

The person who fails to perform the responsibilities of his free citizenship in this nation is guilty of non-patriotism; that is the cost of self-government.

SIXTY-THIRD YEAR—NO. 13

The Birmingham Eccentric

PART TWO

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, JUNE 27, 1940

\$1.50 PER YEAR (In Oakland County)—SINGLE COPIES, 6c

LAND:

Land is the basis of all wealth. In times of inflation, uncertainty and disaster, the man who owns enough land from which to feed himself and his family is fortunate.

Here in the Bloomfield district within fifty minutes of the Detroit City Hall is a gentleman's farm containing 100 acres, 75 of which are good working soil; 15 are of virgin woods overlooking a beautiful lake at the rear of the estate.

There is an eight room house completely modernized amid a setting of majestic pine trees and shrubs. The water system is modern with a downstairs lavatory and two bath rooms. The automatic heating plant is new. There is also a tenant house with two large barns and a chicken house, all in good condition.

For an inspection of this property, please

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MAX BROOCK INC.

ESTABLISHED 1895

112 S. WOODWARD AVE. 3087 W. GRAND BLVD.
BIRMINGHAM 1212 MADISON 8782

Attractive Country Home

4 bedrooms, 3 baths, beautiful setting with 5 acres, low taxes, excellent location — \$10,500.00

Pine Lake, Orchard Lake and Country Properties—

Call 1250

Walsh, James & Wasey Co.
DETROIT, BIRMINGHAM, BLOOMFIELD HILLS, LANSING, NORTH WICHITA, LEBANON, MAIN OFFICES — PLYMOUTH Bldg.

Isn't this better ---
Than paying rent?

● ATTRACTIVE suburban home on a well landscaped lot (150' frontage). Four bedrooms, two baths. Child's room has enclosed sleeping porch. Quarton school district. Excellent condition. Monthly payments of principle and interest only \$68.00 to the purchaser who wishes to advance \$1,025.00 for contented living without the worries of moving or advanced rentals.

DAVID FITCH

139 West Maple

Telephone 1234



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Happiness
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modern
majesty

Mr. and Mrs. America
have insured safety
and liberal earnings

WHEN THEY SAVE
THE FEDERAL WAY



BIRMINGHAM FEDERAL
SAVINGS & LOAN ASS'N

243 East Maple Ave.

Elton Eaton to Run For U. S. Senate

Elton R. Eaton, former president of the Michigan Press Association, a member of the state legislature and editor of the Plymouth Mail, this week announced that he will become a candidate for the Republican nomination for United States senator.

The Plymouth editor, who is 58 years old, has long been interested in public affairs. He has been a strong opponent of the politics, an advocate of proper aid for elderly dependent people, and economy in governmental expenditures. He is regarded as one of the hardest working members who ever served in the legislature. His preliminary statement pertaining to his candidacy, follows:

Careful Canvass

"Convinced that there are large numbers of Republicans and independent voters in Michigan who will welcome my entrance into the



Elton R. Eaton

Republican primary for the United States Senate, I have decided to enter that contest.

"This decision has been reached after a most careful canvass of the political situation in Michigan and consultation with numerous citizens.

"All of my life I have lived and worked among the rank and file of our people. I know that I am in step with their aims and objects. I know, too, that I can give my state and nation honorable, patriotic public service in Washington.

"I am in complete accord with the proposal to build for our United States the strongest national defense possessed by any nation in the world. But we should not permit our military and foreign relations problems to completely overshadow some of the tremendously important domestic issues that confront our country.

Graft and Corruption

"Outstanding as one of the most vital problems facing the people is the absolute necessity of immediately driving from national, state and local government units every form of graft and corruption. The greatest burden our taxpayers are carrying today is the excess penalty laid upon them by the political plunderbands who operate in defiance of all public interest.

"Credited, corruption and dishonesty in government administration go hand in hand with machine politics and rule by political bosses.

"The very minute any political party or any political candidate accepts the support of, or compromises with these elements, he

Special Rental

Owner to be out of town for four years.

DAVID FITCH

139 W. Maple B'ham 1234

Good Value

3-bedroom house in Adams school district. Extra toilet on first floor, 2-car garage.

\$5000.00

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AGENCY
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106 S. WOODWARD - BIRMINGHAM

Rounding Out a Long Career

Theodore F. MacManus, of Bloomfield Hills, Will Re-enter the Advertising World

Theodore F. MacManus, one of Bloomfield Hills' best known residents is getting back into harness again—or, perhaps that figure of speech is too antiquarian to apply to a man who has done so much to popularize the automobile during the past quarter century!

At any rate, Theodore MacManus is back on the job. His new automobile promotional activity will be carried on concurrently with a project recently announced by Mr. MacManus to group of previous newspaper editors in a united chain of Sunday papers with features similar to secular dailies.

Spearhead of the new advertising phase of the MacManus operation will be a major automotive account, the identity to be disclosed as plans for the 1941 model year mature. Mr. MacManus said.

Will Use Same Name

The Detroit advertising expert said that he plans to resume advertising activities under the same name as that he used for years, Theodore F. MacManus, Incorporated.

Under this firm name, Mr. MacManus administered advertising budgets approximately a quarter of a billion dollars. Nearly every major company in the automobile industry at one time or another received the promotional lift of the MacManus pen, and it is he who coined the word "dependability" for Dodge and who wrote the "Penalty of Leadership" for Cadillac, regarded as masterpiece of advertising copy for which requests are still being received 25 years after its public appearance.

Mr. MacManus, who is Knight Commander of the Knights of St. Gregory and a Knight of Malta honors conferred upon him by Pope Pius XI—withdraw temporarily from active participation in the advertising business two years ago to devote his full time to writing, study, and to discussion of the prominent business, labor, financial and religious leaders with chain newspaper.

Long List of Clients

Mr. MacManus has been consultant, advisor and counsel to a long list of brilliant men dating back to the conception of the industry. His first large Detroit connection was with the Cadillac, relationship which was clinched when the elder Izard and his son discovered that he was the author

becomes a servant to these political masters.

"No political machine ever functioned for the purpose of improving governmental administration unless it had the cooperation of the payers of conducting public business.

"The public enemies who take unearned dollars from the public treasury to fatten their own pocketbooks are surely no different than our enemies who make up the so-called Fifth Column.

"Our future welfare and safety demands that BOTH the so-called Fifth Column and the greedy political bosses be wiped from existence."

Use Front Door

"It is about time that we begin to use the front doors to our public offices instead of the back doors. Not only should the front doors be used, but they should be left WIDE open at all times so that we may know what is being done with our tax dollars, our businesses and our liberties.

"Michigan people pretty well know my record. They know that I have never compromised with any questionable political element. They know that I never have dodged nor straddled any issue, and that I never have nor never will become a party to any logrolling or vote-swapping legislative proposal.

"If nominated and elected United States senator, the door of my office will always be open to the people of Michigan. I will work just as long hours and as diligently in Washington in behalf of our state as I have during my legislative career in Lansing. I will be constantly on the alert for questionable legislative proposals and I will pursue the same finding and pro-public attitude I have always maintained in my newspaper work and in official positions."



Mr. MacManus

of a patriotic work which they passionately admired. It was during this association, when the quality of Cadillac workmanship was being assailed and questioned or directly answered, that he wrote what he calls the notorious "Penalty of Leadership."

He was publicly "sweet nursed" when the Humphreys was born in a shed, and by a very careful process of sowing seeds of suggestion, largely contributed to its reputation as a rugged and long-lived

'Tea for Two'

"Tea for Two," the feature which has appeared on this page for a number of weeks, will not be printed June 25 and July 2 during the vacation of Miss Minnie Eccentric society editor.

product and to the first recognition of American automobile craftsmanship by Europe.

Then came a comparatively brief tenure with Strohloker and Packard and finally the development of a very delicate advertising technique which went far in establishing the reputation of Dodge Brothers.

Added Chrysler

Afterward followed the persuasion of Walter Chrysler to put his name on a car which had developed. The sensational advent and progress of Chrysler was checked and measured with clocklike suggestion, regularity and precision. It was he likewise who recommended that an intended Chrysler car be priced out of the Chrysler line and rechristened the "good" Maxwell which was selling like hot cakes when Mr. Chrysler decided to stake everything on his own name and capability. MacManus conceived and applied all of the familiar trademarks of the Chrysler line, including the Napoleonic coach and the phrase, Body by Fisher. He

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Open Daily and Sunday—3-6 P. M.

E. S. JACKSON & CO.

1692 So. Woodward Phone 687 or 2561

says that he blushes to remember that he originated the practice—now become universal and which he considers a curse—of introducing the glorified feminine into publicity by way of Fisher advertising.

More recently he created the terse but unforgettable line "the most beautiful thing on wheels" for Pontiac and again returned to Cadillac.

He is an omnivorous reader, observer, and voluminous writer—author of several books and innumerable pamphlets, sales speaker, student of sociology, versifier, fisherman, but, he sadly admits, a fanatic in the art of picking people to pieces and applying to them a way which makes them buy and like it.

Boy Scout Camps Are Filling Up

All available space in Scout Camps Brady and Billy Mills has been reserved for most of the 1940 camping season which opens Sunday, June 30. Many Birmingham boys will attend.

The weekly capacity at Camp Brady, located near Waterford, Michigan, is 165 campers. This camp operates for eight weeks, closing Sunday, Aug. 25. The first four weeks are booked solid. Reservations may still be had for the last four weeks which, however, are filling up rapidly.

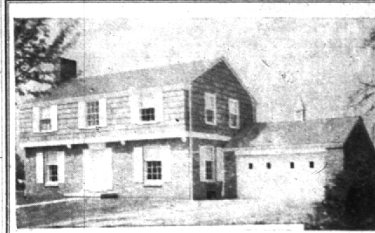
Nearly all of the weeks at Camp Billy Mills, on the Charles Howell Scout Reservation near Brighton, which also operates for eight weeks, have been filled. Weeks 2, 3, 4, 5, 6 and 7 have been closed for some time. There are a few vacancies in the first and eighth weeks.

Some troop camp sites on the reservation are still available. Some of these sites include cabins, others tents. However, troops may bring their own tentage if they so desire. In all cases, kitchen and toilet facilities and approved drinking water are available. The capacity of Camp Billy Mills is 45 campers weekly, and the capacity of the troop sites on the 550-acre reservation is over 400 Scouts per week.

Groups of registered Scouts under their adult leadership may visit Camp Brady and the reservation at any time. Swimming cannot be permitted on Sunday, which is an unusually busy day, due to the arrival of new campers.

It Applies Now

There is much talk in Congress that the wage-hour law must not be applied to farmers, but the wage-hour law already applies to farmers. Its natural tendency is to raise the price of everything the farmer buys with no compensating rise in the things he has to sell.—Jewell Co., Kan., Republican.



\$11,500

Amazing . . . But True

We admit it doesn't seem possible but it's true . . . This brand new Colonial Home on a 90' x 145' site in one of Birmingham's better subdivisions may be purchased for \$11,500 complete.

It contains four grand bedrooms, two exquisite baths, first floor lavatory, recreation room with fireplace, large open porch . . . Air conditioned heat with oil burner (low heating cost). All outside walls and second floor ceilings are insulated with mineral wool.

Structurally sound . . . architecturally correct. Buy it on the FHA plan . . . live in it for \$20 per month less than its rental value.

Let us tell you all about it.

SNYDER BUCK & BENNETT
THEATRE BUILDING BIRMINGHAM 1400

WANT ADS COST LITTLE AND GET QUICK RESULTS

A COMFORTABLE BRICK HOME

Near shopping center—Bedroom and lavatory on first floor and four bedrooms and bath on second floor.

Priced at \$6800—\$700 down

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"Birmingham's Community Bank"

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