

Tri-A Members Elect Officers

Excitement and congratulations reigned at the home of Lois McLessee last Saturday when Tri-A held its annual elections.

New officers are Ginny Carter, president; Sarah Breitenstein, vice-president; Betty Drake, recording secretary; Betty White, law treasurer; Marilyn McLaren, sergeant-at-arms, and Lois McLessee, historian.

Club mothers elected were Mrs. William Warner and Mrs. John Shiner.

'Dear Ruth' Ideal Showcase for Talents of Participating Actors, Critic Writes

In "Dear Ruth," Miss Ruth Hull turned out one of the finest plays Baldwin has produced. Under her capable direction the play moved along at the quick yet unerring pace it demanded.

Ross Springsteen's fine stage set afforded the best possible backdrop against which the play could have been presented.

The characters were portrayed

with confidence which led one to believe in them. "Dear Ruth" was an ideal showcase for the talents of the actors participating.

Finest Performance.

As in any play, some portrayals stand out as superior in varying degrees to others. Undoubtedly the finest performance was turned in by Bill Plant as the troubled father. He dominated the entire performance and held the action together with a casual mastery which approached professional proportions.

Henry Muller in the role of Ruth's antagonistic fiance stole scenes with humorous rapidity. When he walked on the stage and began flailing his arms, he never failed to bring a laugh from the audience. As the well-meaning but troublesome young sister, Sally Howard did a great job. She managed with amazing skill the difficult procedure of portraying a brat who remained appealing to the audience.

Air Corps Lover

Joanne Laucouer as Ruth presented a fine, poised performance in a role which demanded good stage presence. As the returned Air Corps lover, Jim Ensign was excellent, using his service techniques with conclusive results. Ann Lundberg successfully portrayed a distraught and puzzled mother whose only desire was for her daughter to be happy.

In the part of Sgt. Chuck Vincent, Tim Adams made the most of a role which in the main personified unrequited love. The subject of the sergeant's affections was ably played by Barbara Kennedy. Dora, the colored maid, was played aptly by Fat Tate. Finally, Hap Rosborough scored a big laugh as the sailor who entered in uniform only to start complications all over again.

All-in-all, "Dear Ruth" left nothing wanting. Every factor of

GAA, Health Classes Collect Money for Local Cancer Drive

Throughout the past week the cancer drive was conducted in Baldwin by the health clubs and members of the GAA.

Both the boys' and girls' health classes worked on this nationwide program. Previous to the campaign they studied about cancer and the workings of the American Cancer Association.

Under chairman Mrs. H. P. Halladay, they collected contributions in the honorooms. The total amount collected in the school drive was \$24.15. Honoroom 102 led with \$5.20.

Working outside of school was the GAA under Sally Buck. The girls collected money by canisters in the Birmingham theatre. Those working were Janet Steele, Audrey Engel, Marilyn Davoy, Geraldine Woolley, Marion McDonald and Peggy McPhail.

The girls conversed homes in two sections of the city last week to gather contributions. They were under the direction of Mrs. W. O. Powers, chairman of the Birmingham drive.

Besides contributions, the main purpose was to educate students. Funds will go for surgical dressings and research.

production combined to form an excellent whole. Baldwin has always had a high dramatic standard to maintain and "Dear Ruth" met the standard.

Over 1,000 Persons Attend Performances of 'Dear Ruth'

Ticket sales for "Dear Ruth" were a great success with a full house Thursday and Friday nights. Around 1,025 tickets were sold. Miss Joan Meyer and Miss Gladys Holloway managed the business with Joan Kleiners serving as general manager of ticket sales and rush seats and Larry Bunyan managing reserved seats. A part of the proceeds remaining after costs are paid will be divided among the classes, seniors getting 30 per cent, juniors 20 per cent, and sophomores 10 per cent. Part of the balance will go to the stage fund.

Cranbrook Victor in Spring Track Meet

With a final score of 60-40, Cranbrook school won the track high school last week.

High point man was Dick Miner of Bloomfield Hills who accounted for 20 of his team's points. His time for the 120 high hurdles was 16.7 and for the 120 low hurdles 14.5. Cranbrook's shot put record was broken by William Macomber of Bloomfield Hills placed first in eight events and Cranbrook in five. The Cranes had nine seconds and six thirds and Bloomfield Hills High had one second place and five third places.

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- Fownes Gloves \$2.95 and \$3.00
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- Randolph Knit Anklets 45c and 59c
- Holeproof Woolen Anklets \$1.00
- Bloch-Freres Handkerchiefs 45c to \$8.00
- Model's Special Makeup \$1.00 to \$2.00
- Film Star Creation Belts \$3.00 and \$3.50
- Tish-U-Knit Wool and Nylon Sweaters \$4.00 to \$6.25
- Film Star Leather Hand Bags \$3.00 to \$14.25
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Around The Cracker Barrel

THE PRICE IS—

Has your income increased from one hundred to two hundred percent during the last few years? If it hasn't, then you should not be buying merchandise which has increased that much in price. You probably agree with this statement, but feel—rather hopelessly—that you can do nothing about it. Well, there's really quite a lot you can do. The first is to know just a bit about how prices are created.

Years ago most manufacturers sold their output of dry goods and wearing apparel to wholesalers. The wholesaler added a middleman's profit, and sold to the retailer. The retailer added what he calls a "mark-up," which was an amount large enough to cover his overhead, and show a profit. At least he tried to do this, but competition sometimes kept his mark-up so low that he went out of business.

Today we are in an era of branded merchandise. Wholesalers don't often handle national brands, and many of them have either gone out of business or curtailed their operations very sharply.

Manufacturers of well-known and well-accepted brands now literally choose their retail outlets. Their own representatives call upon you. Many of them take the position that they will accept no new accounts. This position is their defense against placing their brands in stores not adequately merchandising them.

This process of careful selection on the part of the good manufacturer has kept prices of their merchandise at a lower level. They have fewer accounts to handle, and those they accept are easier to handle. The actual losses to the manufacturer are lower, and the volume moved to the public is higher.

Thus, the process of selection by manufacturers is an early step in lower prices.

National advertising moves products off the shelves of the retailer. It has been erroneously argued that advertising adds to the cost of an article. Let's take a look. If a page in a national magazine costs \$15,000, and that manufacturer has 15,000 retail outlets, then the cost per retail store is \$1. If that page of advertising sells \$100 of merchandise for that retailer, and without it he would only sell \$50 worth of that merchandise, do you think the cost for that page adds to the cost of the article? Very obviously the retailer does not have to have an large a "mark-up" in order to pay rent and salaries. He is content with a lower mark-up, because he knows his advertised merchandise will sell. This means a second reduction in the retail price.

Now what about the retailer himself? These things have been done for him before he sells one item. What can he do to keep prices at a decent level?

Every retailer has an original choice to make. Does he plan to do a volume business or does he plan to do a "select" business? In the one case a retailer will make a moderate profit on many sales. By the "select" method he hopes to make an abnormally large profit on a few sales.

You can tell these things when you enter a store. When the manufacturer's labels have been replaced with the label of that store, then watch for the abnormal profit. Manufacturers of national brands don't often allow their own labels to be replaced; and if they're not replaced then the addition of the retailer's label can't be used as a device to obtain higher prices. Watch for that national label.

A store handling nationally advertised brands can't hike the prices. For in the next town or city another retailer will be selling the same article for less. So, under fair trade laws prevailing in many states, suggested prices are pretty generally adhered to.

All of these things are actually for your protection, and at the same time are good business for the manufacturer. It's because of these things, and everything that goes into making them possible, that you—the buyer—can do much to help yourself to reasonable prices.

But even under these conditions it's difficult to keep prices at the level you and I would like to pay. Let's see what is happening right now. The government is coming back into the woolen market. They are seeking huge quantities of wool, probably for use in clothing in the proposed national defense plan. That not only is making woollens tight, but is also affecting cottons, rayons and nylons. For, as wool becomes harder to get, woolen manufacturers will have to go back to the wartime practice of making their fabrics partly of cotton or rayon. This makes these latter fabrics scarcer, and the price is bid up.

We think woollens will be scarcer again for a time, and perhaps even higher in price. And if this happens, cottons and rayons might go higher, too. Prices at today's levels may seem high, but they may be bargain prices in comparison to those charged a few months hence. We don't really know this, but this looks like the immediate trend.

So, when we started our new store in Birmingham, we decided to do all we could in keeping prices fair. Many of you have been kind enough to remark at our reasonable prices. We will do our best to keep them so. We are constantly trying to add new national brands which are tops in their line.

Last week we received our first shipment of Jonathon Logan junior misses dresses. This is, we believe, one of the very top brands in its line. The prices are reasonable, and your teen aged girl knows what a Jonathon Logan is. We also have received our first shipment of half-sized dresses from Mary Allen, an affiliate of Jonathon Logan. These half-sized dresses go up to size 24 1/2. If you can't get fitted elsewhere, try us.

Very shortly we'll have a shipment of woollens from Botany Mills, one of the country's finest producers in this field. Then, we'll be receiving swim suits and shorts from Jantzen, None better, and at the proper prices.

So, if you are interested in getting good value, paying only a fair price, then you will best be served at Birmingham's newest store—where National Brands prevail.

Our fine blend of coffee is served on Saturdays from ten to four, and sold every day. Come to the store with the cracker barrel, and the slab of cheese, and the pot-bellied stove.

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