

If every citizen spoke his feelings upon the observance of wrong, wrong would almost disappear— for most people are right at heart, and want good established.

SIXTY-SECOND YEAR—NO. 44

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, FEBRUARY 1, 1940

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## Forum Writer Weighs the Worth of Advertising

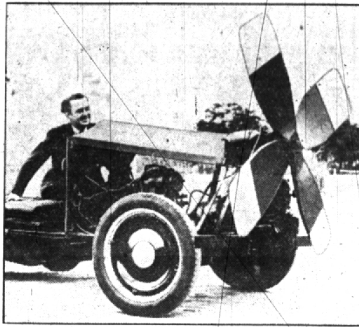
### Discusses Point Of Whether It Is 'Economic Waste'

(Editor's note—Does advertising increase the cost of manufactured products? It is an "economic waste"? Some outspoken opinions on this matter were voiced by George R. Averill, publisher of The Eccentric, at the 6th annual convention of the Michigan Press Association, held at East Lansing last week. The talk, in part, follows:)

By GEORGE R. AVERILL  
In presenting my subject before this convention I want, at the outset, to remind you that any defense I make on behalf of the use of advertising as one of the worthwhile links in the chain of merchandising in our present economy is not made merely in defense of an advertising man's dependence upon this profession as a means of livelihood. The fact that tens of thousands of American people earn their living by being allied with some phase of the advertising business has nothing at all to do with the matter. What advertising presents in the court of public opinion.

**Higher Standard of Living**  
The story of the increase in the standard of living in the United States is the story of American ingenuity, allied with our natural resources, and our methods of merchandising. The fact that the American standard of living is today higher than that of any other nation in the whole world is a story that never would have been possible without the use of advertising. And I say this, even though mindful of some of the abuses of advertising in creating false needs of the people, some of whom live beyond their means. I am not trying to defend the commercial or the professional quack who, like the medical or religious quack, uses spoken or printed advertising to put over his message. I am not defending the exaggerated high-pressure salesmanship of impractical installment buying and selling, either. But I am defending legitimate advertisers, who really do constitute those who

### Huff, Puff and Away You Blow



It must have been the GWTW influence, for J. C. Thomas, St. Augustine, Fla., inventor, has perfected a car that practically goes with the breeze. His "windmobile" runs economically on an electric motor-driven by 12 storage batteries. These are charged by turning of propeller in front, so that car runs a mile on 1/4 of a cent.

### Rotarians View Hunting Film

Motion pictures of a hunting trip into Jasper National Park north of Banff, Canada, were shown to Birmingham Rotarians Monday noon at the Community House by Dr. Dean W. Myer, of Ann Arbor. The trip was made by the doctor and three Michigan companions, and included the need of four guides, one cook, saddlery for each, and 22 pack horses, and covered a period of 40 days.

### The Eccentric's Forum

manufacture and distribute the majority of necessary and wholly desirable American products of farm and factory.  
Advertising is merely spreading information. In printed form, and now in spoken form over the radio, advertising is a tremendous factor in the movement of commodities; the more of legitimate commodities we can sell, the more we shall have to manufacture in the factory, or produce on the farm; and that means more employment for more people; that means bigger payrolls—and bigger payrolls mean, in these days, two things: first, more money to more workers; second, more taxes to help balance State and National budgets.

**Aids Mass Production**  
For the past 50 years the industry of the United States has been developing a greater trend toward mass production than the whole previous history of mankind could even begin to duplicate. In this development of mechanical and chemical methods toward the greater production of wealth, there naturally arose the need for developing a technique for getting this wealth to more people. Our physical transportation systems went through vast improvement and expansion. Spreading information about the new commodities that were invented created markets for them, started and carried on the evangelistic task of educating people as to the wisdom of such things as the incandescent light, the phonograph, the automobile, the radio, the host of time-saving and back-saving household appliances. (See WRITER on Page 6, Part 2)

**WATCH!**  
for a novel program COMING SOON!  
At the Birmingham Theatre. You'll have a chance to express your opinion.

**INSURANCE - BONDS THE BIRMINGHAM AGENCY**  
CHAS B RANDALL  
OSCAR P PETERSON  
Insurance for Every Need  
PHONE 840  
106 S WOODWARD - BIRMINGHAM

### 2 Flues Burn Out On the Same Day

Two chimneys burning out Sunday brought calls for the Fire Department. One was in E. A. Baumgarth home, 256 Martin street; the other to the John Coughlin home, 415 Fourth ward. The men also made a trip to the home of Mrs. Marie Kamini, 528 Vinewood, where a defective fireplace damper caused considerable smoke.

### Scouters to Attend Big Detroit Rally

Walter W. Head, president of the National Council of the Boy Scouts of America, will speak at the annual banquet for Scouts of the Detroit Area Council next Friday, Feb. 8. During the program, part of a nation-wide hook-up, Mr. Head will introduce President Roosevelt in Washington, D. C. to millions of listening Scouts all over the United States. The President will then deliver his annual message to the Scouts, of which he is the honorary head.

### Yosemite Ave. Sewer Asked by Lot Owners

At the request of property owners in the area, a sewer project will be prepared for Yosemite avenue, the City Commission decided Monday night. Two lines would be built, one under the street, and another at the northerly end of the lots to service lots fronting on East Maple avenue.

### SACRIFICE—NEW HILLTOP HOME



This architect-designed Early American home, in Willow Green Hills adjacent to Franklin Village, built for owner at cost of \$15,500—never occupied—will be sacrificed for immediate sale.  
ONE ACRE with beautiful vistas of surrounding hills—seven rooms and finished recreation room with natural fireplace—General Electric air conditioned—rock wool insulation in side walls and ceilings—heating cost \$85 per season—copper screens, storm windows and storm doors—GE storage hot water heater—Permutit water softener.

FIRST FLOOR: Living room, 14 by 21 ft.; dining room with built-in corner cabinets, both rooms opening onto screened porch; large kitchen with built-in corner breakfast seat, GE metal cabinets, GE electric dishwasher; study or alternate bedroom connecting with bathroom, stall shower; central hall connecting with rear entry and covered passage to 2-car fireproof garage.

SECOND FLOOR: Three bedrooms and bathroom. Master room, 12 by 19 ft., opening to sun porch, two closets and built-in wardrobe, full length mirror; large linen closet.

Cash to FHA mortgage or small down payment on land contract. Will consider exchange of equity for equity in smaller home in Birmingham area or free and clear lot.

**OWNER**

Telephone: Birmingham 826 after 7:00 P. M.

### Good Tilt Seen In Milks-B. A. C. Contest Tonight

The Birmingham Y. M. C. A. basketball league's leading team, Milks, will face the Birmingham Athletic Club in the opening game on tonight's schedule in what may be the most exciting game on the ball. The last time these two teams met Milks had considerable trouble protecting an early lead to emerge the victors 35 to 30. The addition of the Strebb brothers to the B. A. C. line-up since that time should give Milks additional concern as B. A. C. has won all games since they joined the squad.

In the second contest on the schedule, Birmingham Merchants will have tougher going against Polygon Club than in their previous encounter which the Merchants won 36 to 16. Polygon started the season as a weak club in recent games it has given opponents plenty of opposition and provided some thrilling contests.

The final game on the schedule will be a just between Peck's and Detroit Transmission, a Little League team of Detroit. Little is known of this team except that its roster includes two members of the Detroit Lions football team who are playing basketball to keep in condition during the winter months. It is hoped that they accompany the team here tonight to lend added color to the tilt.

### Boy Nipped by Cat; Await Developments

Richard Stoll, son of Mr. and Mrs. Raymond S. Stoll, 1607 South Bates street, was nipped by a stray black cat last week, police were informed.  
"Catch the cat if you can," Mrs. Stoll was told by police.  
She did so, and the cat is now at the pound, under observation. If the animal is healthy, the youth will escape taking the Pasteur treatment.

### 75,000 JOIN PLAN

More than 75,000 persons are now protected by the hospital service plan offered by the Michigan Society for Group Hospitalization, it was announced today by John R. Mannix, Director.

### Won't Place Lien Until Title Clears

Uncertainty over the Feb. 13 state land sale caused the City Commission, Monday night, to withhold final confirmation of the special assessment of the Villa road sewer, which has been started.  
Manager Egbert advised against confirming the roll—placing the lien against the property—until title to all the lots is cleared up. Several lots in the area are now owned by the State and will be sold Feb. 13.

Try an Eccentric Classified Ad for quick results

### CRASH AT INTERSECTION

A car driven by Michele Miller, 47 years old, of 212 Branch street, Pontiac, collided with one driven by Elliott Dean, of 648 Bennaville, Monday on Woodward avenue, at 12:45 p. m. Dean was crossing Woodward.

### 2 Motors Burn Out On Same Morning

Burned out motors in heating systems caused two Fire Department runs early Saturday morning. The first call was to the W. J. Williams home, 586 Fairfax; the second to Dr. Ralph A. Wilson's home at 715 Chester. Smoke caused alarm.

### OWNER TRANSFERRED



361 WELLESLEY DRIVE  
... is now on the market. The owner has moved to another City and has no further need for this lovely four bedroom, two bath home, with a cozy library and recreation room. Air-conditioned heat—copper water piping—rock wool insulation.

The price and terms can be made very interesting to anyone who is paying as much as \$75 per month for rent.

For full particulars—Call 1400

**SNYDER BUCK & BENNETT**



### Write Your Check

Checking facilities at this bank are available to everyone. Whether you write few or many checks, you can enjoy the advantages of a personal checking account on a basis to suit your requirements.



### The Birmingham National Bank

"Birmingham's Community Bank"

MEMBER FEDERAL RESERVE SYSTEM

### A Home You Will Be Proud to Own

Attractive English brick with 2 bedrooms and bath on 1st floor and 2 bedrooms and bath on 2nd. Recreation room, air conditioned oil heat. Within 3 1/2 miles of Birmingham, only \$9,900.00

For the best in homes, rentals and sites, call 1250.

**Walsh, James & Wasey Co.**  
DETROIT, BIRMINGHAM, LANSING, Kalamazoo, MIAMI, JACKSONVILLE, FLA., NORTHERN MICHIGAN, LANSING  
Main Offices: 1000 Woodward Bldg. Birmingham, Ala.

### Because—

The owner needs larger quarters he has ordered us to sell his present home including new carpeting on both first and second floors, drapes, new refrigerator and electric range.

This home was built about two and one-half years ago on an acre of ground and is artistically landscaped.

The three bedrooms and two baths are so arranged as to enable a small family to use the first floor bedroom for a library or guest room.

### Judson Bradway Co.

REALTORS  
259 S. Woodward Ave. Phone B'ham 38

### WANT ADS COST LITTLE AND GET QUICK RESULTS

### WHERE LIVING COUNTS

Living cannot be computed in dollars and cents yet if it could, one could not deny the fact that here is a great deal of living for a small amount of money.

Here is a solid masonry home on the edge of a grove of trees. The master suite includes a commodious dressing room and spacious sleeping room. Two more bedrooms and bath complete the second floor.

A comfortable living room with fireplace, dining room, attractive sun room, kitchen and lavatory make up the first floor.

Heating cost is low and the price is only \$9,250 with \$1,700 down. See it today by calling.

### MAX BROOCK INC.

ESTABLISHED 1895  
412 S. WOODWARD AVE. 3087 W. GRAND BLVD.  
BIRMINGHAM 1212 MADISON 8782

The saving habit will bring you a rich reward



1 or more will open an account

**SAVE AND INVEST THE INSURED WAY**

**BIRMINGHAM FEDERAL SAVINGS & LOAN ASS'N**  
243 EAST MAPLE AVE.