Roll Call Is Being Sounded

One of Birmingham's important "businesses" is conducted from a white, two-story building at the corner of Bates and Townsend streets.

In it, a full-time staff administers to the needs of thousands of part time users—the men, the women, and the children of the community.

For at this location is the Birmingham Community House, the "House with a Heart, which for the past 34 years has administered to the civic, social, service club, avocational, and other organizational and individual needs of people in this area.

WERE THERE NO COMMUNITY

The Spiritual Washington

On this 225th anniversary of George Washington's birth, let us remember some of his great, spiritual qualities. None stood out more than humility, courage and the hope which gave him the reason for being at Valley Forge.

at valley Forge.

It was winter, in 1777, and it seemed as if the Continental Congress had abandoned the General and his army. He had written letter after letter, imploring help. Men were dying of cold, officers resigning. In despair, Washington had partly written his own resignation. Came a warning; mutiny.

OUT HE PLODDED through the highpiled snow. Near the outer defense lines a pale, young corporal, by firelight, was

Healthy Retail Business

Newsweek recently ran a long feature article on the future prospects of American business and industry It bore this significant title: "The U. S. Consumer: Key to '57."

That simply illustrates an obvious fact—that future business activity is dependent upon the purchasing power, desires, and attitudes of the 168 million Americans who use the goods and services our factories produce.

It also illustrates a fact that is not quite so obvious—that the economic health of this vast country is very greatly dependent upon the vigor of its retailers. We buy the necessities as a matter of course. But the country would be in for hard times indeed if only necessities moved through the channels of trade. And a great share of American buying is induced

We observe that two Birmingham city

we observe that two Birmingham city commissioners, Florence Willett and "Bil" Roberts, whose terms expire this spring, are candidates for re-election. Mayor James C. Allen says he won't run again. So that presents two formidable candi-dates as hurdles to any who seek other than to fill Allen's expired tenure.

Yes, we certainly have been having some spells of cold weather in Michigan of late. Lots of mice, white snow fell and remained, too. This is mighty good for the land, and isn't what is good for the land good for people, too?

would not take place. Our cultural needs would be noticeably curtailed.

would be noticeably curtailed.

Now in the mail are the 1957 Roll Call appeals for contributions to the Community House's annual finance campaign. We urge you to answer it with as generous a gift as you can. Or when a neighborhood canvasser comes to your door in a few days, let her forward your donation to Roll Call headquarters.

To Reep pumping at a nourishing rate, Birmingham's "Heart" needs your annual fund trans/lasion. Please make it a gener-

fund transfusion. Please make it a gener-

writing his mother-sending his love and

Necessary In U.S.A. by retail activity—by advertising, displays and other attractions that help to whet the public attitude for more and better goods.

THERE IS NOTHING STATIC about

THERE IS NOTHING STATIC about retail business. It is always changing—for the reason that consumer attitudes are always changing. As Newsweek says, ". . major shifts are taking place—in consumer shearing, consumer desires, and consumer seeding — that will do more than any other force to mold the nation's future." It is retailing's job to keep

future." It is retailing's job to keep abreast of those shifts and to move with

It has done that with full success in the past, and it will keep on doing it in the seasons and years that lie ahead.

from numerous Michigan hills, It's clean

fun—may it increase its lure as, annually, King Winter visits beautiful Michigan.

So They Say ...

Treasury:
"It is not easy to arounse enthusiasm for a light on inflation."

Mrs. Charles E. Wilson, wife of Defense

From The Eccentric's Point of View...

5 Studen. Now Practicing In BHS Program

(Editor's Note: A memo to "Disillusioned Reader": Your viewpoint is accepted with thanks, Sorry you failed to sign your name. Come in some time and let's chat about a variety of subjects.") George M. Humphrey, Secretary of the

5 Student Teachers Now Practicing

insect. ause it stands as rousual instances

and safeter for a superior of a committee of the summer waxed and life yield and the superior of a committee of the summer waxed and life yield and summer waxed and life yield and summer waxed and life yield and superior of the summer waxed and life yield and summer waxed and life yield and summer waxed and life yield and life yield and summer waxed and life yield yield

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.

February 22, 1970 seres near Kintson village, Tuest and series near Kintson village, Tuest and series near Kintson village, Tuest and series near kintson village, Tuest and similar to county. Has small house and barn, a problem every day as residents the best of soil. Price \$2,000. Terms cary:

ren in Franklin by the Cemetery ed another stoker patent."

selfation r. Bill 25 cents. Record rates for children, which incides a fine program of music litations and a social evening?"

tations and a social evening?"

the proceeds into Defense bonds.

"It will be only a month or so more, now, that residents and passing motorists will mistake the water tank on Hunter boulevard for the rising sun. The orange landmark it to be a single to the single sun. "Last Monday while Mrs. E.

30 YEARS AGO February 17, 1927 "More than 19,000 persons vis-ited the Community House during the past year

"Four of seven persons arrested in a country-wide war against chicken thieves are serving long jail sentences today and the others are awaiting trial."

From the Want Ad columns:
"Your ashes and rubbish removed.
Call Police Station, Phone 1000." "Worry doesn't empty the day of its trouble, but only of its strength." ONE THING OR ANOTHER By George Wm. Averill

The young lawyer began the cross-ex-What is your name?

What is your name?
Jones.
'What' Jones?
No, it's Nutt.
Not What?
Nutt Jones.
Well, then what is it?
I TOLD YOU—it's plain Nutt Jones.

That's a name? That's MY name. All right, let's go on. Where? With the questions.

What do you do, Mr. Jones?

DO WHEN? When you work? I work. But at what?

But at what:
At my desk.
Sure, sure, but where is your desk?
In a building.
What kind of a building is it? Cinder block

OH, NOW I begin to see. You have a

desk in a building where cinder blocks are

made?
No. The building is made of cinder blocks.

For crying out loud, Jones! What do you make in that building? Seventy-five

dollars.

No. No. Jones! What does the company make?

MUCH MORE than I do. You aren't listening! What kind of goods does the company make?
No goods.
You don't mean to say you work for a

company which doesn't make anything? Yes, we sell ivory to toothpick manufac-

ANY PARTICULAR kind of ivory?

Yes.
Well, what is it?
The best,
Mr. Jones, you're
Your Honor, can't you help me?
And 'twas at this point that there
was no point in continuing the
cross-examination, because for the
cross attorney the whole trial had
become a trial.



YOU REAP THE BENEFIT

Nowadays, manufacturing plants don't have to put up with the expense and inefficiency of keeping large inventories of materials and parts on hand.

Trucks and truck-trailers, by providing swift/ direct, doorto-door transportation service, have made such costly pro-cedure a thing of the past.

The modern assembly line extends, in effect, beyond the manufacturing plant itself to the commercial motor vehicles which continuously supply industry with 'round-the-clock which continuously supply indust shipments of materials and parts.

Yes, trucks and truck-trailers are indeed assembly lines on wheels, serving industry in a way that brings an improving standard of living to all the people.

Michigan Trucking Association

Fort Shelby Hotel • Detroit



AlcCallum & Dean

THE ULTIMATE IN HI-FIDELITY EQUIPMENT

"A Vast New World of Listening Pleasure Awaits You."



409-411 East Maple

Birmingham

PILOT/ PRESTO

TURNER V-M

YOU WORK FOR YOUR MONEY LET IT WORK FOR YOU AT ...

CAPITOL SAVINGS

LOAN ASSOCIATION

CURRENT RATE

REGULAR SEMI-ANNUAL EARNINGS PAID SINCE 1890

FREE GIFTS FOR NEW ACCOUNTS

Lantern Savings Banks
 Handsome pen and pencil sets



27215 Southfield - near 11-Mile Road - Pf Open Daily 9 'til 4:30 . Fri. 9 'til 6:00 . Wed. & Sat./9 'til 12:00 · Ask about our "Save-By-Mail" Service

The winter sport of skiing is abundantly enjoyed at Michigan's 60 Upper and Lower Peninsula winter sports centers, according to the Michigan Tourist Council. This invigorating outdoor recreational activity attracts many from our Birmingham area. It is estimated that no less than 300,000 young and not-too-old, of both sexes, enjoy the swift descent over snow 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-Weekly Newspaper Representatives, Inc. sentatives, inc. 1728 Guardian Bldg. DETROIT 26, MICH. 404 Fifth Avenue NEW YORK 18, N. Y.

Meet Your Michigan A STATE OF THE STA LUMBERING IN MICHICAN ECAN TO ASSUME THE PROPORTIONS OF A MAJOR INDUSTRY IN 1849 WHEN 550 MILLS WIFE OFFICIAL FOR THE PROPORTION OF THE PR MICHIGAN TOURIST COUNCE ... No. 93





Steady There!