### Senior Activities Club Plans Next Meeting Dec. 14

# MOMS Club Plans Tea on Dec. 16

Community Concert Stars



no team, will be presented by the munity Concerts Association in the

its have been invited to be-ests of the local group.

Mrs. H. B. Barrett is tea chair-more than any other city in the

## SOCIAL NEWS IN BRIEF



#### STUDY COATS IN NAVY AND SCARLET!

Beautiful quilted satin, in threequarter length, with matching checked satin lining . . . warm and stylish ... a gift she will appreciate ...

Ladies' and Misses' Sizes . . .

\$19.95

Campbell's Village Store

205 PIERCE ST.



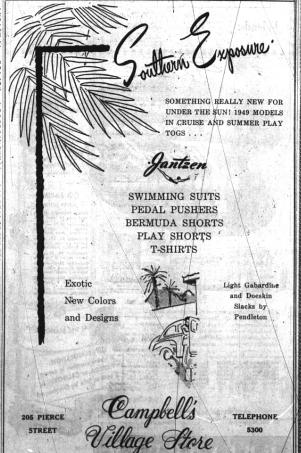
WHITE STAG GABARDINE SKI TROUSERS

Styles 9624 and 9224

Campbells Village Store



Versatile Hat



# Around The Cracker Barrel

I wish I kney something about advertising. When this column failed to appear for the past month, people began to give me all sorts of digs. Some called on the phone, some wrote letters, but really large aumbers came to the Village. Store to protost. Not ever elaining this column was advertising, and not/knowing just what it was, we were surprised when hundreds of people came to the store for the first time when the column writer went lazy. So, if this column is advertising, the largest number of you came in when it stopped. Now, what kind of advertising is that?

Which certainly is no reason for starting again, unless Which certainly is no reason for starting again, unless even jurce of you will come in to tell me to stop. That sounds like a doubliful hope, but many strange things happen these days. And speaking of strange events, how about that election? I sat up nost of the night listening for that turn which never came; sort of had a hunch tight the radio boys were pulling the hoas of the century—even bigger that that masterpiece of Orson Wells. But it was no, hoax. Harry Truman was reelected, and nome of those promised dire things have come about. Democracy at work is quite

Democracy at work is quite wonderful.

Without appearing to impose upon the preserves of the experts, who predict the future (including elections), it is seems to me we're in for a period of continued prosperity. We're a long way from a depression, or even from periods of unemployment. That election probably meant several things: One is that armament spending will likely be stepped up over last year. Probably more military help will go to Europe, maybe to Asia. It seems possible that we'll have a budget deficit this year, which probably means we won't see much effort made to reduce prices from their high levels. Probably, in order to keep the deficit as low a possible, checks will be installed against further price rises. There might be some actual price reductions, particularly in foods. But here, even though the consumer might pay a bit less, the favored farmers will receive their usual subsidies in event of a falling market. All of which means we surely won't have any reductions in taxes.

Labor is getting warmed up for its fourth round. There's real hope here, as labor's demands are more being tied into the cost of living index. And for the first time in 16 months this sindex did not rise in Coober. Maybe this is levelling off. Labor is getting a bit more mature, and it wouldn't surprise me if their fourth round demands are for larger welfare funds—especially if the cost of living doesn't start up again.

Now those are very pontifical statements from a small town storekeeper who doesn't know much about such things. But this was all brought on by my reading some report about how poorly many stores have done this Fall. All sorts of excuses were given; the weather and the election being the leaders. But none of the excuses given included had judgment on the part of the storekeeper. A store should serve the needs of the people. But when a store begins to induce people, by high pressure selling, to buy A lot of things they really don't want or need, then trouble will commence. And there's been to much of that. Any selling process which is based upon pressure is going/to come on process which is based upon pressure is going to come or bad days. When I buy a shirt I don't want to have to star down some high and mighty haberdashey saleanan in or der not to buy a tie "to go with it". There's just been to much high pressure selling in many stores.

And another thing. When people learn that same merchants are trying to retire in one year, they get smart and won't go back. Before I icas in this business I didn't know much about "harf-up". Maybe I don't yet. But, when I can sell a solial/teather toilet case for men for \$5.95 (and don't forget that Federal tax of 20%) and I see the identical rase in a large Chicago department store two weeks sho for \$12.50 (and don't forget that Federal tax), thou I know something is out of joint. I'm making a legitimate mark-up on these cases; they're a good value for the money. But what about that Chicago merchant? Will he retire this year, or next? Or, will he buy another stable of thorough-breds?

People are getting smarter: they are becoming better buyers. Fin all for it, and in this column we've done everything we can to try and help you be a better buyer. Most people spend almost all they earn, yet they don't make much of a business of buying. They don't know products, and they don't know values. This opens the door for fantastic prices, which some merchants have been charging. But people learn, and when they do that merchant begins to holler.

Our basiness has been going up and up. More and more of you every week are learning that the Village Store has only quality merchandise at fair prices. Try us for your Christmas shopping, and see if you don't get a higher quality for less than you expected to pay. Nothing but the best of National Brands in the Village Chim.

Campbells Village Store