

The Birmingham Eccentric

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Editorial Page

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Better Get Moving

A Free, Responsible and Aggressive Press
Is Democracy's First Line of Defense

Advertising Boosts U.S. Economy

A man will get up from an advertised mattress, shave with an advertised razor, put on an advertised hat and coat, light an advertised cigar, get into an advertised car and run down advertising on the ground that it doesn't pay.

An immigrant boy started peddling talcum powder from door to door about the turn of the century. A classified-ad salesman, from a local paper, persuaded the young man to take a ten-dollar flier in advertising. Years later when he signed his first million-dollar contract, a reporter asked the talcum tycoon whether it paid to advertise. He replied, "I don't know but I'm afraid to stop."

Of course, a man might get up from an unadvertised mattress, and perhaps even find an unadvertised shirt to put on. But he would have a long beard before he found an unadvertised razor; and would be driven to home-made hominy if he insisted on unadvertised breakfast food.

ADVERTISING, LIKE everything else,

From The Eccentric's Point of View . . .

Resignation of Miss Estella Martin as executive director of the Family Service of Oakland County, a responsibility she has held for the past 13 years, will be a distinct loss. During her service here she directed the agency's expansion from a single office operation to its present three offices in Pontiac, Royal Oak, with headquarters in Birmingham. Aiding her are 15 professional women and six clerical personnel. Miss Martin and her staff have helped many hundreds of individuals and families to solve many of their problems. She possesses that rare talent than can sympathetically discern where troubles originate, plus the experience and imagination to offer practical aids and answers for them.

comes in two styles—good and bad. Bad advertising is of no more help than bad eggs, bad checks, or bad dispositions.

Good advertising must observe the rules: must be attractive; easily read and understood; convincing and presented to the right people at the right time.

Finally, the product must live up to its advertising, be easily available to the would-be buyers and be priced right.

Advertising, American-style, is merely the act of letting the public know what the country's business, industrial and agricultural segments of our economy have to sell.

IT IS A SINGLE voice multiplied as many times as the circulation of the media through which the advertiser's message is published.

It is an important link in the whole chain of merchandising. It produces mass acceptance of a product or service—and that results in mass production and lower prices to the consumers.

Each election in Oakland County reveals an ever-increasing number of Democrats voting, just as voting statistics out-state in Michigan prove the same fact. There is little question but what this unprecedented increase is due primarily to "win friends and Democratic votes." To be sure, the lack of a real working political organization by the Republicans has helped their opponents. The ability of the union leaders to get and spend millions of dollars for their preferred candidates, plus having scores of thousands of organized workers, is the dominant factor in winning votes. Indeed, any group so constituted could show successful results at the polls.

Is the presence of a glass and pitcher of water on a speaker's lectern reasonable proof that the subject will be a dry one?

Employers Must Get Minor Work Permits

Employers hiring minors between the ages of 14 and 18 years of age should apply for occupational approval numbers for 1959 before Dec. 31, 1958 when the numbers expire. Applications are sent in duplicate to the commissioner of labor

in Wayne County—1500 Cadillac Square building, Detroit 26, all other counties—Lewis Cass building, Lansing. Official forms may be obtained at the Child Accounting department, board of education, Hill building, Chester at Martin, Birmingham.

Thousands of people read The Eccentric Classified Ads. So remember, if you want to sell that hard-to-get-rid-of article, advertise it in the Want Ad section of The Birmingham Eccentric.

NOW AVAILABLE IN BIRMINGHAM THE NEW DELCO DC-7

—the battery that gives you all the power you pay for!



\$15⁹⁵

6-VOLT EXCHANGE

- It can't get old before it's sold
- It's 100% fresh whenever, wherever you buy it
- It means extra starts at no extra cost
- It's backed by a GM warranty that's good all over the U.S. and Canada, too

Ask the man who regularly services your car to tell you about the Delco DC-7.

Your serviceman is in business to help you—he knows you, your car, your driving needs. Unless you are sure that your car will start tomorrow, ask him to check your battery today. Look for the COLD-WEATHER WARNING BANNER shown at the right. Wherever you see it you'll find a dealer handling the freshest power money can buy—the Delco DC-7 Battery.

General Motors starts with Delco batteries



ENJOY THE BEAUTY AND CHARM OF



LOUVERED
DOORS

Size 15" x 80" x 1 1/2"
\$749⁰⁰

READY TO ASSEMBLE

KNOTTY PINE BAR, 4 ft. \$29.95
UNFINISHED
BAR STOOLS \$2.98

INTERIOR MOVABLE SHUTTERS

We furnish a complete shutter service
WE WILL MEASURE, PAINT
and INSTALL IF YOU WISH

BUDGET and
FHA TERMS

Call MI 4-5300
For
Fast Delivery

MAKE

Restrick

Your Paneling Headquarters

KNOTTY PINE 15c
6" - 8" - 10" Widths Sq. Ft.
KNOTTY CEDAR 18 1/2c
8" - 10" Widths Sq. Ft.
PECKY CYPRESS 29 1/2c
6" - 8" - 10" - 12" Widths Sq. Ft.
KNOTTY CYPRESS 22c
6" - 7" - 10" Widths Sq. Ft.

ABOVE PRICES FOR RANDOM LENGTHS

BEAUTIFUL PRE-FINISHED

MAHOGANY \$8⁹⁵
V-Grooved
4 x 8 Sheet

TRAIN BOARDS 4 x 8 \$3.99 5 x 8 \$4.99

WORK BENCH
Steel Legs, 5 ft. \$18⁹⁵ KD
One Drawer

Restrick
LUMBER
COMPANY
Since 1884
425 S. ETON (South of G.T.R.R. Depot), BIRMINGHAM