

U.S. Demands Citizen Dedication

In Russia, communist leaders with confidence born of utmost faith in their system, force personal sacrifice and restraint on the people and channel their maximum energy toward achieving national goals in the race of armaments and ideas.

In this country, many leaders in business and industry, in politics and in the armed services are deeply concerned at our failure to appreciate the sort of individual dedication and citizenship responsibility which must guide this country if it is to checkmate the immense, single-minded Soviet assault on free civilization throughout the world.

COMPLACENCY IN OUR strength and preoccupation with our material advantages coupled with ignorance of the means by which we gained these things and can keep them, has made too many Americans swallow the promises of political opportunists and become hesitant or indecisive before the hard-driving assault of world Communism.

This country won a revolution against overwhelming odds and became a nation because a good percentage of its citizens felt an almost religious devotion to personal liberty and principles of government and private property ownership that make it work. The system which evolved needs no apologies—it should be known by its deeds in every category of human judgment—spiritual, cultural and material.

As never before Americans need a thorough knowledge of how a free economy and private enterprise work and of the proper role of government. Pride in these things and devotion to the principles of freedom are not old-fashioned. We are in a time when we must meet the dedication of Communism with real convictions in the worth of our own institutions or go down in defeat regardless of the comparative strength of missiles, bombs and armies.

Will Congress Investigate Itself?

Here's an ironical question that has come to reflect a real part of Americana: Members of Congress rightly investigate many situations, conditions, etc., in what is supposed to be a search for some wrong, so that Congress may legislate against it.

Currently, a Congressional committee is looking into TV quiz programs. Already it has revealed how most of them were "rigged" in advance, resulting in a colossal hoax perpetrated upon the viewers.

Now Congress also wants to investigate TV commercials; it believes there's too much misrepresentation and downright phony connected with some of

them. Well, Congressmen, when you've finished this latter chore, why not investigate your own official body on this score? How many of you have misrepresented yourselves to the voters before and after political campaigns? Not all of you, to be sure—but certainly some of you, and your public really knows it.

But, of course, you won't review yourselves—"why should we", you may argue. "When so many other groups in our business and professional life are equally guilty of flim-flamming the innocent public?"

From The Eccentric's Point of View...

The Democratic leadership out of Washington now asserts that some of President Eisenhower's campaign talks were "fixed". The reference runs to the recent investigations of TV "rigged" quiz shows. The Demos declare that certain of Ike's public "question and answer" statements were written in advance by others... maybe like speeches are. So what? Most top politicians depend upon "staging" of some sort or other as they go about trying to fool as many voters as they can.

that our state and federal governments have promised to provide for most of our needs. I find myself being disillusioned... I need more things, with less need to waste my efforts and time to get them. What shall I do? (Disillusioned Youth.) Ed. Note. Just stick around... stick around long enough and you'll see.

A strange custom prevails among many females... those, say, upwards from early 'teen age. Whenever they get a chance, they so often kick their shoes off. Why? We are informed: "because they hurt!"

Dear Editor: I want to ease up on my labors to earn a good living. Although I'm only 28, my early education pointed out

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ONE THING OR ANOTHER By George Wm. Averill

It didn't start out that way, but one of your favorite books is going to have a correction made in its next edition. And it's all because I wrote this letter to a man in Chicago about something which appeared in The Birmingham Eccentric:

Mr. Donald L. Welsh Ooms, Welsh & Bradley One N. LaSalle Suite 2709 Chicago 2, Ill.

Dear Mr. Welsh: At first I was a bit surprised at your undated form letter I received this week regarding the copyrighting of and registering of the trademark "Trampoline" (with a small "TM"). Then I recalled that The Eccentric recently used a picture of some youngsters using "rebound tumbling equipment." I guess that is what your letter really is all about.

THE EXPLANATION YOU sent along included a comment from my colleagues who put out the Cedar Rapids (Iowa) Gazette. These colleagues explain the problems your client, the Nissen Trampoline Co. of Cedar Rapids, is having to prevent "trampoline" (with a capital "T") from becoming "trampoline" (with a small "t"). My colleagues' comment states that because of Nissen's trademarking the word, "there's no such common noun as trampoline or trampolining." Their comment is dated June 28, 1959.

n. (Prob. fr. Sp. "trampolin" springboard, fr. It. "Trampolino.") A resilient canvas bed or net mounted on a metal frame, used as a springboard in tumbling. My copy of this dictionary was copyrighted in 1956.

Perhaps, Mr. Welsh, this is causing you and your client all the trouble. The dictionary company seems to have made "trampoline" a common word already. And as I understand the process, the public has to do a lot of slandering of words before dictionary companies consent to list new words.

I am most anxious to be straightened out about this situation. May I hear from you further? WILLIAM AVERILL Managing Editor

Less than a week later, this reply arrived on my desk: Dear Mr. Averill: Thank you for your letter of Nov. 12 relating to our client's trademark "Trampoline". We have contacted the G. & C. Merriam Co. and have been advised that when the section of their dictionary including the word "Trampoline" is edited next, the word will be indicated as a trademark.

OOMS, WELSH AND BRADWAY S/ Donald L. Welsh This is the manner by which one protects a trademark. Some win. Some don't. It used to be that aspirin was spelled with a capital "A". But the same Webster's dictionary now says that word "once was a trademark." That chemical company eventually lost out to the public.

THE ALL-IMPORTANT ASSISTANT



NATURE NOW

Forms of Life Alter With Changing Earth

Earth has presented quite a different face to each succeeding age.

Some of these changes are evident in a single life-span. We find a beach that has receded, forests that have died, marshes that have filled with cattails and rushes, streams that have changed courses and fertile fields that have been eroded into useless barren flats.

From earth's beginning, the shifting land masses of the continents have been repeatedly immersed and freed from the covering seas. Mountain ranges have been built up from volcanic action and the folding of the earth's crust.

The earth's topography is being constantly changed by the erosive action of wind and water. Periodical, by great ice caps have formed in the polar region only to creep down from the north to create both plant and animals and to change the contours of large areas of the land.

AS THE SCIENTIST views these changes he is impressed with the tremendous tenacity of the life force. During every moment of the past, nature has conducted an endless experiment with the stuff of life always persevering until a pattern was found which would succeed. This we call "natural selection". It is a process which works slowly and quietly, shaping, muting, discarding, accentuating, thereby fitting the individual to its environment.

THIS NEVER-ENDING selection at work throughout the slow ages presents to each living plant and animal a choice between adaptation and extinction. It is a choice which is costly to the individual but advantageous to the species. Only because of it has life itself survived every hazard to reach out its hands to us across an eternity of time.

Another observation of tremendous import is that life was not carried forward from age to age by the highly specialized forms. The dinosaurs were the largest

animals of all time. They were also the most highly specialized.

A WARM, MOIST climate equable at all time was needed to provide the 700 pounds of vegetation which Diplodocus demanded to provide one dinner for a body which was 87 feet long and which weighed 40 to 50 tons. He and his kind held the center of life's stage for a million and a quarter years; longer than other known species. But finally these reptilian hordes vanished completely from the scene, superseded by the first small mammals.

THE SABER-TOOTHED tiger and the woolly mammoth, each in turn the fiercest and the largest of their kind, also had their day, and then became extinct with the coming of the ice age. Scientists believe that these dominant species were erased chiefly because of their inability to fit their highly specialized life patterns to the demands of an ever-changing environment.

Thus have the mighty fallen. But the meek, the inconspicuous, those who could hide, those who could do without, those who could exist on the very perimeter of the stage; these have survived to carry on the thread of life from age to age.

AND WHAT OF man who after a short million years of life's experiments, has lent his name to our present geological age? He has made a spectacular use of that power which is always the ability to bend his environment to serve his own ends. But can this save him from the over-specialization upon which he so prides himself and which has destroyed other dominant species? Life is as fluid as it is tenacious and inherent in man are other and yet more persuasive factors to influence his future pattern.

Happenings of Long Ago

Bits of News Gleaned From Old Files Of The Eccentric

50 YEARS AGO Dec. 3, 1909 "Great work is being done in Birmingham, Royal Oak and between towns, by the St. Clair Edison Co. New and larger carrying wires are being put up and the company is paying thousands of dollars for labor."

30 YEARS AGO Dec. 5, 1929 "Ed Allen finished attending the gravel road last Saturday for this season. It is as fine a kept road as any in Oakland county."

15 YEARS AGO Dec. 7, 1944 "How to provide day nursing care for children of working mothers of Birmingham and especially those of war widows who now work is a problem just now confronting the city commission."

"The latest addition to Birmingham's increasing list of attractive buildings in the heart of the business district the new \$200,000 Briggs building will be open to the public on Saturday."

"Birmingham's little neighbor—the unincorporated village of Franklin—plans to acquire the newest of municipal wardrobes. They are considering incorporation, according to a local reporter."

"Mailing of Consumers Power Company service bills carrying the Michigan public service com-

Are you thinking of buying a new home? Then read the "For Sale-Houses" column in this issue of The Birmingham Eccentric.
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