

# Birmingham Should Join Other SOC Cities for Water Supply

Birmingham, together with a number of other South Oakland County communities, is much concerned about a lasting supply of water. Birmingham thus far obtains its water from deep wells, but the recent rapid increase in our population is straining this underground resource to the limit.

Again this year we are being required to restrict the use of water for sprinkling purposes.

Our problem is the same as that of Pontiac, which city faces the need to find new water sources.

Royal Oak, Ferndale and other communities south of Birmingham have had to supplement their water supply by buying water from Detroit.

**CURRENTLY, DETROIT IS** revealing its own water shortage; it plans to restrict water for sprinkling purposes this summer and also has requested communities that buy its water to likewise.

For a long time it has been thought that Birmingham, too, might have to expend a large sum of tax money in order to connect with and buy some of Detroit's water supply.

Birmingham, together with other South Oakland County communities, now belongs to a Water Authority, empowered to contract with Detroit for a supply of water.

City Manager D. C. Egbert estimates that Birmingham's share in such a project will run not less than a half million dollars.

Egbert also admits that, ultimately, Oakland County communities will have to band together to get water either from Lake Huron or Anchor Bay, the latter on Lake St. Clair.

**WHEN THIS HAPPENS,** little or no dependence upon Detroit for water will take place. Egbert argues, however, that the immediate need for supplementing Birmingham's present underground water sources makes it advisable to go along with the Water Authority for connection to Detroit.

When the Authority does contract with Detroit, Egbert told The Eccentric this week that the Authority later can reduce its demands upon Detroit for water, but not cut it off entirely.

Incidentally, and quite important, Egbert stated that every gallon of water purchased from Detroit will be sold to Birmingham consumers for less than it costs—which simply means that other sources of revenue will have to be utilized to pay for the Detroit connection project.

This may happen, even though the cost of local water may have to be increased upwards of 50 per cent.

**IT SEEMS TO US** that the time has come for all the communities in Oakland County who have water supply problems to get together and investigate the possibilities of getting water from the source of the Great Lakes.

It has been suggested that water be piped down from Lake Huron, but the staggering cost of this may preclude doing it.

Another, and less expensive solution, would be to pipe the water down from Lake St. Clair, from the Anchor Bay vicinity.

We suggest that the committee concerned look into this less expensive source, with all due haste.

# Air Power Now Our Protection

Defense Secretary Charles E. Wilson, who's outspoken comments sometimes surprise reporters, told members of the House Appropriations committee recently that the United States is relatively secure against atomic attacks from Russia. Mr. Wilson said the security stemmed from this country's readiness to retaliate with a massive attack of its own.

Wilson—like predecessors in the Defense Department—is relying mainly on the retaliatory power of the United States Air Force to prevent Russian aggression.

The fact that this country has built and is now operating bases all over the world, in a semi-circle almost surrounding Russia, adds to the possibility that the Russians will be reluctant to launch the first atomic attack, even if war between this country and the Soviet Union broke out.

# Magic in Lumps of Coal

A lump of soft coal isn't an impressive article to look at, but it is the basis of some of the most far-reaching chemical and industrial developments of our age.

As most of us know, coal is essential to the manufacture of steel, and it is the source of the major part of all the electric power we use. But that's only part of the story.

Coal is scientifically transformed into more than 200,000 products now in widespread daily use! They include asphalt and asphalt, aluminum and anaesthetics,

# From The Eccentric's Point of View . . .

"Apparently, my son," sighed the Old Philosopher, "most of the free nations of this earth have gone so soft that, while they pay lip-service to the cause of freedom, they aren't willing to pay the price that liberty has always demanded of mankind. Freedom is life's most precious jewel, yet to wear it we are required to labor for its possession, then fight to keep it. What you are witnessing today has been repeated many times in past history."

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# Don't Pick Him Up



# HORSE SENSE AND NONSENSE

BY ALICE E. MORGAN

All around us we hear comments which mean and groan about the dismal future which our young people face.

The atom bomb and the hydrogen bomb are brought into it, along with the possibility that either one may some day bring about the end of civilization as we know it.

It's pretty grim by the time these people get through talking about the future and certainly nothing which will give any young high school or college graduate a great glow of happiness.

But, to quote a former New York mayor, "Let's look at the record."

THESE YOUNG people are not the first to go out into a world full of the threats of war, economic unrest and the other things which form the basis of the blue songs.

Checking back through history one will find that for nearly every young man and woman leaving the field of formal education for the hustle and bustle of industry and business, there always have been some clouds on the horizon.

The parents of these youngsters faced the same sort of future. Some were close to the edge of the World War I and brought up in the era of false prosperity, to be graduated into a period of financial collapse.

Today will they declare that dismal future ruined their lives? It hardly seems they would of one looks around.

THE NATION has faded that particular depression, passed through another war, and now faces a future which is no less a mystery. What? That is the thing, the one word, which changes the picture from the realm of the dismal

into the realm of the challenging. Atomic bombs? What about the atomic energy which can change man's whole way of life? There is no question but what this source of power must be used to destroy.

Right now the picture of the hydrogen bomb is one of pure devastation. It, like atomic energy, can well be changed into a force of better living for the future world.

WHAT HAPPENS to these two tremendous forces rests in the hands of these young people who will receive diplomas this month.

They are the ones who will guide the international, industrial, educational and scientific accomplishments of the future.

Instead of moaning about the future they face we should encourage the challenge that future offers.

They are leaving school or college better prepared to face the future than any generation has ever been. Their educational facilities have been improving, keeping step with other world changes.

TODAY'S WORLD retains many of the industries and employment fields which mankind always has known since the dawn of time. Others never dreamed of a generation ago.

The subject is too broad to consider, so here it is down to one field—agriculture.

The history of mankind has so much opportunity been offered. Science has, in the past 50 years, made many marvelous discoveries, such as the disclosing of additional doors—to which this year's graduates hold the keys.

# Happenings of Long Ago

**Bits of News Gleaned From Old Files Of The Eccentric—The Items That Make Up The Historical Background Of The Birmingham Of Today.**

**50 YEARS AGO** June 3, 1904  
 "Neil Blumberg had a rare curiosity to look at the other day. It was a picture of his cousin, A. Young, and, directly behind him, a picture of a young girl in the face of a beautiful girl. The plate was direct from the factory and had the name of the artist who made the picture. How it had come into his hands was a mystery. Wish we had such a guardian angel."

"An Ithaca fencer, who is in the habit of feeding the sparrows in front of his place of business, had a whole flock of them for the other morning, but a man who was driving by saw the lot and took it away from the birds with the remark: 'It's good enough to take home to my mother-in-law.'"

"To connect the new telephone subscribers with Birmingham Means, Brady, Barbour, Booth, et al, it is the Michigan State Telephone company over \$1,000 but they are working at it with a big gang of men and doing it good."

"Farmington high school seniors gave a 'blooming' social day for the evening. The attendance was a record breaker of course, but there were met with the 'blooming' proved to be bouquets of flowers, each with a young lady's name concealed there. After the first shock of disappointment, however, the 'fellers' received and acknowledged the joke by a lively bidding as to nearly overflow the treasury."

# ONE THING OR ANOTHER

By George Wm. Averill

I stopped in to pay respects to the Bloomfield Hills advertising agency, MacManus, John & Adams, Inc., because they are celebrating their 20th anniversary. They also are well into the second year of suburban expansion, having occupied their new building in November 1952.

I asked John R. MacManus, vice president and secretary, if the move had proved wholly satisfactory.

"People working here like it," he said, "and that is something few businesses can honestly say, without reservations." Employees are far less fatigued from traffic, arriving at work fresh and with minds less frustrated by outside influence. Creative people can work faster, more efficiently and longer without fatigue, he claims.

A GREAT DEAL of the credit is given by the agency to light, airy and roomy offices, decorated in light woodwork and pastel colors, cheerful during the most drab days.

"We know," said MacManus, "that Birmingham shops is much appreciated by the women in particular. The majority like the many lunch places in the area, and probably about 75% of the girls go into Birmingham to shop during the week, taking a quick lunch rest."

He paid particular note to the increasingly high quality of employees in the firm, adding that he believed it could be attributed to the high standards of families and homes in the Birmingham area.

ABOUT 166 of the 230 employees in the agency's Bloomfield Hills home office live in the immediate area. A total of almost 300 are employed here, in the New York, Baltimore, Los Angeles and recently opened subsidiary office in Toronto.

Already the growing company is finding its enlarged space limited . . . two locations with an additional 3,500 square feet of space have been leased in recent months. The main building has over 35,000 square feet of ultra modern and functional space.

In mentioning growth, it should be noted that MacManus, John & Adams has increased business 400% in the past four years. More than any other major advertising agency in the country, during the comparable period.

PRINCIPALS are: chairman of the board, W. A. P. John, 556 Todd Lane, Birmingham; James R. Adams, president, Rathmoor Rd., Bloomfield Hills; John R. MacManus, vice president and secretary, Guilford Rd., Bloomfield Hills, and Harvey G. Luce, executive vice president and general manager, Bloomfield Hills.

Clients coming in from out of town by train and plane find it just as convenient in the present location, and agency personnel traveling to the depot or airport allow almost the same amount of travel time, because faster and less trafficked routes now are used.

For 19 years, the firm headquartered in the Fisher Building after formed, when W. A. P. John and James R. Adams, two successful and veteran advertising executives, teamed up with the late and renowned T. P. MacManus. That was May 11, 1934.

IN THE following years, business doubled, tripled and quadrupled. Then in 1949 and '50, the

**HERE IS WHAT A few employees had to say:**  
 "I can think of no better place to work. I like the relaxed atmosphere. We get things done efficiently without hustle and bustle."  
 —Mary Sue Ekeland.  
 "I'm in the office in 25 minutes and I live in Detroit, near Seven Mile Road and Evergreen. No traffic problems, either."  
 —Barbara Philpot.

"I hate to ride buses and do not mind the fumes, traffic and nervous tension that used to come with the trip to and from the office. It takes me 20 minutes to reach work from the Seven Mile road and Wyoming area."  
 —Lydia Silvani.

"It's ten minutes to work for me," say both Marjorie Mattson and Carole Anderson, of Birmingham.

Here are some of the more recognized accounts handled by MacManus, John & Adams:  
 Bendix Aviation Corp., Bendix Westinghouse Automotive Air Brake Co., Bower Roller Bearing Co., Briggs Mfg. Co., Cadillac Motor Car Div., GM, Champion Spark Plug Co., The Dow Chemical Co., Ferry-Morse Steel Co., Minnesota Mining & Mfg. Co., Pontiac Motor Div., GM, Reichold Motors, Inc., Sears & Roebuck Co., Woolen Co., and Building Electrical Products Co.

It is apparent that MacManus, John & Adams, Inc., is a mature well-established giant living in Birmingham's back yard.

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Do your cooking days or weeks ahead. Make those festive appetizers. Bake a ham, pie, cake, cookies . . . and pop 'em in your freezer.

Then on the big day, food's on the table with heat-and-serve speed, as deliciously fresh as tho' just prepared. And you're fresh and relaxed; able to really enjoy being hostess. Conventional—that's the word for a home freezer.

**SEE YOUR DEALER**

**Detroit Edison** BE MODERN—LIVE ELECTRICALLY