

Beauty, vitality, superbly sharpened skill are the identifying characteristics of the young blades and ballerinas who will star in the Shipstads and Johnson Ice Follies of 1940, at Olympia stadium, Detroit, Nov. 10 through 22.

Evening performances are slated at 8 p.m., Saturday matinees are at 2:30 p.m., and two shows are scheduled for Sundays at 2:30 and 7 p.m. There will be no show Monday, Nov. 16.

Special Assessing Leads To High Operating Cost

Special to the Eccentric

NEW YORK—How do municipal expenditures in Birmingham compare with those in other cities? Is the cost of government locally above or below average?

On the basis of a comprehensive Federal survey, just released, it is found that more money is spent for general municipal operations in Birmingham, relatively, than is spent in most other communities in the United States.

The survey, covering most of the 17,000 cities and towns in the nation, was made by the department of commerce and census of governments. It is conducted once every five years. All figures, for uniformity and to permit city-to-city comparison, were for the test year ending January, 1938.

NOT REFLECTED in the report, it is noted, is the relative quality or lack of quality of the municipal services rendered.

The report shows that general expenditures in Birmingham for municipal operations, such as highways, sanitation and police, amounted to \$109 per local resident.

This compares with an average outlay of \$48 per person for such purposes in the other cities of the United States. In the State of Michigan it was \$56.

(Birmingham City Finance Director James H. Purkiss said this city's figure is abnormally high. The report period, he said, covers the time when the city put \$452,000 into street parking lots, \$97,500 into street light-of-way acquisition for the lots and \$205,000 into municipal building remodeling. This amounts to \$31.00 per person of capital investment.)

EXCLUDED FROM the expenditures, for uniformity, are the amounts for education, for municipal utility operations and for employment and retirement costs, since they do not occur in all cities.

As to the income side of the ledger, the census report states that the nation's cities get the bulk of their general revenue—over 60 percent of it—from direct taxes and fees. Locally, 58 percent comes from these sources.

The other principal producers of

general revenue in most of the cities are inter-governmental payments, chiefly reimbursements from their state governments, and miscellaneous charges and assessments.

THE TOTAL general receipts in Birmingham in the year was equivalent to \$86 per resident. The average, in cities elsewhere in the United States, was \$54 per person. It was \$55 in the state of Michigan.

(Purkiss noted that Birmingham's per-person general receipts also was abnormally high because of the high amount of assessments levied and collected during this period. These were primarily for parking lots and related improvements, Purkiss said.)

General revenue in most of the cities are inter-governmental payments, chiefly reimbursements from their state governments, and miscellaneous charges and assessments.

Er Sprecht Deutsch Und Gets Promoted

Clarence C. Sloum, teacher of history and German at the Bloomfield Hills high school, was elected vice-president of the American Association of German teachers, Michigan chapter, at the recent meeting held in Grosse Pointe.

In addition to this office, Sloum has been appointed to serve on the state-wide "Ad Hoc" committee on Foreign Languages established by the State department of education; he also is serving on

the Committee on Foreign Language Teacher Certification and Training, under the auspices of the AAGT, Michigan Chapter, with headquarters at the University of Michigan (department of Germanic languages and literature).

Males are involved in almost eight times as many fatal auto accidents as females. Naturally, they drive a lot more than the girls do.

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To Appear At Cinema 14

BERNARD PEIFFER

"First," says Bernard "Le Most" Peiffer, "get the square of the time—its basis." M. Peiffer is the astonishing French gentleman who plays the most, and sometimes the fastest, piano.

He will appear Nov. 13 and 14 at Cinema 14, 14 Mile road, Peiffer studied at the Paris and Marseille conservatories and at the Ecole Normale de Musique in Paris, is a winner of the Paris conservatory's top honor, the Premier Prix d' Excellence, in piano.

He has been in the United States a little over four years. Peiffer was France's leading jazzman when he came, acquiring the native idiom, he has rapidly become one of our own.

People's Column Spend Pumpkin-less Halloween Holiday

To the Editor:

With their grandmother's help, my five-year-old and two-and-a-half-year-old picked out their pumpkins. With their father's help, they cleaned them and cut out "funny faces" in them.

We put them out on our front porch the Tuesday night before Halloween and each night made quite a production out of putting a new candle in them.

How do you explain to two small children that their pumpkins were stolen? Assuming the culprits are not parents themselves, but most likely some day will be, I wonder what they would say to their small children?

Mrs. W. M. T. BREWSTER
1678 Stanley
Bham

Nearly six million motorists are under 20 years of age, according to the National Safety Council. One in 14 drivers is a teenager.



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Courage

This is the last of a series of messages that deal with the 10 CARDINAL FACTORS that have charted the course of The Averill Press operation. We have, in this series, highlighted the following characteristics which we deem most primary in influencing the growth of our business:

- INTEGRITY
- RELIABILITY
- HUMILITY
- CRAFTSMANSHIP
- PERSONAL INTEREST
- QUALITY
- ECONOMY
- CHARACTER
- RESPONSIBILITY

To the above nine, we now add the concluding, and we believe, the paramount of all factors—COURAGE.

No philosophy, no standards of behavior, no creed is of significance or value until it is put to continuous testing. In the life of every business these tests occur on small and big occasions with varying frequencies.

Only where there is Courage in meeting the testing of Integrity, Reliability, Honesty and those other cardinal principles of a characterful operation will you find a business that has grown strong with Gibraltar-like soundness—one that can be trusted to perform for you—one you can completely depend upon to carry out your specifications and rightful desires.

The temptations to compromise principles are many in every business as they are in life. Once compromise begins there is no retreat and the corrosion eats deeper into a business personality.

But where Courage meets the tests and compromise is rejected—there you have a business you can completely trust and rely upon.

For 82 years we have been dedicated to provide our customers with the finest craftsmanship within a framework of high moral and ethical standards. We have been tested many, many times to compromise in one or more areas of our principles and standards. But, we are proud to say, we have consistently found our moral and spiritual COURAGE strong and unwaivering in maintaining honest and characterful performance.

Today, as ever, you can trust The Averill Press without a doubt or a moment's anxiety—with every order you place with us you can rest assured you'll receive full value and performance.

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