

Suggests Changing "Capitalism" to "Consumerism"

Praise for the use of a new word to describe American capitalism recently was given to John S. Bugas, a vice-president of the Ford Motor Co., and resident of this area, by Paul Talbot (Babson), of Boston, in his weekly investment letter in United Business Service.

Wrote Mr. Babson: "By long and devious routing, there came to my desk last week copy of an address by Mr. John S. Bugas, Vice Pres. of the Ford Motor Company. It was delivered out in Cheyenne, Wyoming, and was a mighty good talk.

"My purpose, however, is not to laud his general philosophy—though I agree with it fully—but rather to pick up one word he used, which I believe has great merit. That word is consumerism, and to me, at least, it is a new one. To paraphrase a bit, Mr. Bugas says:

"Our business system has only one real boss—the man who buys the products of industry and of agriculture—the consumer. Let's find a new and more accurate name for this economic system which is producing such wonderful material benefits for all of our people. Let's call it 'con-

sumerism' and pin the tag where it actually belongs—on Mr. Consumer, the real boss and beneficiary of the American system of free competitive enterprise.

"This change of name would also serve other useful purposes. It would pull the rug right out from under the boys who have blasted away so long and loud at capitalism. Can you picture them shouting, 'Down with the Consumers!'

"Consumerism should suggest to each of us that we are working for the benefit of a broader understanding of the function of capital—not an end in itself—but an essential working tool for creating new wealth and new goods for the benefit of Mr. Consumer.

"And that much abused word profits should stand out as an incentive to work and progress—as a spur to capital investment to create more and better and cheaper products for Mr. Consumer.

"I like that new term 'consumerism' very much. I hope others will pick it up and help make it 'standard practice'. It is the best 'ism' I've run into in many a moon."

Subsidizing U. S. Industry

If American manufacturers cannot compete with their rivals, the traditional practice has been to give them tariff protection. This makes the consumer who still prefers foreign commodities pay higher prices.

It may help the manufacturers, but makes havoc with international trade and makes it hard for our European customers to keep financially afloat and out of the clutches of the Communists. This is President Eisenhower's view, often repeated.

Another solution is proposed by Senator Hubert H. Humphrey, of Minnesota and Congressman Harrison A. Williams, Jr., of New Jersey. They would tide over industries in lines where tariff reductions are proposed, by subsidizing them tempo-

rarily.

THIS HELP MIGHT TAKE the form of aiding distressed industries to diversify their product. The workers could have longer periods of unemployment compensation, besides receiving special training if they wished to try their luck in other fields.

Subsidizing manufacturers is nothing new. Under the Humphrey-Williams plan the subsidy would come out of the taxpayer's pocket and not, as now, only out of the consumer's. More important, they argue, is the consideration that our foreign trade relations would not be disrupted, and Europe denied a share in our markets.

From The Eccentric's Point of View ...

If Michigan State Highway Commissioner Charles M. Ziegler keeps changing his mind about the proposed location of his freeway through this area, the Turnpike Authority will have time to carry its fight clear through the U.S. Supreme Court, if necessary.

Women and children have a better chance to survive a famine, the U.S. Navy has discovered after lengthy tests. But with all the food surpluses in this country, why worry about a famine?

It is reported from South Africa that plain, homely women are the best smugglers of diamonds— which balances the long-known fact that pretty, handsome women get to wear the sparklers most abundantly.

Comedian Sammy Kaye once endeared himself to millions of the fair sex when he said that "all a woman really wants is a roof over her head and the right to raise it occasionally."

When an American is tried in a court room for some criminal offense, the men and women connected with all law-enforcing agencies and with the judiciary are all presumed to be public servants, representing law-abiding people in the defense of law and order. The courts are not the private property of the officials who work in them. Therefore, it seems to us, court trials should be held in public. Not only the public taxpaying group, but the defendants are in need of such open proceedings.

The "Ordinary" Americans

AMERICA IS MADE OF PEOPLE—
HARDWORKING PEOPLE—
GOOD PEOPLE—

PEOPLE LIKE
THE LOVED ONE
AT THE
BEDSIDE.



THERE IS NO BETTER FOR THE LOYALTY, SACRIFICE AND TOLL OF THE DEVOTED WOMAN OR MAN WHO GIVES COMFORT AND CARE DURING THE MONTHS WHEN A LONG ILLNESS INVADES THE HOUSEHOLD.

Another Bumper Harvest Ahead



HORSE SENSE AND NONSENSE

By ALICE E. MORGAN

Uncle Abner, to quote a nephew, has blown another gasket. This time he's fuming about the tactics of magazine salesmen and the underhand, unfounded approaches some use.

"Durned shame," he growls into his beard. "Some of these men and women are sellin' somethin' just like Jake sells sugar. The public wants to read an' these folks want to live. They jest offer what folks want."

"Them others! Well, horsehippin's too good for some of 'em. 'Take that girl that came to Martha's couple of weeks ago. She made like a high school girl that lived in the neighborhood. Wearin' them bullfighter pants was bad enough, but that giggle an' snickerin'—"

"The old gentleman's voice trailed off. Uncle Abner choked on his rage and was speechless.

HE SHIFTED his weight in the chair and pushed the dog away from him, a sure sign he was deeply disturbed.

"That girl," he declared, "was so silly she ought to be locked up. 'Them lame people that forced their way into Helmer's house, too. They was real abusive when she said she had all the magazines she needed. She finally had to call the police 't get rid of them two men. That's what's so durned awful about it."

"Might be some little girl around town wantin' to go to college an' no money to go on. Might not have money to buy duds so's she can dress the way she ought to on the job. She starts out, honest an' sincere, an' first thing she meets somebody that got hooked by the Birmingham artist. Girl don't get money for college an' she's pretty sure at life."

AN' THEM lame men. Might be some fella can't do hard work an' can't keep durn' that forever. 'bout gettin' pretty hungry an' awful discouraged."

"Uncle Abner lit his pipe and the dog slid back to his side. Absently his hand went down on the dog's head and the startled fella began rubbing into the deep ruff.

"Member that young fella came here before Christmas? Now there was a good boy."

"HE TOLD US, right out, that he was wantin' to earn money. Said he wanted to go to college but no song an' dance about the great big award comin' to him. Jest plain commission, like any other salesman makes. Fella like him suffer 'cause a few others are crooked."

"Life's funny, that's what it is. Some's good come along and the crooks see easy money. Right off they take a good thing an' spoil it for honest folks. 'Don't know how we're goin' to stop it. Jest have to keep trustin'. I guess, and hope that some of the time we do the right thing for a deservin' fella. Might try callin' the law, like Mrs. Helmer did, when we think the thing's wrong. Cop sure can't catch crooks if they don't know they're there."

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

July 14, 1905
Mrs. Mary Poppolett and daughter, Miss Carey, are summing at a beautiful resort, named Eric Eau, Ont., and enjoying a most delightful season.

A Pontiac woman's answer to her friends' objection to her going away so much, is that the only time her husband ever kisses her is when she takes a train.

John Madden, wife and son, Sundayed at Mt. Vernon with his parents.

Mr. William Cockerline is a busy man now-a-days. Just now he is building a modern home for Percy Parmenter on his Troy farm. This house is more like a city home than the usual farm house and we are pleased to note the fact that good things are enjoyed by the farmer and his family just as well as the city folk can enjoy them.

30 YEARS AGO

July 10, 1925
Mortimer Neff and Arthur Harwood, business managers, and Arthur Hartwell, Jr., and Charles Taylor won the doubles of the tennis tournament sponsored

by Birmingham Tennis club on July 4, thus bringing the winners well on the way toward the winning of the three Bantini's Loving Cup.

Mrs. Carl Moereli gave a birthday party in honor of her daughter, Eileen's twelfth birthday, last Monday afternoon at her home on Southfield avenue.

Immediately following the first service of the new Christ church parish last Sunday afternoon in the meeting house at Cranbrook, God was turned, at an informal vernal festival for the new church building which will be started immediately.

15 YEARS AGO

July 11, 1940
An ensemble of green-sheer wool was chosen by Maxine Ada Gillespie, daughter of Mr. and Mrs. Roy Gillespie of Square Lake road, for her marriage Friday evening at 8 o'clock to Randall H. DeLong, son of Mr. and Mrs. Harold D. DeLong, of Pontiac.

Mr. and Mrs. Robert Taylor of Townsend street, announce the birth of a daughter, Barbara Jane, July 3. Mrs. Taylor is the former Audrey Skar, of West Brown street.

The Outdoor Sportsmen's Association of Oakland County and the State Department of Conservation are joining Sunday, July 14, in dedicating the enlarged Drayton Plains fish hatchery.

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ONE THING OR ANOTHER By George Wm. Averill

Port Huron annually makes a big point of its Blue Water Festival, which resulted from construction of its bridge to Sarnia, Canada.

Michigan newspaper publishers last month held their annual summer outing there, headquartered at Bill Atkinson's famous Gratiot Inn.

Here's the way Atkinson explains how the area got its "blue water" designation: "It was so named because the water of Lake Huron has a distinctive clear blue color almost like old-fashioned bluing," he says. "This was a noted summer resort area as far back as the days of the Indians. Legend claims that numerous midwestern tribes would camp together on Lake Huron's sandy shore to enjoy the lake's cooling breezes while other parts of the country drooped with heat."

This past week of torrid temperature, we have been wishing we could pick up and pitch our tent in any breeze.

B'ham City Finance Director Jim Purkiss last week thought one local man was going a bit too far in trying to beat the heat.

"He was coming down the block with a Navy blue sport coat on, and Navy blue slacks tossed over his arm," Purkiss relates.

"As he got considerably closer, I then made out the cuff of some Navy blue shorts extending just below the bottom of his coat."

"The enlightened banker of these times is accorded a distinctive place of leader-

ship in the community. In the rounds of finance and economics, he is a counsellor of his fellow citizen to as full an extent as are the clergyman, doctor and lawyer, in their respective fields."

Thus Herbert H. Gardner, president of the Birmingham National Bank, is quoted in the current month's issue of "The Michigan Tradesman," journal of Michigan business.

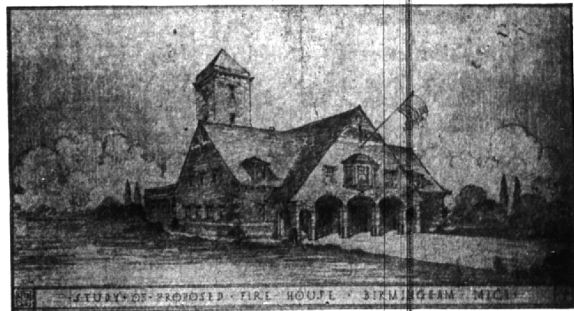
President for the past year of the Michigan Bankers Assn., Gardner and his bank are the cover pictures of the current Tradesman. On the inside are detailed stories of B'ham National's operations, on the Cranbrook institutions, and on MacManus, John & Adams ad agency in the Hills.

The issue was the convention number for the 69th meeting of the Michigan Bankers Assn., June 30-July 2 in Detroit.

We've been doing a little housecleaning of editorial department files, and we came across a cut which ran July 1, 1926, on page one of The Birmingham Eccentric.

It was headlined, "Proposed Village Fire Hall" and was intended for construction at the corner of Martin and Rates (now Shain Park). This fire station plan later was abandoned in favor of building it into the present Municipal Building, a block to the east.

Here's what our villagers once thought would be a nice fire station (the two which the city is building today are a bit simpler):



Chosen Orderly Of Commanding Gen.

1-14 Gen CHOSEN ORDERLY A more'd division. Pvt. Robert E. Owen, son of Mr. Owen attended Birmingham high school and was cadet commander of the Michigan Wing Civil Air Corps. He has had only seven weeks of army service. Selection of orderlies is based on orderlies for Maj. Gen. Frank D. Bowman, the commanding general, and military knowledge of the fort and the 6th ar. ed.

Cummings Sidewalk

Necessity for placing sidewalk on Cummings, between 14 Mile and Davis, has been approved by the Birmingham city commission. At a subsequent public hearing, special assessments will be up for determination.

Want Ads cannot be accepted after 5 p.m. each Tuesday.



She married a good provider!

Dad's a whiz as a good provider... even thought of the home food freezer!
And Mom, who likes to eat a good table, finds it the best friend a cook ever had. It keeps in arm's reach the good things and the good buys she's always coming up with. Mom shops once a week or less now, too, thanks to her HFF.

*Home Food Freezer



Hollywood Adjustable WALKER
Very Terms
RENTAL & SALES
• HOSPITAL BEDS
• BED SIDES
• WHEEL CHAIRS
• WALKERS
• CRUTCHES
MICHIGAN FIRST AID
Invalid needs—sick room supplies
LI 2-3027 JO 4-6487
1621 S. Woodward, E. O.
3 doors north of 10 Mile