

M. S. C. DEGREES TO VILLAGERS

Among the numerous graduates who received their diplomas at State College last week are two from Birmingham, both Baldwin High School graduates.

William Story, Jr., having completed the work in March, was awarded the degree of bachelor of science in landscape architecture. He graduated from the high school here in 1923. He is the son of Mr. and Mrs. William Story, Sr., of Bloomfield Hills.

R. Warren Reid, now living in Detroit, also received his diploma Monday. He graduated from the High School here with Mr. Story.

Miss Hazel Black, daughter of Mr. and Mrs. Neil Black, graduated last week from the Michigan State Normal college at Ypsilanti where she was a member of the Omicron chapter of Sigma Sigma Sigma. Miss Black, who is a graduate of the Baldwin High School, class of '26 has accepted a kindergarten position at Belleville, Mich.

50 M. P. H. COSTS AUTOIST \$50

Several Week-end Speeders Fined By Just Hunt

One dollar a mile was the price Samuel Rosenfield, 2656 Pasadena avenue, Detroit, paid in Justice Malcolm Hunt's court for speeding Monday. Rosenfield was arrested by Patrolman George Townsend on May 16 when he was speeding down Woodward avenue at 50 miles an hour. He paid his fine of \$50.

Two more speeders arrested by Patrolman Townsend, appeared before Justice Hunt, Monday. Morley Left, 809 east Court street, Flint, and Lloyd Cool, 509 Dartmouth street, Flint. Left, paid a fine of \$15 and Cool's fine was \$10.

VILLAGE YOUTHS OFF TO WEST

John Backberrough, of Adams road, with two friends, William Caswell and Archie Hagener, left Saturday for a motor tour of the west.

The three boys will visit Yellowstone Park extensively, and will tour California and visit the Grand Canyon, as well as the numerous states on the route.

This is not Backberrough's first trip of this sort. He has gone on similar tours for two previous years.

TWO DELEGATES NAMED



GEORGE JONES
Mr. Griffith and Mr. Jones were elected to go as delegates from the Birmingham fire department to the state convention of firemen July 11, 12 and 13 in Fort Huron, at a meeting last Thursday evening. Stanley De-

VERNON GRIFFITH
peral and Dean Groves were named as alternates in the event that either of the chosen delegates can not go. About 12 other members of the volunteer and paid departments are planning to attend the convention.

Kellygrams

PROFITING FROM COURTESY
A surprising amount of harm may be done by even so slight a discourtesy as mere inattention on the part of an employee. I heard an angry woman notifying the floorwalker in a big department store that she had waited three or four minutes to be served and a girl, though not busy, had failed to notice her.

The floorwalker was unable to pacify the customer, and she never went to that store again. Here it is that her trade had amounted to more than one thousand dollars a year.

I know of a department store that is believed to be financially on the ragged edge though it was once about the most prosperous institution of its kind in the city where it is located. And I believe I could put my finger right on the main contributing cause of its loss of popularity. It has as good a line of merchandise as could be found anywhere, and the prices are reasonable. But if you buy a rug, a chair, or an alarm clock at that store, and after taking it home decide that you wish to exchange it, you will meet an atmosphere of deep gloom on the part of those store employees who participate in the transaction. Mr. So-and-So has to go and see Mr. Somebody-Else before the charge for the returned goods is taken off the books. Everybody examines the goods critically, as if to say: "I don't know about this."

The customer says to himself, "I hope I don't have to go through all this monkey business soon again."

Other big stores in the same city are just as careful about making sure that things returned are in good condition, but they do it in a half-fledged, offhand way that makes the customer feel as if he is causing nobody any trouble whatsoever.

Years ago the big telephone companies replaced the conventional "Hello" of the central operator with the more polite phrase, "Number, please." More recently they discovered that the word "please" repeated several million times a year delayed messages and really costs a lot of money. Operators now inquire merely, "Number?" But they are under rigid instructions to say the word with a rising inflection on the second syllable, which gives a cheerful, cheery even though in inquiry, whereas the word with a falling inflection at the last makes it sound as if the operator is somewhat bored with her job.

Moreover, the big telephone companies, in hiring a girl, do not consider the beauty of her face or figure, as most of us would if engaging a stenographer, but insist that she must have a pretty voice.

A retail concern with more than one thousand stores over the country insists upon its salesmen acknowledging every purchase, no matter how small, with a "Thank you, again" or something like that. No matter what a customer does, this company insists that he must not be insulted. He must never leave one of their stores with the slightest feeling of resentment, even though he himself may have been at fault. For example, salesmen have special instructions in case of receiving counterfeit money. If a



Summer Comfort

Foremost in the matter of man's comfort during the warm weather comes his suit. It is important that a suit is just the right weight, skeleton or quarter-lined, and made to fit perfectly.

Select your suit for summer at Jewell A. B. C.—it will be made to your individual measure from the finest of fabrics . . . in exactly the style, pattern and weave that you desire.

You get the utmost in all-around satisfaction in M. Born & Co. Custom made-to-measure clothes.

\$25.00

And Upward

JEWELL A. B. C. CLEANERS

Cleaning - Dyeing - Pressing - Repairing

PHONE 312 412 SO. WOODWARD AVE.

IF IT'S POWER you want JUST DRIVE THIS OLDSMOBILE



Full 55-horsepower! For hills and hard pulling in high — for mastery of the open road — for sparkling acceleration in traffic! Just drive this new Oldsmobile—and let your own experience confirm that now familiar phrase, "The Fine Car of Low Price!"

Fine-car standards demand power plus smoothness. . . so Oldsmobile introduced a new cylinder head which provides brilliant high-compression performance without the use of special fuels.

Fine-car standards demand power plus silence — so the Oldsmobile engine is rubber-mounted and its bodies insulated to deaden noise! Fine-car standards demand all this plus enduring stamina — so the new Oldsmobile wastested for over a million miles before being offered to the public!

In every way this new Six is more than fulfilling the expectations of critical motorists—and in no way more impressively than by its power! Come take that drive today!

TWO-DOOR SEDAN
f. o. b. Lansing
\$925
Spare Tire Extra

THE FINE CAR OF LOW PRICE

RAMSEY'S AUTO SERVICE

OLDSMOBILE SALES AND SERVICE

ROBERT E. RAMSEY, Proprietor

113 Brownell

Phone 725

TRUCKING OF ALL KINDS

Ashes Collected Tin Cans Removed

Norman L. Shovan

316 Lincoln Ave.

BIRMINGHAM

Phone 1480-W



For the Family that takes Pride in its Lawn

To do a good job, you need good tools. To have a fine lawn, you must have a good mower.

PENNSYLVANIA Quality Lawn Mowers cut cleaner, are easier to run and last longer than any other mower you can buy.

One reason for their longer life is the minimum of repairs they need and this feature makes them not only the most satisfactory to operate, but the most economical in the long run.

BIRMINGHAM LAWN SUPPLY CO.

410 S. WOODWARD

BIRMINGHAM, MICHIGAN

PHONE 123



Your Buick Dealer stands back of the USED CARS he sells

Your Buick dealer's good reputation is worth far more to him than the profit on any used car transaction.

He is the head of an established business. He expects his business to grow steadily. He knows that to get more business, he must please his present customers.

He carries a representative stock of used cars—including both used Buicks and cars of other makes. He offers you your choice of many makes and models, covering practically every price range.

You can ask his honest opinion of any car and receive an honest answer. He wants you to be satisfied because he wants you as a used or new car customer.

You're sure of a square deal when you buy from the Buick dealer. He stands back of the used cars he sells.



Gold Seal Buick Are Guaranteed Used Buicks

BUICK MOTOR COMPANY

FLINT, MICHIGAN—DIVISION OF GENERAL MOTORS CORPORATION

ROLLIN H. WILLIAMS

602 S. WOODWARD - PHONE 1200

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM