

ROTARIANS IN BUSINESS TALK

C. J. Shain Leads Discussion On Relation Of Merchant To His Competitor

"The Relationship of a Businessman to his Competitor" was the subject lead by Charles J. Shain at the Monday noon meeting of the Birmingham Rotary club in the local First Baptist church. Mr. Shain briefly outlined the transition that has come over business within recent years,

WE HEARD IT SAID BY—
William B. Rosewar Jr., of Cranbrook road: "Parents who wish their sons, between the ages of 17 and 22, to receive free a fine summer vacation, will do well to get in touch with the Citizen's Military Training Camp headquarters at 448 Book Tower, Detroit. The U. S. Army has just given permission for 300 more men to be trained at Camp Custer, and they have until July 23 to register. This training is only five percent military, the remainder is a fine training in discipline, athletics, citizenship, and a good vacation through it."

declaring that "cooperation based upon a friendly understanding of your competitor is the necessary way to serve your community."
"When a new competitor comes to your community, get acquainted with him, establish him in your mind as a friend, rather than a business enemy, and you will find that competition only adds to the business of both," stated Mr. Shain. He held that a merchant's everyday conduct will be the basis of a competitor's judgment of his methods. "Join a trade or professional association, attend meetings and conventions, and read trade journals," advised Mr. Shain.

Shain, who said that the modern business world is changing very rapidly, requiring the utmost watchfulness and study to keep up with it.
"Contacts with your competitor, as with any person, break down prejudices, and you soon find that most people are fair; the application of the Golden Rule in business works just as well as anywhere else," concluded Mr. Shain. Others who participated in the discussion were David Ladd, Louis Hascall, Alfred LaBelle, George R. Averill, Frank J. Muthland, Charles G. Parks, Joseph E. Stroup and Rev. Floyd Loge.

NEW SERVICE EXPERT
Claude Mosher, of Jewell & Mosher, local Studebaker automobile dealers, with salesroom and service department on West Maple avenue, announce the addition of Otto Schold, in charge of the service and repairs. Mr. Schold comes directly from Chicago, where for four years he was connected with the Chicago branch of the Studebaker Corp., the largest branch of its kind in this country.

CHURCHES

St. James' Episcopal
Rev. Warner L. Forsyth, Rector: Eighth Sunday after Trinity. 8:00 Holy Communion. 9:45 Morning Prayer and Sermon.

The Presbyterian Church
Floyd Emerson Loge, Minister: The Bible School meets at 10:00 o'clock followed by the morning worship at 11:00 o'clock, the sermon by the pastor. The evening service at 7:30 o'clock is in the Baptist Church. You are cordially welcome at all services.

First Church of Christ, Scientist
Chester and Willets streets. Church, 10:30 a. m. Sunday School, 10:30 a. m. Wednesday evening at 8 o'clock. Reading room in the church building is open from 11:30 a. m. until 4:30 p. m. daily except Sundays on Wednesdays before and after the service.

"Sacrament" was the subject of the Lesson-Sermon in all Christian Science Churches on Sunday, July 14.

following from the Bible: "And Jesus called a little child unto them, and said, Verily I say unto you, except ye be converted, and become as little children, ye shall not enter into the kingdom of heaven." (Matt. 18:2-3)
The Lesson-Sermon also included the following passages from the Christian Science textbook, "Science and Health with Key to the Scriptures": by Mary Baker Eddy: "As which taketh away the ceremonies and doctrines of men, is not accepted until the hearts of men are made ready for it." (p. 131)

Methodist Episcopal Church
Maple Ave. W. at Henrietta St. Sunday School, 10:00 a. m. Classes for everyone. Morning Worship 11:00 a. m. Sermon Subject: "The Scandal of Christianity." Evening Worship 7:30 p. m. Union Service in The First Baptist Church.

Diamonds in varying quantities have been discovered in the United States.

Clocks at the Naval Observatory near Washington which govern the nation's time are installed in underground vaults.

TWILIGHT TOPICS

Tonight Is Big Night!
Followers of twilight baseball are hoping for fair weather to-night as the schedule brings the Midgets and the Fitch teams together. These teams are contestants for first place in the National league, rather than team having lost a game this season. We're not making any predictions in this column other than to state that we expect to see a real good ball game.

One for the Records
In the Midgets-Loge game of last Thursday evening, what we believe to be the only triple-play of the season was performed by the Midgets. The Lions were in the middle of a threatening rally when the Midgets tipped it with the spectacular play.

Other features of the past week were two shut-out games on Monday night and the eleven inning game on Tuesday night. Still another for the book is the winning of a game by the DeMolays. Sorry we can't say the same for the Exchange club.

League Standings

Team	W	L	Pct.
American	4	0	1.000
Midgets	4	0	1.000
Fitch	4	0	1.000
South End	3	0	.600
Lions	2	3	.400
Eccentric	1	5	.167
DeMolay	1	5	.167

Thursday's Games

Team	W	L	Pct.
Firemen	5	0	1.000
Munies	5	0	1.000
Baptist	3	3	.500
Post Office	2	4	.334
Gyros	2	4	.334
Exchange	0	5	.000

Friday's Games
Firemen 4—Gyros 0
Midgets 13—Lions 4

Saturday's Games
Post Office 0—Baptist 5
Eccentric 0—S. End 7

Sunday's Games
Eccentric 13—DeMolay 16
Baptist 8—Munies 7 (11 innings)

Post Office 2—Gyros 0 (forfeit).

Tonight's Game
Lions—S. End
Firemen—Exchange
Midgets—Fitch

RECREATION TENNIS

A complete schedule of regulations for the tennis matches to be played in the village this season is made public today by Ernest Engel, recreation director. The regulations and schedules follow:
1—Regulation Rules will be in force throughout the tournament.
2—All games will start promptly 6:30 p. m. except the Boys' which will be played at 2:00 p. m. unless participants are employed during the day. Other games may be played at another time which is agreeable with all persons involved, including the director.
3—The best two of three sets shall constitute a game.
4—There will be a one game elimination by all tournaments except the ladies. They will play a round robin. Each entrant playing each other entrant one game each. Winner being the one with the largest number of games won.
5—In case of rain for wet courts, games will be postponed and rescheduled by the director.
6—Failure to start games by 6:45 results in forfeitures.
7—Only shoes without heels shall be worn. Tennis & basketball shoes should be used. Golf shoes shall be barred.
8—Choice of service and courts shall be decided by flipping a coin. Choice reversed at start of each set.
All four courts at Barnum Field are now in excellent condition. However the north and south courts are best. Choice of playing courts shall be first come, first served.

Ladies' Singles Entire Schedule
Due to the small number of entrants in the ladies' tournament, each lady will play each other lady one game, the winner being decided by the most games won, those in charge announce. The schedule is as follows:
July 22—Kumey vs. E. Kist
July 23—Thomas vs. Johnson
July 24—H. Kist vs. Thomas
July 25—E. Kist vs. Johnson
July 26—Kumey vs. Thomas
July 29—D. Kist vs. E. Kist
July 30—E. Kist vs. Thomas
July 31—Johnson vs. D. Kist
Aug. 1—Kumey vs. Johnson
Aug. 2—Kumey vs. D. Kist

MEN'S DOUBLES

First Round
July 22—Munger, Pollock vs. Johnson, Johnson
July 23—Waterman, Soule vs. Taylor, Mills
July 24—Meirow, Bradley vs. Clark, Townsend
July 25—Wollaston, Ladd vs. Whalen, Fitch

MEN'S SINGLES

First Round
July 22—Bries vs. Waterman
July 23—Whalen vs. Ladd
July 24—F. Johnson vs. Wollaston

BOYS' SINGLES

First Round
July 23—Nutton vs. Meirow
July 24—H. Johnson vs. Moore
July 24—Williams vs. Rosso
July 25—Pollock vs. Taylor
July 25—Soule vs. Munger
July 29—Bradley vs. the winner of the Nutton-Meirow game.

BOYS' DOUBLES

First Round
July 22—Strebe, Pope vs. McKee, Groves
July 23—Anderson, Gail vs. Weeks, Freeman
Gibbons-Payton drawing a bye in the first round and playing the winner of the Strebe, Pope vs. McKee, Groves games, on July 24th.

BOYS' SINGLES

First Round
July 23—Pope vs. McKee
July 24—Weeks vs. Gail
July 25—Freeman vs. Gibbons
July 26—Groves vs. Anderson
July 27—Payton vs. Strebe

Study Your Living Room

... It's Summer!
Is there a touch of the outdoors, an air of informality and friendliness about your living room?
Flowers help make a living room that really lives—and for these many flowers of summer the vases must be carefully chosen, harmonious, smart. Our collection of glass vases and pottery is wide and lovely, replete in unusual shapes that will lend informality and friendliness to your living room.

La Belle's

WEST MAPLE AVENUE
Telephone 1225

New Summer Bags
in many materials and attractive styles, are on display now!

Continuing! Important Savings on Important Fashions in our

JULY SALE

EVERY garment in the house --- each fashion-right and quality-perfect --- has been drastically reduced for this special July selling. Coats! Dresses! Gowns! Millinery! Hosiery! Lingerie! --- All go at STUPENDOUS SAVINGS!

A Special Group of Chic Summer

ENSEMBLES and FROCKS

Formerly \$16.75 to \$77.50

\$12.50 to \$49.50

A huge galaxy of summer styles in crepes and georgettes! Plain or figured fabrics as well as smart combinations! Their value is apparent at a single glance! All sizes for Misses and Women!

MANY LARGE SIZES AND HALF SIZES!

Our Entire Stock of Exquisite

CHIFFON FROCKS

That Sold from \$15.75 to \$89.50

\$13.25 to \$49.50

Soft, flattering chiffons in pastels and floral patterns! Almost all with popular ensemble coats!

Unrestricted Choice of all

KNOX HATS

Now **25% Off**

Our complete line of fine hats by Knox has been included in this group! All styles—all colors—all headsizes!

Other Hats Also 1/4 Off!

Sacrificing All Kayser

LINGERIE

at a **25% Discount**

You save one-fourth of these exquisite bits of underwear! Petties, Bloomers, Gowns, Chemise and Dancettes! Put in a supply now at this great saving!

Pure Silk, Full Fashioned

HOSIERY

\$1.00

Regularly \$1.45

A sheer clear grade of chiffon silk—in all leading colors for summer and early fall!

BEVERLY'S

216 WABEEK BUILDING -- W. MAPLE AVE.
July and August Store Hours—9 to 5; Saturday Evenings

SPECIALIZING IN SMARTNESS AT LOWER PRICES!

Tell Your Merchant You Saw His Advertisement in THE ECCENTRIC

The Greatest Value Today

Courier Radio

MODEL 651
\$140
without tubes

KYLETRON—the new radio sensation, the greatest development in years. It isn't Radio—it's a human voice.

Come in and hear this set.



See Bird

BIRD ELECTRIC

151 EAST MAPLE PHONE 90

Tell Your Merchant You Saw His Advertisement in THE ECCENTRIC

COOL CLEAN INVITING

A GOOD place to eat is the Dixie Diner! Busy people, especially, enjoy the courteous promptness which marks the service. Another thing, there is good coffee always! And Now! At any hour, appetizing Toasted Sandwiches.

"You'll Feel Our Welcome"

DIXIE DINING CAR

RICHARD L. HART, Mgr.
232 S. WOODWARD AVE.
(Opposite Kunsky Birmingham Theatre)