

Opportunities In Retailing

Leaders in retailing point out that this enterprise offers great opportunities to young people choosing careers. There's every reason why that is true. A retailer operates on the certain premise that things just don't stand still. The business is in a constant state of evolution—due both to new products and to new ideas.

Being intensely competitive, management must be ever on its toes trying to do a better job, for the consumer is always looking for a lower price, more attractive displays, better service, and other inducements—and he takes his trade where he

can get them.

A RETAIL STORE must have its rules and regulations and routines, like any other organized activity. But the big thing is found in the human factor—in people with ideas and imagination and vitality and the urge to outdo the other fellow.

Today's executives in the big chain and other leading retail outlets came up from the ranks. They started as salespeople, warehousemen, and so on. In retailing there's plenty of room at the top.

What's In A Name?

The world's greatest misnomer must be "dictatorship of the proletariat." The Russian Communist system, professedly answering to this description, is nothing of the sort. One of the nation's best informed men on Russia, Prof. Calvin B. Hoover of Duke University, told the American Philosophical Society recently what the Russian economic system really is.

It is, he says, a gigantic, complex system of state trusts, managed by a bureaucracy with coercive powers, the whole

ruled by a hierarchy. Nothing could be farther away from the orthodox Marxian system.

INSTEAD, A GROUP of tyrants has seized the machine, and operate it in such a way as to terrify the masses and gain all the advantages for themselves.

This is the system sold to the credulous by self-styled "friends of the common man." Really, what's in a name?

Uncle Sam Biggest in Everything

This Administration has made a praiseworthy start in getting government out of commercial business. But it has a mighty long way to go.

A leaflet issued by the Chamber of Commerce of the USA states: "The government is still the nation's biggest electric power producer, the biggest power consumer, the biggest banker, biggest employer, biggest insurance company, biggest landlord, biggest tenant and biggest publisher."

In fact, Uncle Sam owns more wheat than the wheat farmers, more grass land

than the cattlemen and more trucks than General Motors."

THE SAME LEAFLET says: "No one—not even the government—has a complete list in any one place of all its businesses and industries."

No one knows either how much government in business has cost, is costing, and will cost the taxpayers, but it's a sure bet the figure would make any mind reel. Let the "get-government-out-of-business" campaign move into top gear!

Choice Is Freedom or Tyranny

Max Eastman, who was once editor of the Masses and an ardent Marxian socialist, has published a penetrating book, entitled "Reflections on the Failure of Socialism."

He writes: "We can choose a system in which the amount and kind of goods produced is determined by the impersonal mechanism of the market, issuing its decrees in the form of fluctuating prices. Or we can choose a system in which this is determined by commands issuing from a personal authority, backed by armed

force. . . . We have to choose. And the choice is between freedom and tyranny."

THE GREAT DANGER lies in regarding economic freedom and social and individual freedom as being different and distinct things. Actually, as history has proven time and time again, they are branches of the same tree.

Each government which has destroyed economic freedom through state ownership or control of enterprise has destroyed, one by one, the other freedoms too. Thus is slavery of peoples achieved.

From The Eccentric's Point of View . . .

Because the federal government has failed, for years, to reduce its non-military spending, and has embarked upon many ideas found within the "welfare state", American money gets cheaper and cheaper. For example, that \$10,000 life

insurance policy you had paid up or took out in 1940 now, 15 years later, is worth approximately \$5,000. This condition will continue until government ceases to tax and tax, spend and spend.

The "Ordinary" Americans

AMERICA IS MADE OF PEOPLE—GOOD PEOPLE—HARDWORKING PEOPLE—PEOPLE LIKE THE WAITRESS.

HER JOB IS NOT EASY. SHE MUST COMBINE THE TALENTS OF A DIPLOMAT, PSYCHOLOGIST, MIND READER, ATHLETE (WALKING, JUGGLING, LISTING), AND CONVERSATIONALIST (LISTENING WITH GREAT INTEREST).

SHE MUST ALSO BE A MAGICIAN (BE THREE PLACES AT ONCE), AND A MATHEMATICIAN. IF SHE FORGETS WHEN TO BRING THE COFFEE, MAYBE IT'S BECAUSE SHE'S REMEMBERING THE FAMILY SHE'S SUPPORTING—



HORSE SENSE AND NONSENSE

By ALICE E. MORGAN

Housecleaning! We can remember when it was a twice-a-year chore. Don't quite recall how the house was kept clean between seasons, but we do remember when it came flooding back the other evening when we casually mentioned that we'd better clean the basement one day during vacation. (Dreamer! How we expect to do that job in ONE day.)

We remembered that the mother used to drag us out of bed an hour earlier on breakfast could be cooked and eaten and the dishes all washed up before we left for school.

OUR LUNCH basket that day was always up to par, but when we came home from school things had changed. No white napkin was spread on one end of the kitchen table inviting us to have a snack. No cup of cocoa steamed gently on the stove, no home-made doughnut awaited us, nor did a sand wich and pickle (peep invitingly from under an inverted plate).

No, we were greeted by a Mom whose head was shrouded in a ghastly "cobweb cap", a circular affair held in place with elastic. A step ladder, chair, bucket of warm water, and some cloths were hard by, along with a big fat hat that we could help mother a lot by washing the inside of the window.

FURNITURE was all over the place in rooms where it was never intended, out on the porch in the yard and carpets draped over every inch of clothing and fence.

Sometimes, especially if the weather was exceptionally nice and inviting, we'd get the job of "beating the rugs." That was more fun than washing windows because there were more chances for one's imagination to get in a few licks and lighten the chore.

ONE THING OR ANOTHER

By George Wm. Averill

How many little drips are around your house?

The answer may show just how well or poorly you are helping to conserve the water supplies which are in such short demand.

When we have plenty of water, nothing seems cheaper. When we are deprived of much of it, we are willing to pay most any price for it.

No community has water to waste in Michigan these days.

Folks in Utica have had to get theirs from tank trucks for several days. Detroit's 45 pumping stations have been going constantly for two weeks and can't keep up with demand.

Birmingham—more fortunate than many of her neighbors—had to tighten her belt again last week.

SO IT GOES . . . no water to waste, but evidently plenty of it being wasted.

For instance, one evening last week the Bloomfield Village municipal water system had so little water in it that many residents turned on their kitchen faucets—and heard only the air rushing in to fill up the water mains.

Then only a few minutes after the emergency fire siren signal was sounded, water pressure was almost back to normal.

Where had that water been going? Who had been using it only a few minutes before?

NO ONE WILL KNOW those answers (although some villagers suspect much illegal basement pumps may have been sucking the precious fluid up for unauthorized purposes.)

But the main culprit, it seems to me, is habit.

Your habits and mine in a land where waste is accepted as a normal residue of living.

In this instance, it is our habit of using RUNNING water for many of our household activities.

THINK OF IT when you put your hand on the faucet to shave, wash the dishes, take a bath, brush your teeth . . . and you can save water.

A shower bath usually consumes up to 25 gallons of water. The average bath uses up about 36. Dishwashing can use up to 30 gallons, shaving up to 25 gallons. Toothbrushing also can be wasteful.

Water can be saved by:

Turning off the shower while soaping, turning on again to rinse (saving 15 gallons).

Use a partly filled tub instead of a full one (saving 16 gallons).

USE A DISHPAN or sinkstopper for dishwashing (saving considerable).

Brushing your teeth while faucet is off (saving appreciable).

Filling the bowl to shave from (saving: up to 25 gallons).

If each Birmingham housewife could save 10 gallons a day on three dishwashings, and each husband would have 15 gallons while shaving, it could be that the city would save more than 100,000 gallons of water a day.

Add to this the saving from baths, showers, shampoos, etc., etc., and we wouldn't be too badly off water-wise.

How's chances of making sure your house has no little drips around?

Badminton Winners In Two Divisions

Thirty-five entries played in the junior tournament Douglas badminton tournament sponsored Maize, 11 took first place followed by the recreation department with winners emerging in the junior and senior divisions.

Jerry Jurica, age 14, won the senior tourney with Harry Klumshayn, 14; Larry Back 13; and John Finn 14, the following three winners. Julie Kelley and Howard Diller organized and supervised the tourney.

Catalogs . . . ?
YES . . . WE PRINT THEM FOR SCORES OF DETROIT FIRMS

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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 21, 1905

People driving by the farm residence of Ed Miller, three miles west of here, are loud in their praise of the appearance of Ed's premises. The lawn, shrubs, flower beds, walks, etc., have taken on a brighter appearance and F. P. Beckman is responsible for this beautiful sight.

Sam Levy purchased a pair of jacks last week.

Miss Vera Tate gave a "give as you please" shower for Miss Ethel Robinson a few days ago. Refreshments were served and the decorations were white and green.

Cap McKinstry's pet horse was so badly hurt recently that he had to be shot. He is sadly mourned by the town line kid.

30 YEARS AGO
July 17, 1925

First copies of the Birmingham

The Birmingham Eccentric

Published every Thursday at Birmingham, Mich., in the Eccentric Building, 220-222 North Woodward Avenue. Telephone Midwest 4-1100

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The Eccentric is a member of National Editorial Association, Michigan Press Association, University Press Club

National Advertising Representatives
Weekly Newspaper Representatives, Inc.
2026 Guardian Bldg.
- DETROIT 26, MICH.
920 Broadway
NEW YORK 10, N. Y.

Directories were distributed this week to the merchants and by the first of next week every residence in the village will have a copy through free distribution. This is the first directory ever published for Birmingham on the community.

It was published by The Birmingham Eccentric, a volunteer from the office calling at every residence in the village and the church administering subdivisions, including Fox City.

A theater party will be given by Mrs. Sophie Plom, of Yorba Linda Park, for twenty-five guests at the Bonstelle Playhouse, on Tuesday afternoon.

Mr. and Mrs. Leonard Black of Oakhurst, Bloomfield Hills, departed yesterday for a trip to the coast, going to the Pacific by way of the lake route, they will travel north along western coast to San Francisco, returning through the middle western route.

15 YEARS AGO
July 18, 1940

Starting in 1941, all Birmingham big, mid- to medium-sized academies before a license will be issued, the City Commission decided Monday night when a new dog ordinance was adopted.

Miss Corelia Eby, daughter of Mr. and Mrs. Leslie H. Eby, 245 South Adams, has been awarded a \$400 scholarship to Kalamazoo college, amounting to \$100 a year. A January graduate of Baldwin high school, she had nearly an A record and was valedictorian of the class.

About \$10 damage was caused to the kitchen of the home of Mrs. V. E. Ogden, 1256 Smith avenue last week. Paraffin was being caught fire.

McManus kept up its undefeated pace this week to retain sole possession of first place in the local softball league. Buck retained its hold on second place while being life throughout the week.

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



Picked fresh . . . right from your freezer!

It's a snap to keep beans as fresh as the day they were picked, in a home food freezer! Home grown or bargain special, your fruits and vegetables will stay garden sweet for months. And they'll retain all their health-giving vitamins and minerals, too. No doubt about it: You'll love a home food freezer—and the menu magic it performs.

