

HOW SALESMEN SPEND THEIR TIME

An investigation of the sales procedure of a number of national organizations revealed the fact that salesmen spend only 15% of their time in contact with buyers. They use the other 85% traveling from prospect to prospect, waiting for interviews, and doing detail work.

WAITING

The salesman spends more time waiting than he spends in actual contact . . . 20% waiting!

If you could reduce the waiting time 5% you would increase his productivity one-third.

Printing . . . folders, booklets, broadsides, and mailing cards . . . will help you to win a more ready welcome for your salesman; to gain quicker entry for him; to reduce his wasted waiting time.

Executives living in Birmingham are invited to avail themselves of the creative service of our organization. We shall be pleased to discuss your problems and suggest the proper printed matter that will assist your salesmen in becoming more of an asset for you.

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The BIRMINGHAM ECCENTRIC
Printers-Publishers

Phones 11, 12

A phone call will bring a salesman to your office.

BITES FRIDAY FOR NATIVE

Miss Molly G. Smith Dies in Flint At Age Of 67

Miss Molly G. Smith, 67 years old, a native of Birmingham, is to be buried tomorrow in the Union Corners cemetery. Services will be held at 3 p. m. at the S. D. Wylie Bell Home for Funerals, 1000 Grand boulevard, Birmingham. Her home was in Springfield, Ill.

She was the daughter of Mr. and Mrs. Abraham Smith, many years prominent residents of the village. She received her education in the village, graduating from the old Hill school in 1882. For a number of years she served as assistant to Postmasters George Mitchell and John Hanna. When in the village she was active in the work of the First Presbyterian Church.

Nearly 10 years ago she left Birmingham to engage in hospital work. Since that time she has been employed as a dietician becoming well known in that field. There are no immediate survivors.

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highway which requires but three commissioners. At the conclusion of the attorney's argument and after answering arguments had been made by Victor Spike of Detroit, attorney for the Grand Trunk, and Deputy Attorney General Joseph A. Sillis appearing for the state, Judge McCaffey said he did not feel inclined to pass on the constitutionality of the procedure and would appoint the three commissioners. Pelton and McGee of Pontiac were appearing for the Dohany.

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entered in the exhibits as well as from many of the other large farms in Oakland County.

The historical pageant with a cast of 250 county people and based on Oakland County life from the earliest settlement to the present time will be an evening feature each day, starting Thursday.

Agriculture Keynote

The purpose of the fair to advance the interests of agriculture, horticulture, household arts, mechanical arts and scientific animal husbandry in all of their County branches. It is an Oakland County proposition and staged for the best interests of residents to Mr. Lovjoy, who expects the attendance this year to set a new high record.

Villagers in Pageant

The outstanding feature of the fair is the pageant of Pioneer days in Oakland County which is an innovation this year and which boasts a cast of 250 Oakland County residents. Three villagers are listed among those appearing in speaking roles: Mrs. Bessie McCall playing the part of "Columbia"; Mrs. L. L. Osborn, "Famine"; and Charles Plumstead, "Death." The performances open at 8 p. m. each night of the fair.

Three ballads are included in the pageant, representing the spirit of the forest, the spirit of the river and the spirit of the wilderness. Fifty citizens participate in these choruses. They have been trained professionally for the event as has the cast. Colorful costumes promise to add considerable to the spectacle.

Special footlights and amplifiers have been provided for the pageant. These afford capacity for large audiences, those in charge announce.

Because of her horror of dishonesty Signorita Emilia Morgandow of Turin, Italy, told the police how her fiancé had committed a \$60,000 robbery.

Average express train speeds in Great Britain are slightly greater than in any other country, being 41.9 miles per hour, compared with the United States 41.3; France, 40.8, and Germany, 36.6.

AS ST. LOUIS HONORED AIR HEROES

Aviation's newest heroes, Dale Jackson, standing, left, and Forrest O'Brine, are shown at one of the official testimonial dinners in recognition of their refueling endurance record of 420 hours in the air, established at St. Louis. It was a luncheon tendered them by the St. Louis Chamber of Commerce.

Villagers and the Village

By THE WANDERER

Varied and various are the communications that reach the average newspaper office. Recently we opened a letter from a local person who seems to lament a change that has come over Birmingham. It said, in part: "We found it a friendly little town 10 years ago when I first moved here, but now that it has become a rich man's town I'm not so sure about it. Thank for the sample copies of your newspaper and the next time my husband gets drunk be sure and give us a friendly write-up." The wanderer's partment hopes, of course, that the lady's husband will not get drunk again.

Village Commissioner Robert R. Allen, when he read the account of a hole-in-one made by a member of the Birmingham Golf club last week, informs this Wanderer that he ALMOST did the same thing from the 13th tee on the same course this summer. The little white ball landed near the pin, bounded, but failed by a few grass blades to get into the cup. This Wanderer, in the absence of contrary evidence, had to accept the facts as given. Birmingham truth. Does this make Mr. Allen a good golfer?

Seldom does a meeting of the Rotary club in any fair sized community take place without being in evidence visitors from other communities. This is especially true of Birmingham, since this village is located near many nearby communities, and Rotarians who meet their own club meeting generally "make up" at some other club. Monday there were Rotarians from Highland Park, Honolulu, Hawaii, Jackson, Detroit, and a visiting guest from El Paso, Texas.

The use of "no left turn" signs at Woodward and Maple avenues on Saturday afternoons and Sundays brings much relief to local women, especially those whose arms are often filled with packages. They say they are able to get across the street without fear of being run over.

One of the Wanderers, while passing a local barber shop this morning, witnessed the following scene: An old gentleman as he came out, wiping his brow of perspiration it was a behind his ears and borrowing from his silvery beard. "Gosh, I wish those barber boys would take time to wipe when they get their hair cuttin' his hair or shavin' him," he muttered.

He sat across from her in a swell hotel dining room. A meal had progressed from soup to coffee and the young chap, his healthily-bruised face shining with a pleasure that reflected years of a homier background than city pavements or kalsommed walls, hesitatingly pulled out a package of cigarettes. He broke the government stamp and proffered one of the fags to his feminine companion. As she lit the cigarette with an apparent enjoyment that would make Kipling ashamed of his reference to women, yet cigars man blushed a bit redder, and then began looking out the window. Occasionally he would steal a glance at his companion—as though keenly enjoying some desperately dangerous sport. He was we would assume, quite unused to the modern feminine movement to retain, not only the schoolgirl complexion, but the girlish figure.

Seven of them, all under 21 except one, who probably won't see thirty again, were seated about the dining room table in a well-known Detroit Chinese restaurant. The senior member of the group revealed a package of cigarettes; she courteously stretched forth her arm, soon relieving herself of four cigarettes; two of the young girls refusing. With one of them the tempting female argued for a moment, as though trying to convince her that smoking would meet with her approval, but she failed. How much like the old days, when only men smoked, and an older boy placed temptation (either cornsilk or Duke's Mix-

HEARING CALLED ON LINCOLN WORK

Assessments To Be Discussed At Public Hearing August 19th

A hearing of suggestions and objections to the assessment for the paving of Lincoln avenue between Pierce and Southfield avenues will be held by the village commission on Monday night, August 19th. It was decided by the proposed pavement is of concrete and 18 feet wide.

The commission acted despite petitions of property owners to have a 40 foot pavement, as many of the pieces of property affected could not stand the cost, it was announced.

A hearing will be held Aug. 19 on assessments for the right of way for an alley 18 feet wide, beginning at Pierce street, where a private alley now exists, then through the proposed Merrill street opening. The cost will be \$25,703, of which the village at large will pay \$5,140.

A hearing will be held in the commission rooms of the municipal building August 19 on the removal of two trees in the south side of west Maple avenue in the village plan submitted by Arthur C. Coney.

The commission Monday night also authorized the expenditure of \$750 for the printing of booklets to be distributed to villagers on the village plan submitted by Arthur C. Coney.

WOODWARD IN CHARGE OF UNION SERVICES

During the remainder of August, while the other ministers of Birmingham are away on their vacations, the Union Sunday evening services will be in charge of Rev. David Leon Woodward of the Union services this summer are being held in the main auditorium of the new Baptist Church and it is understood that people of the community-at-large will attend. Rev. Woodward will speak Sunday evening on "The Sin of Being Self-Satisfied."


DRY WEATHER HERE KEEPS FIREMEN BUSY

Following a lack of rain, the Birmingham fire department has been kept busy extinguishing grass fires. Monday was the banner day with six calls. The first was at 11:50 a. m. at east Maple and Pleasant; the second at 3:45 p. m. at Pleasant and Midvale. They came two alarms, 4:45 p. m. and 5:30 p. m. to east Maple and Yankee avenue; the fifth was at 6 p. m. on Northlawn near Pleasant avenue; and the last at 7:40 p. m. in the Adams subdivision south of Maple Birmingham.

VILLAGE TO HAVE FIRST FISH PEDDLER

The wind-up of commission meetings on Monday night—sometimes nearly Tuesday mornings—usually consists in the granting of licenses to motorists, plumbers and electricians. However, a tired commission Monday started when Myrtle Carson, the clerk, read off the applications and numbered among them one for a fish peddler's license. The license was granted, if for novelty. It went to C. L. Curtis, Northlawn near Pleasant street who will have the distinction of being the first man to sell fish from a truck in Birmingham.

Joseph Doherty, escaped lunatic, was caught parading the street, wearing only a starched collar.



NO! We do not use "drops" or drugs in our eye examinations

Modern instruments and methods have made that unpleasant feature unnecessary!

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REAL SAVINGS FOR YOU

Our Huge Stock Reducing Sale

Continues This Week!

Our lease has been sold and we must move within a few weeks! Before moving into our new quarters (152 N. Woodward Avenue) we are reducing our stock by offering you REAL SAVINGS. Come in and SEE the values . . . there are only a few listed here. Every item in the store is being affected by the price slashing! Of course the very low prices are for cash only! Come in today!

Fishing Tackle

The entire line of reels, rods, lines, hooks, and supplies are offered in this sale at

1.5 off

SAN-O-LA Bathroom Ware

Soap dishes, glass holders, tooth brush holders, and towel bars.

1.5 off

Wagons

There are a few wagons left . . . all steel, disc wheels, rubber tires, finished in red enamel.

\$3.69

PENNSYLVANIA TENNIS BALLS

Hermetically sealed, thus assuring you a live ball . . . the regular price is \$1.50. NOW!

3 in a \$1.20

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Compact, portable exercisers for mechanical massage and vibratory manipulation.

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