

Insurance Reduces Gamble By Eliminating Financial Risks

Insurance is occasionally described as a gamble. Actually, it is anything but that. There is a risk in gambling, but insurance is designed to eliminate risks.

Insurance spreads the financial losses of a few people among many. Thus the insured person accepts a small certain loss of premium in order to escape the risk of having a large, uncertain loss.

One type of insurance is that of property coverage. As with almost every business, the insurance industry has its share of terms and expressions which have definite meaning to insurance men but which may be confusing to the layman.

In regard to property insurance, four of the most frequently heard expressions are: extended coverage, homeowner's policy, all-risk insurance and co-insurance.

EXTENDED COVERAGE may be added to the standard fire policy and takes care of loss caused by explosions, windstorms, hail, smoke, falling aircraft, vehicles, riots and civil commotion. Most loss payments, arise from storm damage—winds, tornadoes and hail.

A homeowner's policy combines under one contract a number of insurance coverages, such as fire, extended coverage, burglary and personal liability. By purchasing this package policy, the insured obtains a lower premium rate made possible by reduced administrative costs.

The all-risk type of insurance protects you against all perils, except those specifically excluded by the policy. Ordinary policies name the specific risks covered.

CO-INSURANCE is an optional provision in a policy requiring the property owner to carry insurance that amounts to at least a stated percentage of the value of the property. This is done in consideration of a reduced premium rate.

Although fire insurance policies originally protected one only against fire, property insurance today may include not only fire but also lightning, windstorm, hail, explosion, rupture or bursting of steam or hot water systems, riot, civil commotion, smoke, falling aircraft, motor vehicle damage, water damage, sinkhole leakage, earthquake, vandalism, malicious mischief, glass breakage, fall of trees and building collapse.

Property damage can often cause loss of earnings particularly in the case of commercial property.

THEREFORE, the insurance industry offers policies which cover loss of earnings, profits, commissions, rental values and tuition fees. This type of coverage is generally termed "time element" insurance.

Property owners should inspect their policies to learn exactly what they are protected against. Your independent insurance agent can advise you on proper coverage. Policyholders expect prompt and fair adjustment of their claims when they suffer a loss. To provide this service to insureds, capital stock insurance companies have formed adjustment organizations, with offices in all parts of the country.

Although many companies have

their own adjusters, these adjusters are not always available in times of catastrophes.

WHEN A DISASTER, such as a tornado, strikes an area, the insurance companies handle a large proportion of loss claims, especially in times of catastrophes.

Fire insurance rates are much

lower today than they were in the last century. In those days, the making of premium rates was not very scientific.

Today, it is very much so. Inspection and rating bureaus are constantly collecting data, enabling them to set the lowest possible rates to protect policyholders. At the same time, the rates keep the companies solvent and usually enable them to make a fair return to their stockholders.

The Birmingham Eccentric Features

DOWN TO EARTH

Even Nero Purchased Roses by the Dozen

By ALICE WESSELS BURLINGAME

Special Writer for The Birmingham Eccentric

Roses are known to be more than 35 million years old. Nero once spent more than \$85,000 on roses for one of his famous banquets. The first book on growing roses was written in 77 A. D. by Pliny.

So when you begin a rose-growing program, remember you are joining a very old cult of rose admirers. When you select a location for your rose bed remember they will tolerate some shade but will resent sharing their space with the roots of nearby trees.

FERTILIZE very sparingly when planting but afterwards fertilize every month (except around Sept. 1. Roses are pestered with rust, mildew and blackspot so spray regularly with a preventive after a hard rain. At least once a week, to avoid damaged leaves. The latter are the lungs of your roses.

The types of roses are usually labeled to tell how high they will grow. As an illustration, a grandiflora rose will reach 5 1/2 feet high while some of the hybrids will grow only 2 1/2 feet tall. The miniatures may grow only six inches in height.

AT THE MOMENT, I am looking for a good place to plant an improved Blaise climbing rose. This vivid red rose will assure you of a rose to cut all summer long and appears dedicated to flower production during long summer months. The floribunda rose, Golden Slipper, which is an all-American selection, seems to have all of the good rose qualities wrapped up in one plant. The buds are first red, then orange then gold.

The flowers, in tests, have been shown to last a long time and are fragrant. The new foliage is bronze-tipped and disease-resistant.

JACK-IN-THE-PULPITS will

soon be in the woods to look for while hiking. In late summer, where there has been a flower, you will see a cluster of red berries. Carefully, like a good conservationist, eat out of the cluster of berries and dry them. Plant them in a colony in the woods in the woods in the woods.

TRAINED AND Sculptured is the name of the beautiful handbook recently released by the Brooklyn Botanic Garden in Brooklyn, N. Y. Plants can be living sculpture whether we are talking about an old apple tree or an evergreen. This book, with its 104 pictures, shows how to train plants in a score of ways.

Strong emphasis is placed on shaping or training plants so that they become components of the landscape. The booklet has this list of suitable plants for this purpose.

Travel Advice: Buffalo Grease Bad for Hair

Ever get fatigued from traveling? It's not sweat, discomfort or the discomforts of traveling nowadays are as nothing compared to what traveling used to be. A newspaper in Durango, Colo., recently turned up some rules for stagecoach travelers. Here they are:

"If the stage teams run away or are pursued by Indians, stay in the coach and take your chances. Don't jump out, for you will be either injured or scalped."

"In cold weather, abstain from liquor, for you are subject to freezing quicker if under the influence than as though you were cold sober. But if you are drink-

ing from a bottle, pass the bottle. It is the only polite thing to do."

"Don't smoke a strong cigar or pipe on the stage, especially when women and children are present. If chewing tobacco, spit to the leeward side."

"Don't swear, snore or lop over on neighbors when sleeping. Let others share the buffalo robes provided in cold weather."

"Don't shoot firearms for pleasure while enroute, as it scares the horses."

"Don't grease hair with bear grease or buffalo tallow as travel is very dusty."

"Don't discuss politics or religion. Don't point out sites where robberies or Indian attacks have taken place."

Honor Anniversary Of Historical Event In Colonial Costume

The birthplace of American independence, and site of the battle of Concord, first conflict of the Revolution, was celebrated at the 187 anniversary of the engagement on April 19.

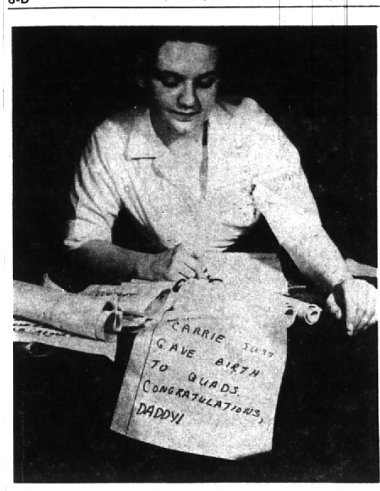
A military ball opened the program with many of the guests wearing Colonial costumes for the event.

ALL LIGHTS in town were turned on and church bells were rung at 1:30 a.m., for the re-staging of the ride into town of Dr. Samuel Prescott, who took over after the capture of Paul Revere.

Prescott's son, great-grandson took his role in the re-staging.

The committee is already making plans for the 200th celebration in 1975 and an invitation to the then-President of the United States to attend is already on file in the White House.

8-D THE BIRMINGHAM (MICH.) ECCENTRIC May 3, 1962



MARY CATHERINE MUDGE examines one of the scrolls which proved surprising to fellow actors of a university repertory theater group whom she supplied with props during a recent performance of "King Lear."

B'ham Coed's Wit Makes Droll Scroll

Birmingham's Mary Catherine Mudge, 2028 Brookridge, has devised a prop for fellow amateur thespians that has often disrupted rehearsals of "King Lear."

Mary, a senior at the University of Detroit and a member of its repertory theater group which recently performed the play, lent a hand behind the scenes. That's why she was asked to prepare the scrolls used by the actors on stage.

The scrolls were intended to be merely blank rolled-up sheets of paper.

THE DIRECTOR required the cast to memorize even what was supposedly read from the scrolls. Thus, they could concentrate on their acting, give full and solemn interpretation to Shakespeare's characters.

But Mary's pique sense of humor got the best of her and she inscribed various and sundry messages on the scrolls, much to the surprise of some of the actors.

Take a certain actor whose wife was momentarily expecting their third child. On stage during rehearsal, he unwound his scroll and prepared to intone some solemn words.

Instead, he burst into a loud guffaw.

How large an investment of money is represented by the car, refrigerator, washing machine, furniture and other consumer durables owned by the average Birmingham family? How much would this equipment bring today, if offered for sale?

Most people have never figured out the amount they have put into these possessions. As for their equity in their houses and in their insurance and other investments, they are well aware of these. But as to assets of this sort—no idea.

AN ESTIMATE of the dollar value of these tangibles is now possible through studies made on a national scale by the National Bureau of Economic Research and through a report published by the University of Michigan.

The finding is that there is a direct relationship between the amount of money that families have invested in cars, washing machines and the like, and the size of their incomes. In general, it is several per cent over their annual income level.

In Birmingham, where earnings per household are above the United States average, the number of such possessions and their value are proportionately greater.

The average local family, on this basis, has an estimated \$1,000 invested in consumer durable goods.

IT EXCEEDS the \$7,000 invested per household in the United States as a whole and the \$7,720 in the East North Central States.

The reports point out that the acquisition of possessions of this type was at a "phenomenal" rate in the nine years to 1956, after which it began leveling off. For the last five years, such investment has been increasing only one per cent annually.

The automobile industry and other major producers of consumer goods would face a glowing future, it is noted, if people should decide to step up this investment rate to two or three per cent a year.

NATIONALLY, the gross value of consumer goods is placed at



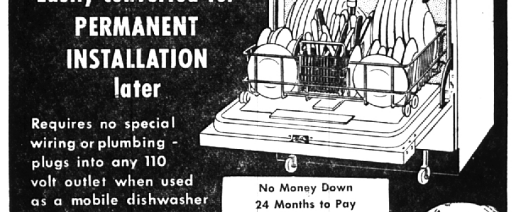
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Most of the difficulties we complain of are difficulties only because we do complain.

They say that a miser isn't much fun to live with.

IT'S MINE!

but that he does make a wonderful ancestor.

If you can't hear a pin drop, it's safe to assume that there's something wrong with your bowling.

The difference between a fine and a tax is that the former is for doing wrong while the latter is for doing good.

Americans prefer beef and buy more of this meat as their incomes rise. Between 1940 and 1950 the amount of beef consumed per person rose from 20 pounds to 85.2 pounds.

Soil rich in organic matter produces prize eggplants. Adding compost, peat moss or similar materials to the soil in which you plant to grow eggplants will pay in larger fruits and more of them.

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NATURE NOW Opossum Familiar Sight To Area Animal Lovers

By Lydia King Freese
Special Writer for The Birmingham Eccentric

In an old journal which holds impressions of the new world as seen by Captain John Smith, we read these words: "The opossum hath a head like a swine, a tail like a rat, is as big as a cat and hath under her belly a bag wherein she carryeth her young."

This description is as appropriate today as it was in colonial Virginia. But however unique its appearance, the opossum is most noteworthy among animals as our only North American representative of a group called marsupials.

Except for the opossum, all other members of this family, which includes the kangaroo and its relatives, make their home in Australia.

WITH THE GRADUAL "warming" of our seasons, the opossum has become a common sight in Michigan so that it often drifts into our suburban areas for food and protection. Just last week we saw one dead along our street, a traffic victim.

The den of the opossum is concealed in a hollow tree trunk, lined with leaves and grass. Here the babies are born after only 13 or 14 days of uterine life.

It is so tiny that a litter of 16 could fit into a single tablespoon.

Naked and blind and with but partially developed legs, the embryos find their way into the warmth and protection of the mother's abdominal pouch. Here

they remain some 55 days, each attached to a nipple.

THEN GROWN to maturity comparable to that at birth, they climb to their mother's back, their prehensile tails anchored to hers, their small feet clinging to her fur.

Thus they travel for a space of two months. Since several litters are born each season, the mother presents an interesting sight carrying over fence rows with her vari-sized broods clinging to her back and tail, others following over ditches and fallen logs.

Opossums lengthen their defenseless lives by foraging for their omnivorous fare under cover of darkness. Insects, frogs, small rabbits, fruit, birds' and chicken's eggs, bark, leaves and grass—any of these will do. In the South where the opossum is most at home, possumons are a favorite food.

ENEMIES of the opossum include foxes, owls, wild cats and most of all men. This is especially true below the Mason-Dixon line where sweet 'aters and roast 'possum are relished by many.

Even though the opossum is considered a stupid animal, he is clever enough to "play dead" when he is cornered. But as soon as the danger is past his leering mouth closes, his shoe-button eyes open and he is off again.

The opossum has little economic importance in the north where his flesh is not relished and where few trappers bother with his pelt. However, he is an interesting remnant of our early mammals and as such commands our attention as a living fossil.



Mrs. Freese