE Gloriously Fresh AND Alive ALL YEAR 'ROUND!**

**5% DOWN**

**For YOURSELF... for the HOME**

—Automatic ever-ready HOT WATER. Pays you well...—

Do You Use Hot Water for These—

Washing Clothes	Hot Applications	Wringing Hot Water
Washing Dishes	Making Tea or Sottles	
Shampooing	Coffees	Flourishing Floors
Bathing	Shingling Windows	Washing W. & D.
Beauty Treatments	and Face work	and Walls

Then You Will Profit From Our Automatic WATER HEATER Gas

CONVERT YOUR TANK into an automatic heater with the sensational MIRRO SHIELD— a fifty, like a factory job. As low as \$38.00 Trade-in cuts this price even lower.

Liberal Allowance On Your Old Heater and Furnace Coil

**Consumers Power Co.**  
348 E Maple Phone 1174