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Romney Free of Ties

With the election over, we salute the next governor of the great state of Michigan, George W. Romney.

We salute Romney not only because he was able to capture the imagination and support of his fellow party stalwarts, but also for being able to get many independent and Democratic voters to join his crusade.

He offered to the electorate something that has been lacking in the state for many years. He offered himself as a free individual. Free of the ties that have held down many of his predecessors.

He did not go to the Michigan Manufacturers Association or organized labor and give promises for support.

He went to the people and asked for their nonpartisan or bi-partisan support.

MANY REPUBLICANS resented this. Many Democrats chided him.

Yet, one of the biggest problems Michigan faced in the last several years was, in Romney's own words, "excessive partisanship."

We have seen a Michigan where the Republicans have killed programs just because they were Democrat inspired. We have seen a Michigan where the governor has vetoed legislation which would help the vast majority of people involved be-

cause the heads of organized labor did not like it.

ROMNEY HAS proved himself as an able business administrator. He will now have to prove himself as a leader in government. Many of his tools of administration will be lacking when he faces the new legislature. He can't fire them and hire new ones. He can't promote or demote them.

But Romney himself has said that these administrative tools are only important so they can't be used against you; that the real key to leadership is the ability to convince people that the cause is a good one and your plan is the right one.

THE ELECTORATE has said it is sick of stalemate. They have given to Michigan the tool for progress; that is, a governor of the same party as the majority of the legislature.

There can no longer be the excuse that either the governor or the legislature is retarding Michigan.

It will be a long hill back to fiscal responsibility, full employment and the prosperity that Michigan once possessed.

We salute Romney on being selected to hold the reins of the state on this trip back. We feel if any man can get the state back on the road to prosperity, he can.



Are These Laws Too Stringent?

In the process of streamlining Birmingham's ordinances, the city commission has passed a few requirements that could someday prove troublesome.

One calls for face brick screening in parking lots. The other requires hard surfaces in parking lots, whether privately or publicly owned.

TWO COMMISSIONERS voted against these measures, believing them "too restrictive." The costs involved would be prohibitive for some businesses.

The commission, they argued, was thus exceeding its power by demanding something that the courts could determine was unfeasible.

Other commissioners took the view that they were only requiring of private citizens the same standards the City had already set in municipal parking lots.

WE COMMEND the City for seeking to establish high standards.

But we would caution against adopting measures that are apt to be ruled illegal, that could be considered as punitive.

We believe much more would be accomplished through the encouragement of a community attitude of high standards than through legislation that forces compliance.

MODERNIZING THE laws is a commendable service rendered by city officials for the people they represent, but enacting excessive demands which courts may not uphold is a disservice.

The commission would do well to take another look at those parking lot regulations.

Sensible Legislation Needed

News from the U.S. Patent Office contains echoes of something that set the nation more or less agog a few years ago but has since been largely forgotten. A patent has been assigned to a motion picture projector which produces images for subliminal perception.

"Subliminal perception" became a scare phrase in the late 1950's, when this means of transmitting messages to the subconscious first came to public attention. There was good reason for misgivings about the technique. Even the most ardent advocates of freedom of expression could see that, without proper controls, the use of subliminal perception in motion pictures and on television might be dangerous.

THE METHOD was advanced at first as a means of selling products. Key words and pictures were flashed on the screen so rapidly, along with the regular film, that the viewer was not aware of them

yet subconsciously received the message. There is evidence that audiences do respond to such stimuli.

Even as a means of selling goods, this is open to question unless audiences are informed in advance that there will be subliminal messages. The danger is far greater when one gets into the whole area of politics and ideologies. What is to prevent an unscrupulous operator from slipping in messages intended to influence the thinking of audiences on controversial questions?

THE ANSWER LIES in some sort of regulation—at minimum, a prior warning to audiences. The television code of the National Association of Broadcasters prohibits the use of subliminal perception, but neither the Motion Picture Association nor the Federal Communications Commission has acted in this matter. Now that projectors have been patented, the need for sensible regulation is clearly indicated.

From The Eccentric's Point of View ...

Recent passing of Eleanor Roosevelt, widow of President Franklin Delano Roosevelt, is lamented by millions of her fellow-Americans, as well as many leaders of nations everywhere on this earth—including Soviet Russia. It is being said, with considerable proof for the statement, that Mrs. Roosevelt's personality and civic-social ideas perhaps made greater imprints on human affairs than that of any other woman during this century. Certainly, she played a large part in some of the United Nations' programs; while an occupant of the White House for 12 years she also engaged in a variety of activities that deeply touched the lives of millions of U.S. citizens. To be sure, millions of Americans did not agree with all of her ideas and activities, which is an American privilege; but none can truthfully say that she did not give more than average of herself in the various causes she defended—almost up to the end of her

78 years she thus labored. History will retain her memory as an inspiration for others to give of themselves, as each sees the light, in the cause of a better world!

When Richard M. Nixon gave forth his final "statement to the press" following his recent defeat for the office of California governor, he lambasted practically every California newspaper—holding that their reporters were almost unanimous in their "antagonistic slanting of their reports of his campaign activities." Nixon, we think, was very unfair in his accusations. The former Vice President of the United States was understandably disappointed in losing Nov. 6—but his apparent bitterness has left a bad taste among millions of his fellow-Republicans. He thus placed himself in the limbo of U.S. politics.

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PEOPLE'S COLUMN Explains Other Side Of Sales Practices

To the Editor:
In your recent issue some humorous comments were made in the "Eccentricities" column regarding the merchandising of life insurance. Perhaps many readers thought, "That's the way I feel." Will you permit space for some comments from the other side of the rate book? I, as a writer, do not particularly enjoy some of the necessary approaches, but they do end up in interviews; and without the interview we cannot help the prospect no matter how good our ideas may be. It is interesting to note that while we sell money guaranteed for delivery at a certain date, or due to a certain event, we have an uphill struggle to get an interview; whereas a man will voluntarily visit a stock broker and part with his money where nothing is guaranteed.

WE HAVE to take the initiative, because many busi-

ness and professional men are shortchanging themselves and their families because they will not sit down with a life underwriter, discuss their situation, and listen to his advice. I suppose many of them realize they are not adequately insured, have never tried to find out if they could afford to be, and hesitate to have the fact brought out. A competent life underwriter has put much study into his work, and can be of considerable help to a man once he is given an opportunity to review present coverage and make recommendations. We wish we did not have to resort to "gimmicks" to get an interview; and many of us do not. However, a widow hardly ever complains about the manner in which her husband met the agent.

WHY ARE news items followed up? Because life in-

(See SALES, 5-B)

Opposes Motel, Tavern in Area

To the Editor:
We oppose most heartily the proposed zoning changes on the Manor-Big Beaver land parcels and agree with the opinions expressed in the letter (in The Eccentric) of Nov. 1.

We do not feel a three-story motel and cocktail bar will do much

toward enhancing the prestige of our area.

Is Birmingham destined to lose all of its charm, beauty and quiet dignity which have given so many of us peace, happiness and contentment over the years?

WORRIED RESIDENT

Yesteryear Happenings

From the Files of The Eccentric

50 YEARS AGO
Nov. 15, 1912
The joy expressed by Hon. Daniel L. Davis over the election of Woodbridge N. Ferris as Governor is great. Mr. Davis has certainly done a great work for the Democrats of Michigan, and has nothing to ask for in the way of any gift the Governor can bestow. Pure democracy is his work and success is all the reward he asks.

Wee Faint, age fifty-seven, a very popular and prominent man of Birmingham, who has lived in Birmingham for the past thirty years, died at his home here Sunday afternoon, Nov. 10th, 1912, after several months illness. When taken sick he was employed as a traveling salesman for John W. Maury Paint Manufacturing Company.

Serious disorders are reported to have broken out in Constantinople where soldiers are said to be killing Christians in the Galata quarter, according to a special dispatch from Bucharest, Roumania, published by the Paris-Midi under reserve. Some buildings of the Turkish capital are said to have been set on fire.

30 Years Ago
Nov. 17, 1932
Village Manager James W. Parry announced yesterday that he had addressed a letter to Ralph W. Bricker, local manager of the Detroit Edison Company, asking the utility voluntarily to make revisions in its rates. (See HAPPENINGS, 5-B)

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Eccentricities

By HANK HOGAN

MAILBAGGAGE

Over the past several weeks I have received many letters about my columns on "house hunting" and certain life insurance sales practices. Too many, in fact, to publish.

Apparently, people in the real estate industry were split in their feelings about my reporting of a common practice in our community. Split to the degree that some felt that they should withdraw advertising support of our fair newspaper, while others asked permission to reprint one of the columns in a national realtors magazine. It is a bit disappointing to a columnist to treat a subject with tongue in cheek and have readers read into the piece something that isn't there and then condemn you for it.

THE COLUMN on life insurance salesmanship is another case in point. Far be it from me to condemn life insurance. Having spent time in the field of estate planning, I understand the value of the security and estate-building capability of insurance.

However, from some of the letters I have received from life insurance agents, their wives and families you would think that I had attacked insurance, itself. This would, of course, be like attacking motherhood. I know and work with a lot of high quality insurance agents. My criticism was of that marginal group who use gimmicks to get their feet in the door or who do not respect a businessman's time.

I WAS critical of the cold hard sell, which is bad in the sales of any type of product.

It was interesting to me that the letters I received from ordinary citizens having similar experiences outnumbered the letters from those apparently aggrieved by the column.

I don't believe I will give up contributing to this corner because of the veiled economic threats which have come to me in the past several days.

I don't believe I will give up writing because someone will now vote for someone who differs with me politically. I do think any student of politics wants this type of vote, anyway.

BY THE SAME token I apologize to those life insurance salesmen who are providing a needed service to our community without the gimmicks, who feel that they may have been indirectly included in my column. I wish, however, that all insurance salesmen would reread the column from the eyes of a noninsurance man and see if the practices I have mentioned aren't in fact hurting the reputation of their profession.

By KEN WEAVER City Beat

George Romney comes the closest to being what I consider the ideal candidate for public office.

He has long felt that the chief motivation for seeking office should be to serve—for the benefit of fellow citizens, not for personal gain or fame.

The elected official should represent ALL of the people, not a CHOSEN FEW. He should be concerned with the needs, wants, desires of all of his fellow citizens, just as they would put him in office.

Perhaps this is impractical; perhaps it is impossible; but certainly there is much to be gained by trying.

ROMNEY, I THINK, wants to serve the people of Michigan, to help lead them on a path of progress.

He has said he will work with all groups for the betterment of Michigan. He has pledged himself to work with citizens.

"I will do all I can," Governor-elect Romney said in his victory statement last week, "to create the spirit of citizen responsibility and unity so necessary for the progress Michigan must make."

It was the outpouring of dedicated citizenship that won this election.

"I sincerely hope to see such citizenship continue and expand, not only in state affairs but also in local community affairs where citizen involvement is so vitally needed."

"And I will do all I can to encourage this."

ROMNEY HAS MADE it plain that he believes in bipartisanship, not partisanship. He has criticized both his own Republican Party and the Democratic Party.

The man elected should rise above his party, in my opinion. His responsibility is to the citizens, first.

RELIGION, I believe, should play a large part in the life of the public servant. He should be led by spiritual convictions. His religion should help instill in him this desire to lead, to serve his fellow creatures.

Again, Romney fits the bill. He is a dedicated religious man. The church he belongs to advocates public service.

PARKS WERE GREAT places years ago to gather around camp fires for those tiny celluloid Kewpie dolls which are so hard to find anymore. Even though the "hats" wouldn't stay on, it was sure fun playing milliner. Do you remember the man who came around with the pony and the camera and posed you and I ala cowboy? Or the junk man and his sing-song up and down the alleys—and the mad scramble to get old newspapers to him for 15 or 20 cents? The money came in handy at the penny arcade—and that sure dates those of us who remember those long-ago "coin-ops." OUR MONEY ALSO went for jacks and marbles and what modern moppet even knows what a jack is. Troubled up on two legs and never played hopscotch. Nor have they savored the delightful scent of sawdust on the floor of a butcher shop nor the cold, cold joy of a lump of ice, swiped off the iceman's truck. TODAY'S TOTS GET their thrills vicariously from the television set but our horror movies came live—the spooky look of the coal man, wearing a coat of dust, for example. And waking up to a radio clock is all right, I guess, but I'll take the pleasant clomp-clomp of the milkman's horse as one anguishes under a patchwork quilt and burrows into a goosefeather pillow. As a matter of fact, when did you last see a horse?