

After the Latest Look, They Liked Us Again

To most readers of The Eclectic, we suppose that the awarding of a national or state journalistic high recognition "is an old story."
We'll modestly admit that such should be the case . . . as again for the year 1936 this newspaper was determined by a committee of Nebraska newspapermen, to be first in general excellence among all Michigan suburban weeklies.

On behalf of our entire news, advertising, composing and pressrooms, and bindery, plus you who comprise our splendid community, we accepted the award at the Michigan Press Association convention in Lansing last week.
As we have often stated in the past, we'll continue to maintain our journalistic stature as best we can . . . for this recognition plays no small part in the satisfactions we receive as fellow-workers.

Applying The Philosophy Of Business Service

The philosophy of "doing unto others . . ." is manifest in the whole range of human relationships. Not on a uniform basis, to be sure . . . but there are segments of our society that have come to realize and understand the value of "walking the extra mile . . ." and their personal or business affairs are made the happier and more secure because of the application of this virtue.

which may appear during the period of warranty . . .
Only restrictions attached to the Warranty are that Wilson's, or an authorized Pontiac or Cadillac dealer service must be used in caring for the car during the year. Damages from accident, of course, are not included.

IN BRIEF, THE WILSON WARRANTY practically says to a new car buyer, "We'll take care of your car for a year without charge to you." Barring damages from accident, the owner can expect to pay only for his oil and gasoline during that first year.

"Yes, we realize that we are assuming a considerable extra cost in this dealer-owner relationship," the Wilsons and Downey explained. "But we believe the venture well worth the try. It seems to us that the operation of a business should be concerned with something perhaps more valuable than material gain—and that means that human friendliness and confidence that should exist between the buyer and seller."

So far as they know they are the only motor car dealers in the nation who operate on this 12-month warranty plan.

Incidentally, (though it has no official bearing on the case) the Wilsons are sons of an illustrious father whose name is Charles E.—former president of General Motors Corp., and now U. S. Secretary of Defense.

An evidence of this was brought to our attention when we discovered that a local automobile dealership, Wilson Pontiac-Cadillac, Inc., last November inaugurated a phase of this service philosophy in their own customer relationships. They launched the plan simultaneously with the introduction of the 1937 Pontiac and Cadillac models.

Conceived by Ed and Erwin Wilson, owners of the company, and their general manager Russ Downey, the plan is contained in what they call the "Wilson Warranty."

AS YOU MAY KNOW, when you buy a new automobile you are given a three months, or 4,000 mile, factory warranty against any defective mechanical parts, plus several free inspections.
The Wilson Warranty goes beyond this. It runs for a year from date of sale, or 18,000 miles, and . . . constitutes a complete guarantee against any defective material, workmanship, or abnormal wear.

State GOP Needs "Merchandising Know-How"

Unless Michigan Republicans place in leadership men and women who not only "know politics," but who also know how to "merchandise" issues and personalities, it will not get very far in the immediate future.

Republican leadership has been, it would seem go out of business.

THAT IS EXACTLY what Michigan's Republican party is doing. This certainly is true on a state level of politics.

"Not only must the state central committee's membership consist of men and women of this caliber, but efforts should be made to persuade candidates of known ability to run for various offices."

You cannot, even with the best of business personnel, successfully merchandise poor services or commodities.

Whoever succeeds Chairman Feikens ought to be a person who measures up to the above requirements. Indeed, those close to him, too, should be able to contribute something practical to the Party's activities.

If a private business, with either services or commodities to sell, were no more competent in merchandising than the cur-

From The Eccentric's Point of View . . .

You read about this world's troubles, how Eisenhower talks and does this & that, the same for Dulles, Nasser, Bulganin & Co., Eden, and other contemporary world leaders. What they say and do takes on a larger appearance only because these men deal in large populations, lands, wealth, etc. Actually, though, they do not possess great magic powers; they have no crystal balls; many of their statements and actions are but larger counter-parts of some of the ordinary day-to-day problems and decisions that we average people contend with—and often we are wrong or right, just like those who get their names in history books.

Opportunity only knocks at a door—it's up to you to ring the bell.

So They Say . . .

Gordon McCrae, actor and singer:
"When I work too hard and things start getting tense, I start singing. It seems to clear my mind and give me strength."

Nikita S. Khrushchev, Soviet Communist party boss:
"Whether you like it or not, history is on our side. We will bury you."

Keith Falkner, musical professor, New Zealand, speaking of rock 'n' roll music:
"There is nothing new about it. These primitive percussive rhythms have existed people throughout the ages."

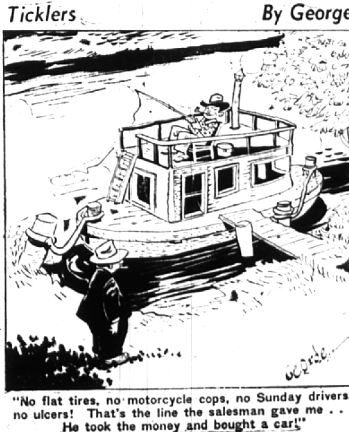
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"No flat tires, no motorcycle cops, no Sunday drivers, no slicks! That's the line the salesman gave me . . . He took the money and bought a car!"



NATURE NOW Paper Important State Industry

Our second-growth Michigan forests, whether they follow cutting or fire, contain a large percentage of quaking and large-toothed aspen, both members of the poplar family.

The commercial value of these trees is largely due to their use as pulpwood in the manufacture of paper, an industry whose annual production in the United States alone exceeds 25 million tons.

Seven pulpwood mills now operating within our state annually consume an estimated total of 75,000 cords of various woods. The largest of these, the Detroit Sulphite Paper and Pulp Company, uses 120,000 cords each year.

The first paper was made in ancient Egypt from a tall flowering rush, *Cyperus papyrus*, which still grows along the marshes of the Nile. The inner fibers of the stem were arranged in a criss-cross pattern, layered on a flat surface and then pressed and dried.

PAPER AS WE KNOW IT now was made in China as early as 105 A.D. from the inner bark of the mulberry tree. The product was brought to Europe by the crusaders, where the invention of printing greatly increased its use. Prior to 1808, its manufacture was a laborious hand process using chiefly rag pulp.

In that year the first paper-making machine, invented by a Frenchman, Nicholas Robert, was put into operation. By means of it, wet pulp was made to flow on a continuous moving wire screen leading to revolving cylinders which compressed the fibers to their proper thickness. The resulting paper was cut into sheets and dried in a loft.

In 1869 John Dickinson invented a drying cylinder covered with fine wire screen which revolutionized in its person.

WHEN BLEACHED IT is suitable for books, magazines, writing and specialty papers. Some of the highest grades of the latter are still made by hand. Dyeing, surfacing and sizing are the final stages in any process used.

Other materials used for paper include lutein, cotton, straw, silk, and even a fibrous plant native to

15 YEARS AGO
February 5, 1912
"The last payment on the \$10,000 mortgage against the Birmingham Community House was made during the month of January . . . The house was opened in the spring of 1910."

15 YEARS AGO
February 5, 1912
"Listed under For Sale—Miscellaneous, 'Membership in the Orchard Lake Country Club at a bargain price . . . and under For Sale—Houses, 'New brick two bedroom, natural fireplace and all conveniences common to larger well appointed homes. Price \$6,300.'"

"One of the most novel parties we've heard of in a long time took place last Monday evening at Mrs. Robert F. Watt's home on Hanna street. Mrs. Watt invited friends for a defense-benefit bridge luncheon, requesting each one to bring a 50-cent defense stamp. Place cards . . . were defense stamp booklets . . . prizes were also in defense stamps."

30 YEARS AGO
February 3, 1907
"Clubby and comfortable atmosphere, typical of English architecture, is provided in the new Baldwin Public Library to be erected on Martin street following the contract awarded by the village commission."

"Plans for work on the new Birmingham theater, Woodward avenue, south of Maple avenue, are definitely suspended today following the circulation of a petition here advocating a law against commercial amusements on Sunday."

"The Birmingham Police department is to have a policeman on

"Success doesn't come from lying awake at night, but from keeping awake in the daytime!"

ONE THING OR ANOTHER

When one thinks about it, it's not so strange to see the electric power companies right in the middle of this atomic power plant research and development. Comparatively speaking, the natural power supplies of coal and gas, which feed the mechanical muscles of this electrical giant, will not last too long.
"Hence this race to get atomic power adapted before the giant's generators are sloped or stilled."
It's a staggering thought to imagine what might happen were the electrical nerves of the nation to go dead.

BACK IN 1931, when Thomas A. Edison died, it was proposed that all the nation's electric power be turned off for one minute in tribute to the man whose electric light launched a new era.

In fact, the idea was considered seriously. But it was just as quickly abandoned when it was recognized what the one minute's effect would be in terms of: traffic tie-ups, control of trains and aircraft, factory production, hospital operation, fire protection, communications and other important facets of modern life.

It was obvious that the United States could not afford to be without electric power for even that 60 seconds!

Many times, an idea only becomes bad or good when it meets a prejudice.

During its 32-year existence, Birmingham Rotary club has changed secretaries only five times. However, only four men have served in this important club spot.

Attorney Forbes Haswell has just succeeded The Edison company's Paul Grant, who had to give it up after more than 10 years because of growing Edison responsibilities.

Haswell took over the first time from Birmingham's "Mister Rotary", the late J. B. Howarth. "JB" served many years after the club's initial secretary Charles Randall had served a short term.

The salary, however, has remained the same for all—satisfaction of serving a cause which places "service above self".

The human mind does not have to fix. It also can flex.

Gross in Japan

Bruce W. Gross, aviation storekeeper third class, USN, son of Mr. and Mrs. James E. Gross, 382 Henrietta, Birmingham, is serving aboard the USS Jupiter, the Navy's only aviation supply ship. The Jupiter is operating out of Yokosuka, Japan, during her fourth Far East cruise.

India, and exports to a rush from the Mediterranean area. 900 rags and waste paper are also reused, the former producing our highest grade of writing paper.

Today paper has become a most versatile and indispensable product. It is another example of the dependence of our modern economy upon the raw materials furnished by plants.

Mills Assigned To Fort Polk, La.

Army Pvt. Jerome D. Mills, son of Mr. and Mrs. Thomas J. Mills, 1004 Westwood, Birmingham, recently arrived at a messer area near Fort Polk, La., where he will participate in "Exercise King Cole" early this spring.

After completion of the field training exercise, Mills will return to his regular duties as a teletype operator with Company D, of the 3rd signal battalion at Fort Hood, Tex.
The 20-year-old soldier attended the University of Michigan before enlisting in the army in September, 1936.

The Panama Canal is 50.7 miles long, less than half the length of the Suez Canal.

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