

**To Advertise Is Basic U.S. Right**

Some people in this country have the mistaken notion that advertising is all right for some segments of our economy but sinful, unprofessional and illegal for other segments. The funeral service industry is now being upset by some within it who desire to prohibit all advertising or to restrict it to the point of ineffectiveness. They appear to be well-organized and have been successful in the start of their campaign to impose their wishes upon the entire industry.

Fortunately, there are still some funeral directors who believe in the right to advertise their services and refuse to knuckle under to outside pressure.

The South Dakota Funeral Directors Association recently adopted a resolution saying that advertising of a dignified type is proper and that no rule should be established against it.

"Do not lose your freedom—your right to tell your story and your right to educate the public.

"Successful firms in any line of business have become successful because they have used all legitimate forms of advertising to educate the public as to their facilities, service, location and personnel."

Actually, advertising is more far-reaching than buying space in a newspaper to

inform the public of your services. It involves such things as telephone and other directory listings, names on doors and buildings: Some professional groups list these in their restrictions—even to the point of regulating whether bold-face type can be used in a phone directory or not.

**NEWSPAPER PEOPLE KNOW**, from long experience, that professional groups which either limit or prohibit advertising by members foster a clan of publicity-seekers. If they can get free advertising it does not violate their ethics.

You also will note that a nonadvertising professional person opening a practice here to be a "joiner", getting into various organizations, to committees and what not. Why? To advertise himself, of course. And he will likely contrive to serve in such a way that his professional services will come to the forefront. Maybe he'll talk on various subjects relating to his profession.

This is human and nothing wrong except that the whole thing is a polite farce we are supposed to believe when the particular profession claims to have ily white hands because its members are forbidden to pay for an advertisement.

(Editor's Note: This editorial appeared recently in The Midland, Mich., Daily News)

**Yeah--But What Are the Side Effects?**



**NATURE NOW** BY LYDIA KING FREHSE  
 Special Writer for The Birmingham Eclectic

**Flowers Reign Over The Netherlands**

The Netherlands is the gateway to Central Europe by way of the Rhine River. In all our travels we saw nothing else like it.

We were twelve feet below sea level as we landed at Schiphol, Amsterdam's airport. Yachts and barges passed by high above us. Forty per cent of the land lies below sea level, protected from the sea by dikes and a strip of dunes 110 miles long.

**HUNDREDS OF PUMPING STATIONS** continually carry five billion cubic meters of superfluous water returning it to the North Sea over an intricate system of canals.

Only a few of the old-fashioned windmills remain to lend a quaint charm to the countryside.

The lushness of the resulting landscape is a tribute to the power of water. The green pastures and fields stretch as far as the eye can follow.

Both flowers and windmills are an industry whose bloom covers city and countryside with a rich and colorful blanket. Our hotel at The Hague was filled with bloom.

Mrs. Frehse

AMSTERDAM, the capital city of more than a million people, lies 35 miles northeast of The Hague on the Zelder Zee. It is a kind of European Venice, its 34 canals and 88 bridges with their sight-seeing boats and barges lending a relaxed holiday atmosphere.

On the water's placid surface is reflected an old-world city, graceful but substantial. Its homes, public buildings, museums and churches bespeak a character and culture faithful to its historic past but modified by modern progress.

But we were impatient to see more of the countryside so we set out for a day's excursion through the wide Dutch landscape and its charming old towns to the small fishing village of Spakenburg on the Zelder Zee.

**HERE TIME STANDS** still, as still as the boats tied up in the small harbor late afternoon.

The old streets echoed with the clomp of wooden shoes. The men congregated in the afternoon, changing the experiences of the day or eating a snack of smoked herring from the street vendors' wagon.

Women dressed in hand crocheted caps, flowered shoulder boards and full dark skirts served us short-bread and tea in the town's small provincial inn.

Motoring along the rural highways we saw how the canals divide the flat meadows and fields into regular geometric patterns. Nowhere except in the valley of the Nile did we see such lush greenness.

**IN THE MOIST LOWLANDS** we saw great herds grazing. These are a portion of the three million cattle which in turn produce more than a quarter of a million pounds of butter and an equal weight of cheese.

The well-known Edam and Gouda are named for the towns where they are produced and where cheese markets are a feature of

**ONE THING OR ANOTHER** By George Wm. Averill

Perhaps it's because I've just returned from my vacation, all rested and full of ambition, but I am daring this week to put my opinion into the jaws of a two-headed lion—the Birmingham school board and the Adams parent-teachers organization.

Here I go: it is my considered opinion that Oakland avenue, between Adams and Worth streets, should be permanently closed to traffic, or it should be left open all the time.

A street, especially a semi-arterial such as Oakland, should not serve a dual purpose—a playground part of the day, a route for steel projectiles the remainder of the time.

**YEARS AGO**, WHEN THE then school board wanted a playground for the Adams building, I think poor judgment was used in putting it on the opposite side of a street that then and now carries through traffic.

Perhaps the school board thought it had good and sufficient reason then. But today it clearly is evident to me that such an arrangement is very poor. It's bad traffic, bad safety, and a bad nuisance to everyone. School and city officials, and public, too, recognize this.

Oakland avenue has become and will become a more important means to and from downtown Birmingham facilities.

**ADAMS ROAD NORTH** of the city has developed tremendously in the past five years. So has the southeastern portion of the country life.

Holland also produces a quarter million pounds of eggs and egg products which provide many a tourist's breakfast in England and on the continent.

**IT WAS THE TIME** of the bulb harvest along the coastal sand dunes. Here soil and water combine to produce superior bulbs of many varieties.

Now they lay drying thick on the ground, awaiting shipment to all parts of the world. Nearby is the town of Saarn with its many gabled houses, some of them with thatched roofs. Here the princesses attend public school.

**BACK AT OUR HOTEL** at The Hague we watched a lavish parade of the Flower Queen and her floats, each representing the industry of a province, each unique with maidens dressed in their own particular costumes.

We could think of nothing to rival such a display of flowers except the rose-bowl parade of our own West. And so we said a reluctant "Goodby" to the Netherlands.

**TO ALL CREDIT GRANTORS:**

We have the will and the skill to collect your delinquent accounts.

No account too small... too large... or too difficult. Our facilities include personal call service in Birmingham, Troy, Southfield and other points in Southern Oakland County.

**Medical Mirror**

WHAT DOCTORS SAY ABOUT:

- Bifocals
- School Eye Tests

Q. Why do some people need "bifocals"?

A. Because they have reached the age when the eye is no longer able to focus on near objects. Young people, even though they may wear glasses, have bi (two) vision—they can see at a distance and close up. The shortest distance between the eye and an object that can be clearly seen is called the near-point. As we grow older the near-point gets farther and farther away from the eye. Bifocal glasses simply give the older bi (two) vision again. The lower part of the bifocals shortens the near-point for reading—the upper part is used for far vision. It's not as good as nature's "bi-vision" but it's better than trying to read by holding the paper at arms length.

Q. Are school eye tests accurate?

A. Usually as accurate as they are. The purpose of these screening tests is to find children who might need an examination by an eye doctor. The Health Department has developed a very simple complete eye check-up. The eye doctor may or may not find that the child needs glasses. Material in MEDICAL MIRROR is based on various scientific publications and does not necessarily reflect the opinion of any doctor. The diagnosis and treatment of disease requires the skill and knowledge which only a physician can provide by personally attending the patient.

SCIENCE EDITORS, P. O. BOX 398 Madison Square Station, New York 10, N.Y.

**WANT TO ADD AN EXQUISITE TOUCH TO YOUR LIVING ROOM?**

Smart with Flowers

**NORTHWOOD**  
 Florist & Nursery  
 2468 Woodward  
 NEAR 12<sup>th</sup> MILE RD. LI 3-2440

**Where's Elmer?**

As usual he's making his pitch for JAX KAR WASH because that nobody-but nobody does a better job on your car. You can really see the difference when you use it in JAX MINUTE AUTOMATIC CAR WASH. And remember—a clean car rides better.

**Jax Kar Wash**  
 OPEN EVENINGS

BIRMINGHAM: Hunter Bld at Forest  
 BETHLEHEM: W. M. Nichols at Forest

**Closed Shop Shackles Labor**

In 1914, Henry Ford established a minimum wage of five bucks per day throughout his plants. Skilled workers received half as much again. He initiated many benefits, unheard of in union shops, without pressure from any union. And he had a waiting list of applicants to work in his non-union plants, which included workers from card-carrying union shops.

Ford believed every man had a right to work without being compelled to join a union. He foresaw the evils the Senate Committee is unearthing today.

As "right to work" laws are enacted, State by State, the union bosses, who

have been wrecking companies, workers' homes, lives and freedom, will have to start rebuilding along democratic lines.

**NO MAN, NOR GROUP** of men, should have the power to paralyze American industry which has been put in their hands by the closed shop. Power to prohibit a man from working is the power of life and death over that man and his dependents. It is a species of slavery. Only Government, when dealing with crime, should have any such power.

The compulsory closed shop has given private organizations more power than the Government, itself, possesses.

**From The Eccentric's Point of View ...**

Congress has adjourned until next January. It has left a record of being self-determined, to a large extent on what manner of legislation it passed. The President certainly did not get everything he wanted. Nor should he have, either. We salute those members of both Houses who had courage enough to pare Ike's original budget. We also hope that Ike will instruct his budget director to be more frugal and thrifty as he prepares the next federal budget... for that's the time and place for any President to make known his thinking on the subject of federal spending.

Children's Aid Week. When you give to the Michigan United Fund you are helping many helpless Michigan children.

Were it not for American newspapers of the crusading type, wrong-doing by some public officials would be more easily kept hidden. This would result in greater economic and political oppression by government. Under the constitutional freedom of the press guarantees, newspapers continue to defend the public interest by exposing evils in government. In labor-organizational affairs, newspapers are not in so advantageous a position to expose wrong-doing. Union records and activities are not always required by law to be exposed to the members, let alone the general public. Indeed, that is why some union leaders are able to become veritable despots, living off the fat of membership dues. Some day, sooner or later, all unions will be required by law to account for everything they do—as do banks, insurance companies, utilities and other organizations that gain custody of privately owned or contributed money.

So Ike and Mamie are having a vacation at Newport, Rhode Island! Well, we are not one to criticize their basking on the Atlantic seaboard... certainly Ike is entitled to a change from the bedlam of Congress; and his spouse, just out of the hospital, will appreciate better at her hubby's side. But we suppose ancient, extravagant and exclusive Newport's ghosts of the past now are hovering over the resort... regretting that they are not present to parade their former evidences of much mazzala.

Both the Wisconsin and Michigan State Conservation Departments now believe that the large number of predator lamprey eels observed coming into Lake Superior streams augurs the near-future end of lake trout in this largest body of fresh water on earth. The lamprey already has killed lake trout in the other Great Lakes.

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**30 YEARS AGO**  
 September 15, 1927

"The Rev. ... 23 years ago, former pastor of the Methodist church at Franklin is under a suspended sentence today on a charge of malicious destruction of property to which he pleaded guilty in Circuit Court, Pontiac, late Monday. He was arrested June 10 when he smashed a motion picture camera with a hammer in the town hall at Franklin because he said he believed the films were impure."

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**George W. Averill**  
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**Gerald E. Jehle**  
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**Ticklers** By George

**For All Occasions**

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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**  
 September 13, 1907

"For Sale—Thirty H. P. five passenger touring car, equipped with three extra tires, leather top, gas lamps, prest-lite gas tank, baggage carrier, full set of tools, and a complete set of chains, etc. Car has never been used by anyone but the owner; has been kept in first class condition by experienced chauffeur from the factory. For sale at a very reasonable rate, owner desiring larger machine. Will pay railroad fare of buyer to see the machine."

"Dr. D. M. Johnston has broken ground for a new home on a lot just east of his present home. Here he will build a new house to cost from \$2,000 to \$3,000 and make someone a delightful home, as it will be for sale when completed. A chance for someone to get a bargain and a cozy home, as it will have all the modern conveniences."

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"People all over the world are becoming skilled in identifying planes because this knowledge can be mighty useful if they are near the battle zone. Every plane looks different to the practiced eye, and the editor is writing our picture syndicate to suggest that they make up a composite layout showing their dissimilarities for reproduction on the printed page."

"A gala spirit will dominate the formal dedication of the new Kunkin sky theater building, Woodward avenue south of Maple, at 3 p.m. Saturday. With the building decorated in bunting and with an orchestra playing for the occasion, the ceremonies will include:

"A lazy man likes to think that it is just his way of conserving energy."

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**COLLECTIONS ARE GOOD**

Efficient and intelligent service on Commercial, Retail and Professional accounts.

Collections made through affiliated offices in all parts of the United States.

**TO ALL CREDIT GRANTORS:**

We have the will and the skill to collect your delinquent accounts.

No account too small... too large... or too difficult. Our facilities include personal call service in Birmingham, Troy, Southfield and other points in Southern Oakland County.

**Mr. Mead, owner-manager is bonded by the State of Michigan for the protection of Creditors. He is a member of Commercial Law League of America, Birmingham Credit Bureau, Birmingham Chamber of Commerce, Illinois Collectors Assn.**

For best results, place your accounts with us for collection. Phone, write or call for rates. For further information call MI 6-8770.

**COLLECTION SERVICE OF BIRMINGHAM**

610 N. WOODWARD AVE. BIRMINGHAM, MICH.

**Medical Mirror**

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**MILLS PHARMAC**

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