

Around the Cracker Barrel

In a very few weeks now, about four hundred young people from Birmingham and vicinity will be going away to college. At the same time, from homes all over our land, other young people will be doing the same. Proud and hopeful parents will see them off. Many of these parents will have made great sacrifices in order to give their son, or daughter, this opportunity.

Let's pause just a moment to consider what this means to all of us and to see if we are to be entertained and have come away with a great story burned into your heart? Our approach to a problem isn't always the important thing; it's more important how we finish the job.

Not only do the parents have ideas as to why their offspring should go to college. The youngsters themselves have their ideas. Too often their ideas stem from those expressed by their elders. They go to college to be with friends, in order to get a better job, or to find their mate. Some go because they think it will be a four year house party.

But these superficial reasons are not quite as important as they seem. It doesn't always matter why we do a thing. Have you ever gone to a movie to be entertained and have come away with a great story burned into your heart? Our approach to a problem isn't always the important thing; it's more important how we finish the job.

A college education, successfully absorbed, does two things. It trains the mind, so that thinking can be straight. It teaches a sense of values. It does little else, but that's enough.

Nothing is more important in our lives than having a proper sense of values. With it we can be happy; without it we flounder.

Last week the newspapers carried a story, under bold headlines, that the government intended to crack down on those radio programs which give away everything in Sears' catalogue, plus a half bushel of that stuff they bury at Fort Knox. The Federal Trade Commission, it seems, thinks there might be a violation of the anti-lottery laws.

As a boy we used to save soap wrappers. After we had a hundred or a thousand we would "send away" this precious bundle in exchange for a cheap present. We usually felt swindled, for the collection of hundreds of those soap wrappers was a small job. Especially if mother didn't like that kind of soap. But this all taught us a valuable lesson: You can't get something for nothing.

But it's different now. It seems you can get something for nothing, and that "something" might be a fortune. There's something very wrong here, something out of joint. Our sense of values is outraged. Whether there is violation of lotteries or not, we think our children are being misled. How can a child learn that he'll have to work to acquire a station in life, to acquire a home and the things he wants, when they give them away for free? Just what kind of fibre are we building into our children's characters when we permit this infamous type of entertainment to go on? It's much more important that the youth of our country have a proper sense of values than it is that more soap or toothpaste be sold.

All of this isn't very far from the heart of the Village Store. It was around the cracker barrel where men thought for themselves. They didn't have all the news papers and magazines, no radios. No one else could do their thinking for them. And more good common sense came from around the cracker barrel in the old country store than you can now hear in months through the air. When men use their own minds there'll be some straight thinking done.

When we opened the Village Store, we didn't put in the cracker barrel and cheese just for atmosphere, nor just for advertising. It's much more than that. It was meant to be a symbol of that good, rugged way of life, when men thought for themselves, when their sense of values was sound.

More than one professional merchandiser has already advised me to move that barrel to the back of the store; that center space should be used for counters and displays. This would make me more money, they say. Perhaps they're right, but the barrel stays. For if that barrel is a symbol of self-thinking, if it reminds us that a sense of values is important, then it will also help you evaluate what we have to sell.

In these days of high prices it is most difficult to buy quality merchandise at a price which is reasonable. Sellers, mostly, want to get the last possible cent. But not all of them. There are good manufacturers of clothing and fabrics who expect to continue in business for generations yet. There are honest men who are really trying to keep prices within some reason, even at the expense of their profit. There are more like this than you think. It's been fun seeking them out, talking to them, seeing the real quality they put into their merchandise. All is not lost when business men with a sense of values remain.

Within the next couple of weeks we'll have quantities of Fall merchandise on our shelves. We offer it to you with some pride, for we know its real value. It hasn't been easy to gather together. But we've had lots of help from unexpected places. And when you see this merchandise, stuff of all sorts, I hope you will come to know that there still exists in business those men who are trying hard, in the face of great obstacles, to give you the best possible value for your money.

So when you start your Fall buying for that youngster who is going away to college or school, remember the Store with the Cracker Barrel, the store which is trying to preserve a sense of values.

ROSS S. CAMPBELL, Proprietor.

CRACKER BARREL
PHONE 5300
5300 BOWERS BIRMINGHAM
ICED TEA AND COFFEE SERVED ON SATURDAY.

BRIDGE AT THE COMMUNITY HOUSE

By James C. Gray

(A report on the duplicate bridge tournament held every Friday evening at 7:45 o'clock. You and your partner are cordially invited to participate.)

"When do we get out of this dungeon?" Bridge table No. 6, standing on edge in the closet, nudged No. 4, the table immediately behind it. "Not till September 8, blink it. I'd sure like to stretch my legs, Sixie."

"Yeah. You and me both, brotha."

"Ouch!" No. 15, the new table, shifted weight to its undamaged corner. Then it reclined heavily against No. 3, the battered veteran behind it.

"Who's pushing?" A muffled creak came from No. 7, the fifth table back.

"It's this new guy here, fifteen."

"What's the matter with him?"

"Aw, he says his corner hurts. Ed Clarke leaned on him at the last tournament."

"Tell him to pipe down and forget it till you see McKinnon lean on him. Then he can really squawk."

"I've got it!" "One of these hot shot players outsmarts himself and kicks the table leg," squeaked No. 12. "Which reminds me, guys, did I tell you what happened on board twenty-two at the last game? The set up was like this:

NORTH		EAST	
S—A 7 6 2	S—J 10 8	H—A Q 10 7 6 5	H—A Q 10 7 6 5
H—K 3	H—J 9 8 4	D—Q 7	D—Q 7
D—K 5 4 3	D—J 8 6	C—10 8 7	C—10 8 7
C—A 4 2	C—Q 9 6	SOUTH	
		S—K Q 5 4 3	S—K Q 5 4 3
		H—A 10 9 2	H—A 10 9 2
		C—K 5 3	C—K 5 3

"The guy holding the West hand was a smooth player. He hid good and he doesn't make many errors in the play, particularly on defense. Now watch what happened."

"West was the dealer and passed of course. His partner, East, struck a heart bid in there somewhere while North and South were bidding spades and no-trump. South finally bought the contract for four spades."

"West opened his fourth high heart, dummy ducked and East put up the queen. Then East laid down the heart ace and South ruffed. South drew the trumps and cashed the ace and king of clubs. Then he drew West in the lead by leading a third club."

"Both dummy and closed hand were now void in hearts and clubs and West knew it. I told you that this West player is pretty hot on defense. One error he never makes is to lead a card that gives the declarer a 'slough and a ruff.' So he led a diamond."

"This gave South an automatic finish in diamonds. He took all the rest of the tricks, making five odd. When they opened up the score sheet they found that South had a cold top. If West had led him a heart for a slough and a ruff South would have had to lose a diamond trick. You should see the look on this West's face. Boy, Oh Boy, I almost felled up!"

L. I. T. Still Will Play Big Time Basketball

A continuation this Fall of Lawrence Tech's big basketball and entertainment program at the Michigan State Fair grounds is assured.

Athletic Director and Coach Don Ridler today announced another major college intersectional basketball schedule for 1948-49. The schedule is as follows:

Michigan State Fair Grounds
Fri. Dec. 3—Carnegie Tech
Sat. Dec. 4—Michigan State
Sun. Dec. 5—South Dakota State
Fri. Dec. 11—Arkansas State
Wed. Dec. 12—University of S. Carolina
Sat. Dec. 13—Baldwin-Wallace
Fri. Dec. 19—University of Delaware
Sat. Jan. 21—John Carroll University
Mon. Feb. 22—Waynes University
Sat. Feb. 18—St. Bonaventure
Fri. Feb. 21—University of Virginia
Fri. Feb. 25—Xavier University
Tue. Dec. 1—Tri-State
Tue. Dec. 1—THE UNIVERSITY GAMES AWAY (Winter only)
Wed. Jan. 6—N. Y. State Teachers
Thurs. Jan. 6—Harcourt College
Fri. Jan. 8—Syracuse University
Sat. Feb. 8—St. Bonaventure
Tue. Jan. 18—Tri-State (Southern only)
Tue. Feb. 8—University of Florida
Wed. Feb. 8—John Carroll University
Fri. Feb. 11—Florida Southern University
Fri. Feb. 12—Temple University
Mon. Feb. 14—Cumberland University
Tue. Feb. 15—Tennessee Tech

Chryslers Dropped to 2nd Place Tie

By Bob Berges

Royal Oak Wholesale, cellar dwellers of the Southern Oakland County League, defeated the Birmingham Chrysler by the lopsided score of 11-2 last Thursday. The defeat dropped the Chrysler to a second place tie with Village Market.

The Chrysler jumped off to a short lead, one run led in the first half of the first inning. Dick Costigan walked, but Jim Ferns forced him at second. Ferns promptly stole second, but Eddie Miller fled to left. John Kalmanek brought him around with a double to left. Then Bill Eade fled to center to end the inning. Baker walked and Howard Bailey doubled and Baker was thrown out trying to score from third. Hettler reaching first and Bailey third. Eade threw into center field trying to catch Hettler stealing. Bailey scoring. Curtis Miller struck out.

Have You Met . . .

Mr. and Mrs. E. A. James and their daughter, Mary, who have come from Boston to reside at 991 N. Glenhurst? He is general manager of the Detroit group of Sears Roebuck Stores.

WASHER TROUBLE?

Until you get that beautiful New Maytag, let us keep your present washer in as good working order as possible, no matter what its age.

We can quickly tell you what is required in the way of servicing or replacement of worn out parts. We are proud of our record for efficient prompt service.

Telephone today for a service man to call and give you an accurate estimate of cost.

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SPRING FLOWERS

Another successful Wholesale tally crossed the plate in the seventh. Hettler singled, stole second and went to third on Miller's grounder to short. He came home when Eade fumbled Hill's grounder in front of the plate.

The last two Wholesale runs scored in the eighth. Stewart scored and Krueger slammed a homerun over Costigan's head in left field.

The Chrysler made a feeble attempt in the ninth. Cunningham tripped to right and scored on York's single. Costigan's short fly dropped in right, but York was forced at second. Ferns lined into a double play. Baker to Hettler to end the game.

Cliff Stewart and Gordon Bailey of the Wholesalers made three hits, as did John Kalmanek of the Chrysler. Bailey's three hits drove four tallies across the plate. Gordon Baker had a perfect day with one double in one official trip. He walked the other four times.

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Until you get that beautiful New Maytag, let us keep your present washer in as good working order as possible, no matter what its age.

We can quickly tell you what is required in the way of servicing or replacement of worn out parts. We are proud of our record for efficient prompt service.

Telephone today for a service man to call and give you an accurate estimate of cost.

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The planting of Perennial seeds in the early fall starts your garden on the way to a riot of color and satisfaction in the Spring.

A Fine Selection is Now Available at

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Yard - Garden - SUPPLIES - Kennel - Farm

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Phone 314 159 Brownell St.



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(USE ECCENTRIC WANT ADS FOR BEST RESULTS)

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MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR

COMPARE the values; compare the prices... Do this and you'll know that more than ever before CHEVROLET AND ONLY CHEVROLET IS FIRST in Big-Car quality at lowest prices, just as it is first in nationwide demand for the total 17-year period, 1931 to date!

To compare the values is to know that only Chevrolet brings you the Big-Car riding-smoothness of the original and outstanding Unitized Kne-Action Ride... the Big-Car performance and dependability of a world's champion Valve-in-Head engine... the Big-Car beauty and luxury of the enviable Body by Fisher... the Big-Car safety of Fisher Unitized Body-Construction and Positive-Action Hydraulic Brakes... plus many another major

quality advantage still not available in any other motor car in its field.

And to compare the prices is to know that Chevrolet prices are the lowest in the field... and that Chevrolet value continues to be the highest in its field!

That is why more and more people in all parts of the country are deciding, more and more enthusiastically, that only one is Number One, only Chevrolet is first.

That is why we believe you, too, will make this same decision when you compare the values and compare the prices... for you win in every way with Chevrolet!



FIRST in Riding-Smoothness! You just can't beat the smooth Unitized Kne-Action Gliding Ride for real riding-smoothness—real tranquility—over any and all kinds of roads, from boulevard to byway; and, remember, this famous "Kne-Action" ride is due to Chevrolet and more expensive cars.

FIRST in Thrills with Thrift! There's nothing like Chevrolet's world's champion Valve-in-Head engine for fuel-thrift. It holds all records for miles served, owners satisfied, and years tested and proved. It embodies that extra-sound, extra-dependable Valve-in-Head design, found elsewhere only in costlier cars.

FIRST in Tasteful Beauty! You will be perfectly sure of your car's beauty-leadership when you own a car with the world-famous Body by Fisher; the most desired and desirable of all car bodies—superbly beautiful from every angle, inside and out—in available only on Chevrolet and higher-priced cars.

FIRST in All-Round Safety! You and your family will enjoy extra safety, too, the triple safety protection of Fisher Unitized Body-Construction, the Unitized Kne-Action Gliding Ride and Positive-Action Hydraulic Brakes—another combination of features found only in Chevrolet and higher-priced cars.

CHEVROLET— and Only CHEVROLET — IS FIRST!

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