

EDITORS OPEN MEET TODAY

50th Annual Conference of Michigan Press Ass'n Begins At M. S. C.

East Lansing, Jan. 23.—Editors and publishers of Michigan's newspapermen during part, at least, of the conference. Selected speakers from leading business and professional fields have been invited to tell the editors frankly what they think of Michigan newspapers, and what they conceive the real function of the community paper to be.

The entire program will hinge around the general theme of constant improvement of the State's home town papers, in order that greater service may be rendered the communities themselves, according to leaders among the press group.

The annual banquet of the association is to be held in the Union Building at M. S. C. tonight.

Sheriff Frederickson of Fremont, Ind., was incarcerated in his own jail for giving prisoners too much liberty.

Mrs. Natalie Holt of Georgetown, Mass., is a woman blacksmith who travels through the country repairing farm machinery, but until and forge being mounted on a motor truck.

S.O. WYLLIE BELL FUNERAL DIRECTOR

820 East Maple, Birmingham, Mich. PHONE 29

To Be Modern A funeral director in this day and age must have a complete and commodious—and above all else, modern!—home for funerals.

Our funeral home is complete, it is commodious and, it is modern. More than this, it is beautiful and comfortable; it has met with the universal approval of those who have made use of its facilities.

PIANOS TO RENT FOR HOME USE

\$3, \$4, \$5, \$6 Monthly

Pianos Tuned, Repaired and Rebuilt. Come in of Phone Us. 2175

Vose

Small Grand Piano - \$795

NOTHING else so greatly transforms the home; nothing else gives to it such an atmosphere of discrimination and culture and well-being as does the presence of a grand piano—and, the VOSE, which has been for more than three-quarters of a century one of the leading pianos of the world, is a piano you can take unqual pride in owning. This exquisite grand, with its beautiful tone, its dependability and fame, is extraordinary value at \$795—and with purchase made so very easy, surely presents a splendid, and immediate, means to complete up-to-dateness and charm and musical joy in your home.

\$25 and Your Old Piano

place the lovely Vose Small Grand in your home at once—or only 175 down, if you have no piano to trade in. Come in and see about modernizing and enriching your home right now.

"The Musical Center of Birmingham"

GRINNELL BROS.

Soleway Representatives

144 SO. WOODWARD AVENUE, BIRMINGHAM

Victor-Radios Victor-Radio-Electrolas

Combines Vocations



That a woman who is extremely efficient in the business world may also be a successful wife and mother is proved by Mrs. Gladys Moon Jones of Washington, D. C. Mrs. Jones is the young woman who startled the dignified senate lobby committee by severely telling them that some of their questions were "fally."

Mrs. Jones has been married ten years. Her husband, Harry Leroy Jones, is an attorney, whom she met while in her last year as a law student at Northwestern university, where she took her bachelor of law degree. She has two children, the elder a girl, the younger a boy of three.

Combining motherhood and business has not been easy, and Mrs. Jones had at times to sacrifice good positions because of the demands of married life.

"I gave up a position as instructor in the Blackstone Institute of Law before my first baby was born," she relates. "But when she was six months old I started working for my master's degree at Northwestern. Many a time I have wheeled my baby to college."

When her husband accepted a position as general counsel of internal revenue, Mrs. Jones accompanied him to Washington, and has since been engaged as general publicity representative.

Mrs. Jones has decided views on women in business.

"First," she says, "I do not believe in playing up a woman in public life just because she is a woman, any more than you would a man occupying the same position and doing and saying the same things."

"I do not think there is any difference in the intellects of two sexes. But a woman is handicapped by her physique. A man may frequently remain calm and contained, in business matters, where a woman, more emotionally constructed, may find it difficult."

"But I am dead set against being the hard-boiled, sophisticated type of business woman," Mrs. Jones avers. "I think a woman should keep herself attractive and feminine in her professional career, and I have always made it my ambition to work for truth and principle and never descend to the personal side, which, as a rule, the world believes is a feminine failing."

"That is why I refused to answer Senator Walsh, when asked a pointed question about Senator Robinson. My attack was made on the committee as a whole and not on any one individual. I did not wish to become involved in any personalities."

Mrs. Jones employs women only in her office.

"I have made a rule never to employ a man in any of my organizations," she says. "Not because I think women are better workers; in fact, I might frequently rather have a man in my employ, but I have so much that I can hand on to younger, ambitious girls that I have learned in life's struggles as a business woman and a mother."

Birmingham As Seen By Realtor

(Concluded from Page 1, Part 3) be the first to have modern and adequate rail and highway transportation. For the above reasons I decided in 1919 to confine my development activities to the district to be favorably effected by the population and transportation developments.

4. What do you think of Birmingham's business future?

The business future of Birmingham, as I see it, is and should be confined to that of the retail merchant and I sincerely hope that some more may be found to prevent factories from locating between the Clawson and Square Lake roads.

Birmingham must have adequate supplies of articles necessary for food, clothing, shelter and heat. The last few years have been strenuous ones for the retail merchant. Business of every kind has undergone a more or less violent change. Progress or at least change has affected the methods of merchandising in many ways, not the least important of which is the attitude of the consumer.

With a continuing increase in salaries and with very little reduction in wages or the cost of raw materials, the automobile manufacturer has found a way to materially reduce the price of his automobiles and at the same time substantially increase the quality—never losing sight for one second of the continuously changing demand of the public as to design, operation and color scheme of the product.

Many retail merchants have paid little or no attention to this new condition, and as a result there are altogether too many goods purchased in Detroit by

residents of Bloomfield Township. The merchants of Birmingham must make their prices and their goods sufficiently attractive to meet and overcome the competition of outside merchants. The post-war last period in every thing, including business, is beginning to wane and we are in a period of more or less depression where only fundamentals are going to count. The merchant, like any other retailer, must find a way to offer better goods, at the same price or the same goods at a better price or the same goods and same prices with better service than competitors, if he is to get the business. Labor, salaries and rent are cheaper in Birmingham than in Detroit. Therefore the quality of goods and service given in Birmingham should be better and the price at least not higher. The future of the wide-awake merchant in Birmingham is very bright indeed.

5. What do you consider Birmingham's greatest need?

I believe Birmingham's greatest need is a zoning ordinance which would set off certain parts of the City for single residential use, and other parts for business. Residential districts are ruined by the intrusion of one business place when there is no demand for more. Business streets are ruined by the spotting of promiscuous business places thru the residential districts which not only ruin residential districts but also take business from the business streets so as to ruin them also.

City planning is extremely important and it is as impossible to start city planning without a zoning ordinance as it is to run a grocery store without groceries. There is no class of municipal unit where zoning is as essential as in a unit which depends almost 100% on its attractiveness as a place to live—as Birmingham does.

6. Are you desirous of keeping the village of a residential nature?

I can see no future for Birmingham unless its residential character is kept inviolate. Four miles to the North is a strictly industrial center. A few miles to the South is a great dynamic industrial city. Railroads and factory sites are everywhere. Almost no place in the metropolitan area of Detroit is kept sacred from smoke and noise. A political wall of some sort about the residential districts around the residential district of Birmingham and Bloomfield to hold them forever free of industry.

7. What factors will encourage more buying in the Village?

Covered in No. 4 above.

8. In what way can the merchants make the village a better shopping area?

Covered in No. 4 above.

9. What growth do you expect of Birmingham during the next five years?

Since 1920 the continuous falling price of commodities has caused a double depreciation in residential buildings—the natural depreciation due to age which in some cases is slight and the depreciation which comes about because of the lowering of the cost of reproduction. I am firmly of the opinion that the cost of construction of residential property reached its lowest ebb for a good many years to come during the year just closed. Due to many causes, the principal one being stock market gambling, house construction dropped off during the last few years to such an extent that there is now a very large number of people who will turn their attention to obtaining a home. With the closing of the year, our homes and all they mean will again begin to attract attention.

People and businesses have in only a few instances been hurt in the late stock price deflation. The principal trouble being limitedness and fear. There were very few fatalities. Injuries in the modern business field, as in surgery, are quickly healed. Timidity and fear are dissolved by sunshine. I don't know, of course, just when (Concluded on Page 3, Part 3)

What makes OIL "better oil"?

Highest refinement. Purity. Fulltest resistance to heat and wear. A perfect flow in any weather. And no hard carbon! Texaco Motor Oil meets those requirements. There is a grade for every type of car—and every grade is full-bodied.

TEXACO MOTOR OIL

Clean, Clear, Golden



Klingensmith Tire Co.

TEXACO GAS STATION

"Open All Day Sunday"

South Woodward Avenue at Frank Street

Texaco Gasoline - Oils - Washing - Greasing Tire and Battery Service

For Road Service - Telephone 772

Our Christmas Club

Will Make Your Dreams a Reality

THERE will be no guess—absolutely no doubt of having money for all your needs—if you START NOW to save in weekly amounts for fifty weeks the sum you will require when next Christmas comes around. The Christmas Club is for people in all walks of life, and there are classes to suit every purse—so there is no excuse for your not having the money you need next Christmas.

All you need to do is to select the class you wish to join. It may be for 25c per week, or 50c, \$1.00, \$2.00, \$3.00, \$10.00, \$20.00 or more per week. In any case, you are equally welcome, and the check you receive next Christmas, in plenty of time for your Christmas requirements, will help make those dreams come true—

There is a Club for Every Purse. Every Member of the Family Should Join

The Following Table Explains The Plan Fully

Increasing Club Plan		Even Amount Club Plan	
1c Club	Deposit 1c 1st week, 2c 2nd week. Increase 1c each week—in 50 weeks you have—	25c Club	Deposit 25c each week—in 50 weeks you have—
	12.75		\$ 12.50
2c Club	Deposit 2c 1st week, 4c 2nd week. Increase 2c each week—in 50 weeks you have—	50c Club	Deposit 50c each week—in 50 weeks you have—
	25.50		25.00
5c Club	Deposit 5c 1st week, 10c 2nd week. Increase 5c each week—in 50 weeks you have—	\$1 Club	Deposit \$1 each week—in 50 weeks you have—
	63.75		50.00
10c Club	Deposit 10c 1st week, 20c 2nd week. Increase 10c each week—in 50 weeks you have—	\$2 Club	Deposit \$2 each week—in 50 weeks you have—
	127.50		100.00
Decreasing Club Plan		\$5 Club	Deposit \$5 each week—in 50 weeks you have—
You begin with the Largest payment and Decrease each week.			250.00
		\$10 Club	Deposit \$10 each week—in 50 weeks you have—
			500.00
		\$20 Club	Deposit \$20 each week—in 50 weeks you have—
			1,000.00
		\$50 Club	Deposit \$50 each week—in 50 weeks you have—
			2,500.00
		\$100 Club	Deposit \$100 each week—in 50 weeks you have—
			5,000.00

Select the Club You Wish to Join — and Come in Today

We Pay Interest on Christmas Savings

FIRST NATIONAL BANK

CAPITAL AND SURPLUS, \$400,000.00

4% PAID ON SAVINGS

BIRMINGHAM MICHIGAN