

STUDENT ESSAY CONTEST CLOSES

The Chrysler essay contest closes today according to Horace P. Shaw, head of the Chrysler sales and service here. Students of the Baldwin High School are competing in writing manuscripts on the Chrysler car which they examined last week at the sales room on Brownell street. The local contest is being held in connection with a Chrysler display week held throughout the nation. The three best essays from the students will be sent to the Chrysler Corporation in Detroit and Saturday the winner will be announced and awarded a cash prize. Similar contests have been held in various districts all over the country. Winning essays will be published in the Chrysler News, said to have a circulation of 1,000,000. The Chrysler display week has been a success in every way. Mr. Shaw reports, and considerable interest has been shown in the essay-writing he says.

Isn't it about time for another Army or Navy stormy petrel to cut loose?

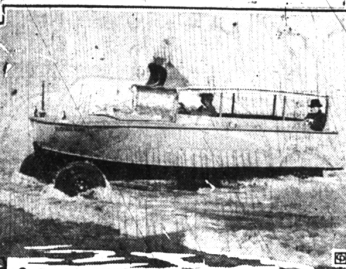
WE HEARD IT SAID BY—

James B. Wood, supervisor-elect, Southfield Township: "I appreciate the support given me in Monday's elections by my friends in the township. I want them to feel confident that I will do the best of my ability to see that the wishes of the people are carried out."

Librarians Attend County Meeting

Mrs. Nancy B. Thomas and Mrs. L. H. Waldrip motored to Dearborn last Friday to attend the meeting of the Wayne County Librarians' Round Table in the Dearborn Public Library. About 60 librarians from Detroit and its vicinity were present. Mrs. Mary Frackhauser and Miss Constance Bement from the state library being in attendance also. There was a program of speeches and general discussion of library problems, with luncheon served at noon in the Episcopal Church and tea in the afternoon in the Dearborn library.

EXPEDITION TO USE AUTO BOAT



Dr. T. A. Jaggar, volcanist leader of Hawaii, soon to embark on an expedition to Pavloff volcano in Alaska, under the auspices of the National Geographic Society, starting from Washington state April 1, will use a combination auto and boat. Photo shows it being demonstrated on the shore of Lake Michigan, Chicago.

BIRMINGHAM FIRM SELLS PONTIAC LAND

The Northeast corner of Perry street and Oak Hill, Pontiac, has been sold by Colgrove, Buck & Tillotson, of Birmingham, to Mr. A. C. Anderson, of Detroit, according to announcement today. This property consists of a group of four stores. It has a frontage of 97 feet on Perry street with a depth of 80 feet on Oak Hill, and was purchased for investment purposes. It is understood that the property brought in the neighborhood of \$500 per front foot.

FINED AS DRUNK

Charged with being drunk, Matt Kelly, riding instructor, State Fair grounds, Detroit, was fined \$15 yesterday. He was arrested on the complaint of women in Birmingham by Serg. Edward Myers.

Kellygrams By Fred C. Kelly

Profiting From Human Nature
A clever merchant is constantly turning human nature to his own advantage. For example, he rarely places his counter advertised bargains near the front entrance. More frequently it is at the rear, and the route he takes one along aisles bordered with various other lines of tempting merchandise. In one store, soap is offered occasionally for even less than cost. But eager customers, standing in

line on the way to the soap counter, find themselves face to face with tempting displays of potted ham, olives, and other delicacies, samples of which they are invited to eat before proceeding further. Now, these articles are especially palatable when eaten by a weary shopper in the midst of a bargain day rush. They taste so good, in fact, that a certain percentage of the people in line—a percentage which their store managers know in advance—buy some to take home. And having got started, in this way, no new lines of groceries, many customers repeat their order. Thus does the store make a substantial profit, indirectly, from the soap that is sold for less than cost. Moreover, those who buy only the bargain soap go away unconsciously associating that store with the idea of big value for one's money.

In almost every big store Saturday is the busiest day of the week, and the quietest days are usually Tuesday and Wednesday. The reason for the big business on Saturday is doubtless due to the fact that Saturday is payday; the buyer has the money to make a purchase and wishes to satisfy, without further delay, a week-old desire for a given article. Tuesday and Wednesday are comparatively dull, because they follow Saturday, the big buying day, and Monday, bargain day.

Friday is also a good business day. Many stores have their main bargain offers on Friday.

Another reason why Saturday is busy is, of course, that people at the rear, and the route he takes one along aisles bordered with various other lines of tempting merchandise. In one store, soap is offered occasionally for even less than cost. But eager customers, standing in

Do You Talk on the Right Topics?

Years ago, when I was a young reporter doing police news, a fat policeman named Jim Williams was one of the best news sources in town. It seemed as if more strange things occurred on beat than anywhere else. All of us who were obliged to write of fires, accidents, burglaries and killings, tried to cultivate Jim Williams, to ingratiate ourselves in his favor. But none of us could get so many profitable tips from Williams as a reporter on one of the morning papers named George McFarland.

Nearly every day McFarland had at least one exclusive piece of news, and usually it seemed to be traceable to Jim Williams. It was hard enough to be beaten on these news stories, but it was particularly irritating to have to trail behind McFarland, for he was in many respects the poorest reporter in town. He had scarcely any education; moreover he drank and was unkempt in appearance, and did not look like a representative of a great daily organ of enlightenment. I doubt if he could have constructed a grammatical sentence. He collected his facts and telephoned them to his office to be written. But he obtained facts that the rest of us overlooked—largely because of his ability to maintain the respect and esteem of Jim Williams, the policeman.

"It's this way," somebody suggested one night, as a disgruntled quartet of us sat in the reporter's room at the central police station. "Williams is a solid sort of cop of not very high mentality. He lives on about the same intellectual plane as McFarland does. Naturally they have a good deal in common."

That set me to thinking. I made up my mind to rope in with policeman Williams on some basis of amity and equality which would lead to a free exchange of ideas and knowledge. I sat and tried to think what would enjoy talking about if I were a policeman forty-two years old and weighing two hundred and forty-seven pounds. Obviously, he would probably care little about Chaucer, dramatic sequence, the sinomial theorem, or the nebular hypothesis. I would have to get down to some of the elemental things of life. Well, I went out and tried him on a number of topics, which included: baseball, politics, horses, prize-fighting, and physical culture. The only good response I got—the only positive reaction; as they say in scientific circles—was from the latter topic—physical culture, or how to keep one's self in the pink and in good condition. Williams was a trifle vain about his physique and gloried in his strength. Yet I found that I was still a trifle shy of hitting the nail right on the head. I felt certain I was getting warm, but the saying is, heat there was something else that Williams would rather talk about than his physical prowess. Quite by accident,

ACCESSORIES FOR THE EASTER PARADE



Exquisite
The warm weather unquestionably demands hosiery of light texture which our new Spring and Summer stock supplies in a latitude of colors. Buy now for the Easter Promenade.
Rollins Merrill
Kaysner Evenknit
PRICE RANGE
\$1.00 - \$1.50
\$1.65 - \$1.95
and \$2.00

New Hosiery Shades for Easter
Rose Blush
Pastel Parchment
Shell Gray
Stone
Piping Rock
Alesan
Even Glow
Aloma
Algeria
Sandust
Blue Fox
Pearl Blush

Flowers

Throughout every Spring and Easter fashion, the feminine note is discovered in the gay buttonieres and flowers. Nothing can furnish the final touch of spring which this accessory lends to your appearance.

50c and \$1.00

Gloves

The washable tailored kid glove is one of the newest accessories for the coming season. Others in Chamisole, \$2.50 and \$3.75, \$4.95

Handkerchiefs

With the departure of colds, handkerchiefs play the role of accessory. Their usefulness is practically lost, but this is quickly supplanted by the decorative value.

10c and Up

Scarfs

Your spring wardrobe is not complete without several of the jaunty little scarfs that are appearing with every type of costume.
\$1.50 - \$2.00
\$2.50 - \$4.50



In this week's window display we are calling attention to feminine underapparel. Specifically, the warning is out for Easter brides. But it should be a worthwhile reminder to all Birmingham women. Silk daintiness in Step-ins, Bloomers, Combination Suits, Vest, Girdles, Brassieres, and Combinations find color in Peach, Flesh and Pink. The material is silk, rayon or mercerized, plain or brocaded.

New Shipment Just In!

Knickers

Come the time of the year when men turn to more comfortable clothing. Knickers play the big part in men's wear to make this possible. Our assortment will give pep to your game this season.
\$5.00 and up

Golf Hose

In plain, rib, checks, and stripes. The material is in wool or cotton. Complete range of sizes for the men and younger men. The prices are low.
\$1.00 and up

Golf Sweaters

The offering is the most complete we have ever had. All the color that you want in sweaters that are as summery and cheerful as can be. No matter what your taste, your sweater is here.
\$3.75 and \$4.50

Neck Wear

Off with the old—up with the new. You will find just what you want in neckwear at this store. Come in for a visit and see for yourself.
65 Cents and Up

Caps

The season for caps is upon us. The game on the greens makes this accessory a necessity. Pleasing patterns and style incorporated in every cap which we offer.

See Our Window Display - - Spring Showing of Accessories

F. J. Mulholland Company

119 N. WOODWARD PHONE 425

Tell Your Merchant You Saw His Advertisement in THE ECCENTRIC

LOCATION OFFERED for rent

OUR former sales and service quarters at 203 Pierce street are offered for rent to some organization suited to use this location. Although formerly serving to house an automobile agency, these quarters could easily be adapted for use in any number of lines of business. If you are interested in such a location we would be glad to explain our offer to you. A prompt investigation will insure you a better chance at this proposition.

INQUIRE
JEWELL MOTORS, Inc.
132 West Maple Avenue Phone 1450

At Your SERVICE for AUTOMOBILE REPAIRING

STORAGE WASHING
GOODYEAR TIRES
BATTERIES ACCESSORIES

and Promptly Done

THORNTON'S GARAGE

(Formerly Evans-Legg Garage)
119 S. WOODWARD PHONE 301

For Easter! CHOICE MEATS AT CONSUMERS

Let this list help plan your Easter Dinner
A BIG SELECTION OF

SMOKED HAMS

MORRIS SUPREME ARMOUR'S STAR
SWIFT'S PREMIUM GREENFIELD

PORK LAMB

- Fresh Hams, half or whole 25c
- Spare Ribs 15c
- Chops 25c
- Very Best Bacon (Sliced) 45c
- Home Made Pure Pork Sausage 24c Lb.
- Guaranteed Strictly Fresh Eggs 38c Doz.
- Fresh Dressed Chickens 37c Lb.
- Spring Lamb, Leg ... 40c
- Shoulder Roast ... 35c
- Loin Chops 50c
- Breast Lamb 18c

Once A Customer—Always A "Consumer"

Consumers Meat Market

TELEPHONE 1675 FREE DELIVERY
188 S. WOODWARD CORNER BROWN