

Somewhere in man's early life he awakens from the shelter of childhood fancies and freedom into the ever-increasing unattractive state of the adult, where THINGS, and not always idealistic thoughts, conquer him. Difficult, indeed, to the road back from THINGS!



TODAY'S low interest rates on good investments, high income taxes, and high cost of living, not enough people can accumulate an estate soon enough which will take adequate care of their dependents, except through life insurance.

Hugh C. White Agency

217 Pierce Street
(Opposite Municipal Building)
Birmingham, Michigan
SERVICE AS NEAR AS YOUR
BIRMINGHAM 3302-3303
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GENERAL CONTRACTOR

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Free estimates gladly given.

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ALL FIR MATERIALS
YOUR CHOICE IN AN OVERHEAD DOOR
CEMENT WORK

NO MONEY DOWN — 3 YEARS TO PAY

STUART E. SHEILL

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BIRMINGHAM

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Storm Windows

ARE A WINTER TIME "MUST"!

... to protect your family's health ... to cut the fuel bills ... for comfort and to safeguard valuable home furnishings, storm windows are a "must". You'll find the cost surprisingly moderate. Call us today!



Install Them Yourself
and Save Money

We specialize in storm sash and carry standard sizes in stock. We will also make them to order and our service is prompt. Order now and have them before cold weather arrives.

Woodcraft Co.

1184 Grant St. Phone 2218
Just South of Lincoln.

The Spot To Shop

For Exciting and Different Ideas For Your Christmas List

- PICNIC GRILLS
- FIRE LIGHTERS
- THERMO JUGS
- PLASTIC WARE
- STEAK HOLDERS
- BIRD FEEDERS
- BIRD GRAIN & SUET
- DOG BEDS
- GARDEN GLOVES
- HOUSE SIGNS
- BRASSWARE
- FLOWER SEED PACKAGES
- PLANT SHELVES
- COPPER SPRAYERS
- POTTING SOIL

McGLELLAN-BALL CO.

YARD GARDEN SUPPLIES FARM KENNEL
BIRMINGHAM, MICHIGAN
Phone 314 159 Brownell St.

CHRISTMAS PRE-VUE
MONDAY EVENING, DEC. 5
7 to 10 P.M.

\$200 Check to Provide Uniforms, Flag for Explorer Scouts



Post Advisor George Scott receives a check for \$200 from Alva Richardson, president of the Birmingham-Bloomfield Hills Metropolitan Club. The club is sponsoring the recently formed Explorer Scout Post B-3, and presented the check to purchase uniforms and a new American flag. Pictured above are (left to right) Scott, Ernest Kurth, institutional representative of Detroit, Richardson, and Eugene Beers, assistant Post advisor.

Lathrup Village News

By LILLIAN DIEDERICH
Phone SOUTHFIELD 3683

Legion Publicity Man

Herman Luhrs, 53, of Meadowbrook way, member of General Motors corporation business research, was recently named chairman of American Legion public relations commission. He will direct publicity for the organization of 3,000,000 members and was one of 12 in the nation assigned. At a banquet in Pensacola club, Luhrs was presented with a Lifetime gold guest card from the American Legion Alger Post. Luhrs is a former state legion

commander and has been with General Motors 30 years.

Bon Voyage!

Mrs. Arthur Mitchell and Mrs. Fred Canham were co-hostesses at a bon voyage bridge luncheon recently in honor of Mrs. Leo F. Brown of the village, whose family is moving to Verona, N. J., where Brown has been transferred by his firm.

Two-Weeks' Mission

A two week's mission is under-

way at the Shrine of the Little Flower. The first week, which started Sunday, is for women and the last week for men. It is open to Catholics and Protestants, with masses at 8:00, 6:30, 7:15, 8:00 and last mass at 8:30 each day. Evening services, with lecture, are at 8:00 p.m. There will be a five-minute sermon after each morning mass.

Church Notes

The Mariners will meet Friday, Nov. 18, at 6:30 p.m. for a pot-luck supper at the Community church parsonage, 27560 East California. Those wishing to join this new church group for young married couples may contact John Teague, Robert McMillan president of the Mariners.

Circle No. 1 will meet for dessert at 1 p.m. today at the home of Mrs. B. C. Butts, 19500 Forest drive.

The church school is preparing a Thanksgiving basket for a needy family. Children are asked to bring canned foods or money next Sunday. The churches of Southfield township will unite for a Thanksgiving service, Wednesday, Nov. 23, at 8 o'clock in the Southfield United Presbyterian church, 10 Mile road east of Lahser.

Christmas in the Air

Christmas entered the last meeting of the Women's club. It was announced by Mrs. Everett Nelson, Girl Scout chairman, that the troops are working on their Christmas project.

Mrs. George Burnham, chairman of the post war committee, collected from the members for gifts for hospitalized veterans. She said the American Red Cross has expressed a need of 2,700 gifts for Percy Jones hospital. New bedside radios are also needed for these men. Decorations for trees and rooms are also sought.

Mrs. Drew Haueline has been named chairman of the coming Christmas party.

Mrs. Arthur Mitchell, president, said that the youth dances which have been held in the house in the Woods were being discontinued. They will be replaced by the regular Friday night dances at the Annie Lathrup school, sponsored by the Southfield township recreation committee.

The club sponsored a food sale yesterday in charge of Mrs. Charles Walker. She was assisted by Mrs. Edwin G. Blake, Mrs. Leo Golear, Mrs. Thomas Myers, Mrs. Lee Baker, Mrs. Elmer Craig, Mrs. Guy Peppiatt and Mrs. Bernard Chapman.

1 Day Earlier Next Week

Because of the Thanksgiving holiday next Thursday, The Eccentric will go to press one day earlier with its next issue. You will receive it on Wednesday instead of the usual Thursday. Therefore, our news and advertising deadlines move forward a day.

For next week's issue only, the deadline for Classified ads, Display ads, Society and General news will be

Monday, Nov. 21, at 5 p.m.

T. R. MacManus Is Cited to Ad 'Hall of Fame'

The late Theodore F. MacManus, pioneer Detroit advertising executive and long recognized as a moving force in the mass popularity of the automobile, Monday night was among the first 10 Americans to be named to the newly created Advertising Hall of Fame. A bronze plaque citing Mr. MacManus' achievements was accepted by his son, John R. MacManus, a vice-president of MacManus, John & Adams, Inc. Detroit advertising agency. The ceremony took place in the Advertising Club of New York.

The text of the citation honoring MacManus reads: "Important Contributions — Theodore Francis MacManus (Nov. 28, 1872—Sept. 12, 1940). His distinguished advertising services to the automotive industry throughout its early years were a potent factor in its growth to the greatest mass production industry in the world.

"His superlative advertising and publicity programs were important contributions to the success of almost every other automotive leader of his time.

"His insistence upon fine craftsmanship reflected itself in art layout and typography as well as in his writing.

"His powerful and persuasive copy linked product and maker inseparably in the public mind, combining sales appeal with believability and strength with restraint.

"Inspiring" Writer — His writings also included essays, verse and such interesting and inspiring books as "The Sword Arm of Business" (1927) and "Men, Money and Motors" (1929).

"His firm allegiance to truth in advertising was based upon the belief that it is both good ethics and good business."

The MacManus name continues to be prominent in national advertising circles through the present firm of MacManus, John & Adams, Inc. of Detroit, which was organized six years before the death of T. F. MacManus in 1940. MacManus was advanced as a candidate for the Advertising Hall of Fame by the Adcraft Club of Detroit.

News copy submitted early necessarily gives preference over late items. The "early bird" usually gets the space.

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With the best companies, too.

A specialist to tell you

All About It.

SNYDER KINNEY & BENNETT
Realtors

THE J. L. HAYS
CONSTRUCTION COMPANY
Commercial & Industrial Building
Birmingham Ph. 1151

SCREENS AND STORM SASH
• WINDOWS ALL SIZES
• CURTAIN DOORS ALL SIZES
• FLUSH DOORS ALL SIZES
WOODCRAFT CO.
1184 Grant at Ruffner

BOOKKEEPING

SYSTEMS INSTALLED and Maintained on Monthly Basis

COMPLETE TAX SERVICE
LUSCOMBE & ARTZ

210 THEATER BUILDING PHONE 4544

U. of M. Announces Holiday Schedules

An announcement from the University of Michigan offices in Ann Arbor states that the university will observe only Thanksgiving Day this year. Classes will be resumed Friday morning for all students. The Christmas holiday, however, will begin officially on Dec. 16. Classes will be resumed on Tuesday, Jan. 3.

Photographs for publication in The Eccentric must be submitted by Friday noon of the week before publication.

Harry O. Smart
Life Insurance
164 W. Maple
Phone 484

Flowering Shrubs Suitable For Fall Planting

HOLLAND BULBS CLUMP BIRCH

— RED BARBERRY —
JOSEPH A. THEISEN

3828 N. Woodward, Royal Oak, Mich. Phone LI 2-8400
Flowers by Wire

Hubbard & Hubbard, Inc. GENERAL BUILDERS

14285 Schaefer Highway Detroit 27, Mich.

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Complete Repair Service on FURNACES, STOKERS AND OIL BURNERS

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GUARANTEED WORK AT REASONABLE PRICES

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B'ham 3770 or 2316-J

750 Big Beaver Rd. at Adams



MAKE THANKSGIVING DINNER A BIG SUCCESS.

Buy the Housewares You Need Where You

See This

Symbol of Service

Hi Fellows! The NEW

LIONEL TRAINS



Hear them WHISTLE Watch Them Puff SMOKE

Whether you require a new toaster, an electric or oven roaster, a pressure sauce pan, a new carving set, silverware for your table ... or some minor kitchen item ... to make your Thanksgiving meal easier to prepare and longer to be remembered ... you'll find just what you want at the store of the home-town hardware retailer. He has the national brands you know and trust.

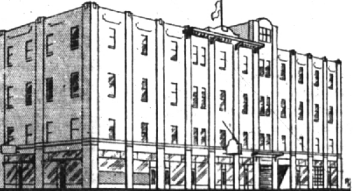


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with various
special features
not missing items.

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OUR FORTY-FIRST YEAR
205 N. Woodward Phone 110

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ACME

Window & House Cleaning Company

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"Oakland County's Oldest Window Cleaning Service"

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