

Michigan Colleges Offer Scholarships

Birmingham high school seniors found opportunities galore as Michigan State, Central Michigan and Hillsdale Colleges announced scholarships available for next year.

Candidates for scholarships to Central Michigan must rank in the upper fourth of their class and must give evidence of initiative, leadership and dependability. Hillsdale College will award awards to students who attain the best records in the competitive examinations. Applications should be sent in before April 24.

CARPET AND RUG CLEANING and MOTHPROOFING

Tacked Down Carpets Cleaned in Your Home

LACKEY'S FLOOR COVERING

Woodward Ave. Near 14 Mile Rd. Phone 2369

We Do Carpet Binding

Insurance Man Gets Diploma

Harry O. Smart, special representative in Birmingham of the Equitable Life Insurance Company, a number of diplomas received from Clifford Lundgren, chairman of the educational committee of the Detroit Life Underwriters Association, his Purdue University life insurance marketing institute diploma at a regular meeting of the association held in the Book-Cadillac Hotel today.

Latbrup Townsite News

A number of important announcements were made at the Woman's Club meeting held last week in the "Home in the Woods." Most outstanding were a donation of \$100 for youth activities; \$15 for Girl Scouts; \$25 for American Cancer Relief Fund.

On Saturday, April 17th, the Shrine of the Little Flower will have the annual spring party with cards, dancing and entertainment. The Men's and women's organizations have been preparing for the occasion for weeks back, and many novel features will be offered.

Around The Cracker Barrel.

Here it is, Sunday night, and copy for this week's write in The Eccentric has to be ready by morning. But it's very easy to write an advertisement this week. There is only one thing of importance to write about—the warmth of the welcome given Campbell's Village Store by Birmingham.

Gray and the chairman, Mrs. James Stover. Cards and dancing will be the evening's entertainment.

Southfield Township Budget Approved

Here He Is, Girls



Well, girls, here he is—"Mr. U.S.A." He's Clarence Ross of Alameda, Calif., shown holding his gold cup and bulging his biceps at Los Angeles, where he won the title from 15 other male possessors of the body muscular.

of \$3,000 for a new truck was granted. Scott Shepherd, fire chief, opposed the hiring of another fire fighter as it would reduce the two engineers now on duty by about \$400 a year, giving them more bona fide days of leave. He stressed the fact that his volunteer men had given fine fire protection for this area without outside help.

children motherless. They know you and love you and after I am gone I want you and my husband to marry." The young woman, bursting into tears, said, "We were just talking about that."

Fox and Hounds Inn

John Ingleson, proprietor

Woodward at Long Lake Road, Bloomfield Hills

SERVING DINNERS

Sundays from 1:30 p.m. until 9 p.m.

Week days from 5:30 until 11:00 p.m. except Mondays when the dining room is closed.

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Mr. Moth's In Town

MONITE

MONITE MOTH CLEANING PROCESS

Dry Cleaning

Special MEN'S TIES

Beautifully Cleaned

4 for 19¢

—Ants Rest—
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But **MOTHS** Eat

24 hours a day, 365 days a year.

A year and one extra day in Leap Year.

Your only protection against moths is our Monite Moth Proofing Process.

Guaranteed for 6 months at no extra charge to you, unless cleaned by some other process during this time.

Regular Oak Cleaning Will Preserve the Beauty of Your Rugs - Lampshades and Upholstered Furniture

Oak Cleaners

245 West Maple Birmingham

B'ham 3750
Phones: B'ham 1304

When my two sons unlocked the front door at 9:30 last Friday morning we didn't know what to expect. But very soon people began to drift in. We had a little plan of our own to give the first customer a box of roses. But none of us were to tell any of the early arrivals of this scheme, nor to hurry any sale. Well, Mrs. Horace Shaw, of Bloomfield Hills, purchased a pound of our coffee, and became the first customer on our opening day.

Which reminds me that I ought to tell you something about that coffee. I like good coffee, and I remembered as a boy going to the home of a gentleman who is a coffee importer. His coffee always had an aroma which was different. When I became older, and was allowed to drink it, I realized that his coffee was much different than we ever had at home. But he put certain types of coffee beans into his blend which could not profitably be mixed in ordinary commercial blends. Too costly. So when we decided to go ahead with this store we thought some of this coffee would be appreciated by neighbors. We're proud to bring you this fine blend of fresh coffee beans. We know it's good, and we think you'll like it when you try it. I don't know anything about coffee blending, but here's what's in our coffee: Armenia Bogota Excelso, highest grade from Columbia, South America; Longberry from Abyssinia; Maracaibo from Venezuela, and the highest grade Santos from Brazil. We're selling it for 55 cents.

A number of people have asked us if the cracker barrel, and the cheese, were only there for the opening days. That wasn't our idea at all. We expect to keep them as permanent fixtures, so if you ever feel you'd like some crackers and cheese you'll know where to find them. And for a while, at least, we're going to serve our own coffee on Saturdays, from ten to four. No charge, you know, and you are welcome.

When we started out to buy merchandise for this store, we had one thing only in mind: Try and get the best at fair prices. That probably sounds a bit trite, but it can be done. Manufacturers with good names don't make poor merchandise. They have a reputation and their good will at risk. So we sought out the best brands in each line. It wasn't an easy job to convince hard-headed manufacturers that people with no previous merchandising experience should be given the country's outstanding brands. But these fellows have big hearts, and a great many of them have helped us much. Professional merchandisers have been surprised at our ability to get many of the top brands we carry. The whole truth of the matter is that we were probably too ignorant of the ways of this business to fear asking for them.

But we've learned several things already. One of the most important is that people in Birmingham seem to be much larger than the average in most towns. We stocked with sizes which the manufacturers assured us would meet most of the demand. But, we've a lot of fellows in Birmingham who have long arms. And we've a great many women who couldn't get into our dresses. Well, we're in this business to serve. These people will soon be able to be fitted at Campbell's Village Store.

One of our good friends has gone to New York tonight—Sunday—to rush that order for long sleeved shirts. And today Mrs. Campbell and I placed a large order for half-sized dresses. To the women of Birmingham, who haven't been too successful in being fitted here, this will be welcome news. We hope these dresses, which are really beautiful, will start coming in within a week. So don't worry about Spring and Summer frocks.

Before this paper reaches you we will have received many new shipments. We'll have new merchandise coming in right along. It's of the same general type you have already seen in our store. It's going to be good in quality and style, and right in price.

Once again—to all of you good people in Birmingham—we are most grateful for the wonderful welcome given us.

ROSS S. CAMPBELL, Proprietor.

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Place Setting **\$23.50**

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Ready for Immediately Delivery at Milks

The New HOTPOINT ELECTRIC RANGE

It has 11 important new features: built-in broiler, 100° oven, 100° broiler, has four surface units and built-in cooler.

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Featuring separate broiling compartment, built-in broiler, 100° oven, 100° broiler, has four surface units and built-in cooler.

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Hotpoint Combination SINK and AUTOMATIC DISHWASHER

For labor saving and economy. Operation of this automatic dishwasher averages only 3¢ per day (than old fashioned hand methods) and it saves 25 hours of tedious hand dishwashing a month.

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Freezes and stores 280 lbs. of food in the 36-inch-high Home Freezer. Four wire baskets enable you to arrange food easily. An all-steel cabinet has beautiful "California" finish.

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186 SOUTH WOODWARD across from the Birmingham Theatre

PHONE 2921

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