Saluting B'ham Federal Savings & Loan Ass'n

Along with residents of our Birmingham area, we join in staluting the Birmingham Federal Savings & Loan Association, as it opens its new and larger financial quarters here at W. Maple and Pierce. It is the third time it has moved since its establishment with only a \$5,000 capitalization in 1935, to its new place of operation, with footings on its balance sheet of over \$15,000,000.00.

First location was at 243 E. Maple. In 1943 it purchased the Hanna Bidg., at Woodward and Maple and moved there: still in the same edifice but changed from the corner of Woodward and Maple to Pierce. Along with residents of our Birming-

the corner of Woodward and Maple to Pierce.

The Birmingham Federal Savings & Loan institution was formed by local citi-zens back in 1935 when the local scene was just beginning to manifest a more rapid population growth, both within Birming-ham and in nearby areas. Proof of the institution's ability to meet its local respon-sibilities is, of course, revealed in its continued growth.

Under the presidency of Walter L. Moreland, Henry F. Johnson, vice-president, John Townsend, assistant vice-president, Hazel E. Lawler, secretary-treasurer and manager of the Berkley branch office, this local savings and loan organization has earned a deserved place of affection among its hundreds of customers.

among its hundreds of customers.

Added to this list, of course, is Emerson C. Brown, board chairman, and other directors John P. MacKay, Ralph Manuel, Ralph C. Moulthrop and Howard Warner. Moreland and Johnson, too, are directors. Belief in the unceasing development of this area as a desirable place for residential and business growth is expressed by Moreland who said: "We know that this area has a substantial future, and will continue to maintain its stride toward the development of a fine suburban environment. We are proud to have played our ment. We are proud to have played our part in this growth, and pledge our continued interest in maintaining a progressive place in the community's life."

To Live Conveniently Costs More

A syndicated column recently carried the title: 'Servants' On Sale at Grocery Counters." This had to do with what is known as convenience foods—foods which known as convenience foods—foods which have been prepared, processed and pack-aged in such a way that a minimum of time and work is required on the part of the housewife.

Nor is convenience limited to foods. All manner of things sold at retail—appliances, clothing, drug items—lessen the labor involved in day-by-day living.

THE CREATION OF CONVENIENCE is expensive. It requires much labor and handling. It calls for elaborate processing plants and other facilities. But we want it more and more of it-and in an econom where the consumer is king the producers

and retailers give it to us.

This is something to keep in mind when we hear talk about "spread"—that is, the difference between what the farmer or

difference between what the farmer or some other raw material producer gets and what the consumer pays for a finished, ready-to-eat-or-use product. The more work that must go into a product, the larger the spread must be.

To take a very simple example, if we bought standing wheat from a field and went laboriously through all the steps necessary to turning it into bread, the cost would be much less than that of a sliced, neatly wripped loaf on a store shelf. But who would want to do that today?

As for the size of the spread, under our

As for the size of the spread, under our competitive methods of doing things, it is held to the minimum figure

Russia and China Aren't Ready Yet To Tackle US

Russia and China are not making "hot war" on America simply because they are not ready. Both are moving heaven and earth to build a gigantic industrial empire. When completed, we'll hear the roar of the termind. of the tornado!

Russia has taken China by the scruff of Russia has taken China by the scruff of the neck and is molding her into a huge industrial machine. Factories, railways, roads and bridges are being built. Over half of the worker's pay checks is taken in taxes and used for heavy industry. The Chinese Government's tax revenues are large and growing. The Chinese rail-way since 1954 has built 700 miles of new track.

THIS NEW BARBARIANISM, loose in THIS NEW BARBARIANISM, loose in the world, is not being stopped. It is not inclined to waste a big attack on the West until it's in shape to make war—as war has to be made in this mechanized age. Russia and China are industrializing. This is a warning to America that there's little time to bicker, sulk or procrastinate in straid, seek.

little time to bicker, sulk or procrastinate in stupid japathy.

The situation in Egypt and the Middle East is a powder keg, If Russia makes a double play with an assist from Nasser, Western Europe might be in real trouble for lack of fuel.

Indeed, "this is an age of terrific indictments and feeble solutions!"

From The Eccentric's Point of View ...

The government now uses a check writ-The government now uses a check writing machine which produces 100 checks a minute. But, apparently, this machine is obsolescent. A new one is on order—and it will zoom out the checks at the rate of 300 a minute. That is about as typical a sign of the times we live in as anyone could imagine.

"Neglected children" today are not those with physical or mental handicaps. Instead, experts say, "It is the gifted child who is unable to obtain rounded-out train-ing, so that he may make a maximum con-tribution to society," Educators for many years have admitted this fact; but they

would add that they'd need extra funds to set up educational machinery to aid the gifted youngsters.

Long may the United Nations organization remain in existence . . . and just as long may our people realize that this vehicle for international get-togethers is not the basic answer to the prevention of war. We only frust, too, that our citizens will always realize that we should never give up our national sovereignty by joining some form of "World Government"—for to do so would be like taking away the right to run one's own home and, instead, let an agency of government handle it.

The Birmingham Eccentric

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

GEORGE R. AVERILL Editor and Publisher PAUL NEAL AVERILL Business Manager GEORGE WM. AVERILL Managing Editor GERALD E. JEHLE Advertising Manager

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

National Advertising Repre-sentatives Weekly Newspaper Repre-sentatives, Inc. 1728 Guardian Bldg. DETROIT 26, MICH. 404 Fifth Avenue NEW YORK 18, N. Y.

IN HOMETOWN AMERICA







NATURE NOW

By Lydia King Frehse

Hedgerow Valued In Nature's Plan

From colonial times to the turn of this century, one of the most conspicuous features of our landscape was the old-fash-ioned hedgerow.

The bedgerow served as a protective barrier between fields. It between the color of the c

ality. Here are interlaining seedings of elm, maple and asent the seed seed the seed of the seed seed of the seed seed of the seed seed of the see

These are the same plants which have been forest dwellers for millions of years.

In the plants such as mentard, parent was change. Now we need the soil plants such as mentard, parent was change. Now we need the soil composite families are more at home in idsturbed areas of the forest paragrach the tangle of the plants, in here and there the hedgerow perficiely. They approach the tangle of the hedgerow but they are not of it.

THE HEDGEROW HAS a serve in the plant to the provise be lost. Wherever man spares the hedgerow are very to house and protect an ining and ready. To keep into the its spring blossoming hover a host home which it once knew.

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.

"Fond du lac, Wis., has passed an ordinance that the photographs of every habitual drinker shall adorn the walls of every place where liquor is sold."

"Ninety-six acres of land have been bought for a new cemetery out Woodward avenue. It is just beyond Palmer Park, on the same side of the street and has 1,600 feet frontage on Woodward avenue."

oeyond Paimer Park, on the same side of the street and has 1,000 feet frontage on Woodward average.

"M. Levinson has just added to his grocery department another telephone. Customers now call linicoln, between Adams and Woodward, opening a 230-foot stretch desire, each of the business the word department.

30 YEARS AGO
November 4, 1926
The new theater for the Village
Players of Birmingham is rapidly
nearing completion and will be
ready for the first evening of plays
which will be presented Nov. 27."

"More than 2,000 persons visited the Community House during the month of October, breaking all previous records of attendance. Started, four years ago, those in charge used to be elated with suc-cess when 15 or 20 persons called during the day, now if there aren't at least 00 callery, the day is dull.

"Ann Arbor - Erection of the University of Michigan's new foot-

ball stadium which will and 70,000 persons and will be ready for the referee's whistle in the fall of 1927, is progressing rapidly. Hatest type of excavating machinery is gouging deep into the side of a hill selected as the best variable site for the stadium and record of the stadium and t

department.

"Mrs. Martha Allison of Pontiac was a recent visitor of Mrs. E. fkeyes, and both ladies did enjoy lit."

"A grocery store advertised ground beef at 17c a lb., frank-turers at 19c a lb., frank-turers at 20c a lb., standing rib beef roast, 27c a lb., catsup, 30 YEARS AGO
November 1, 1926
The new thater for the Village Players of Birmingham is rapidly nearing completion with the process of the proc



ONE THING OR ANOTHER By George Wm. Averill







BALLERINA-LENGTH GOWNS have greatly replaced oor-length for evening, take less than half the yardage,



SHEATH DRESS has equal rating with bouffant dress in today's fashion yet uses half the material.

material that fashions use, the more the companies produce. When fash-ion says less, then production is cur-

Even slight style changes fabric sales soaring—or tumbling. Short-term style switches most di-rectly affect production and employ-ment.

So you see how fickle fashion can pickle producers or entrance employ-ees. (Photos from E. I. du Pont & Co.)



SHEER HOSE, the current vogue, requires less fiber per stocking than more service-able weights.

BATHING SUITS wei



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