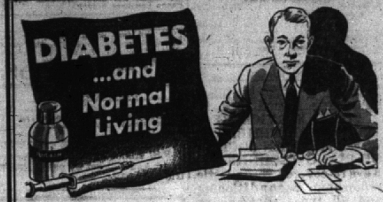


WARD CRUICKSEANK II, son of Mr. and Mrs. Ward Cruickseank of Merrill street, will arrive tomorrow from San Miguel, Mexico, where he has been studying in the School of Fine Arts for the past year. He will return to Mer-



DIABETES
...and
Normal Living

Today, medical knowledge is providing, increasing and improving help for the diabetic sufferer. The patient who will follow the course charted for him by his doctor—who will follow his advice exactly as to food, insulin, and exercise—can expect to lead a long and full life. We are prepared to assist the diabetic in carrying out the routine established by his physician. We maintain a fresh supply of insulin of all strengths, and a large assortment of needles, syringes, and other accessories needed in the treatment and control of diabetes.

WILSON'S
WE DELIVER — PHONE 2500

Rosemary Ward Wed in Decatur

Before a family gathering in the St. James Episcopal Church at Decatur, Ill., Miss Rosemary Ward, daughter of Mr. and Mrs. Wellington Ward, 18301 Berkshire, Beverly Hills, exchanged nuptial vows with James Otis Trew in a 1:30 o'clock ceremony. The bridegroom is the son of Mrs. Mildred Trew of Detroit.

For her wedding, the bride chose a white crepe street length dress with a V neck and lace trim-

At Sfire's Awrey Bakery At Sfire's

Chewy Almond Nut Cookies	per doz.	46c
Apple Filled French Pastry Turnovers	3 for	44c
Raspberry Streusel Finger Sweet Rolls	3 for	22c
Vanilla Carmel Loaf Cakes	each	48c
Delicious Chocolate Nut Brownies	per doz.	57c
Tasty Lemon Macaroon Coffee Cakes	each	65c
Twisted Cinnamon Donuts	per doz.	59c
(Friday and Saturday Only)		
Small Golden Snow Layer Cakes	each	54c
(Friday and Saturday Only)		
Butter Frosted Chocolate Fudge Layer Cakes	each	90c
(Saturday Only)		
Divinity Apricot Filled Silver Four Layer Cakes	each	\$1.50

ming. Her skirt was fashioned with a bustle back. A white laced edged with ostrich plumes and long white gloves completed her ensemble. She carried a white orchid on a prayer book.

The wedding breakfast was held in a private dining room at the Hotel Orlando.

Mr. Trew who served two years in the air force is now playing baseball with the Chicago Cubs farm team down in Decatur. This fall, the young couple will be at home at 211 West Grand River in East Lansing where Mrs. Trew, a graduate of Michigan State College will teach school. Mr. Trew will receive his degree from that college in the spring.

Social Briefs

Recently returned from a week's trip to Niagara Falls are MR. and MRS. HENRY SMITH, 1523 Humphrey, and Mr. and Mrs. Howard Shain of Rochester, Mich.

Joseph Hinshaw, Jr., will arrive Saturday morning from Morris-town, N. J. for a few days visit with his parents, Mr. and Mrs. JOSEPH HINSHAW of Pon Valley road.

A visit at Cape Cod was only part of the vacation trip that MR. and MRS. ALLEN ORTH 853 Mohegan, and their son Derek took. They also went on to the Waldorf Astoria in New York City for a reunion with Mrs. Orth's two sisters, Mrs. Wallace Germaine and Mrs. Ray Paton, both of Long Island. The Orths are now back home in Birmingham.

MR. and MRS. M. RAY COOK, 686 Kenneway, returned Tuesday after a four-day vacation trip up to the Gratiot Inn at Gratiot Beach, Mich.

Mr. and Mrs. Charles Loper and infant son of Grand Rapids were houseguests this week of MR. and MRS. NORMAN LITTLE, 2675 E. Maple.

Fourth of July guests of MR. and MRS. RAYMOND SMITH of North Woodward were Mr. and Mrs. Robert Arbaugh and their two boys, the B. B. Smiths, Wis. Mrs. Arbaugh, Mrs. Smith's sister. They all went up to Gull Lake to visit a brother and his family, the J. J. Pinckneys. Mrs. C. D. Pinckney, Mrs. Smith's mother, the two Smith daughters, her sisters, and Sally, another daughter and her husband, the Kenneth W. Duff, of Chicago, were also present for the family reunion.

Miss Dorothy Alsop of Richmond, Va., was the houseguest of MISS SUE CAREY another parents, Mr. and Mrs. Charles E. Carey of Lahser road last week. On Thursday evening, Miss Carey was a guest at a picnic for two Gross Pointe debutantes. Sunday evening she left for Cornell University in New York to attend summer school.

MR. and MRS. PAUL D. HAMMETT of Berwyn road were hosts at a supper party in their home Sunday evening. The B. B. Smiths of bestor Mrs. Hammett's sister, Mrs. Jeanne Carlton of Chicago, Ill.

A family wedding was the occasion for the trip to the coast, the MR. and MRS. ALAN L. GORNICK took recently. They are now back at their home on Vaughn road.

DR. and MRS. JAMES J. REILLY, their son Jimmy and Mrs. Reilly's mother, Mrs. Edward Maclean, have returned to their home on Linden road after vacation at the Gate Way Inn at Land O' Lakes, Wis., and at Copper Harbor, Upper Peninsula, Mich.

Local Young People Take Part in State College Broadcasts

Two broadcasts of interest to Birmingham people are scheduled to be released through Michigan State College on July 8 and 12.

At the first broadcast, to be heard here at 11:45 a.m. this morning, the 125 High School Clinic Band will broadcast. Among the members will be Elizabeth Henshaw, flutist, and Ronald Phillips and Bill Berndt. Cornettists, all members of the Baldwin high school band. The young people are attending the summer course in instrumental instruction being given at the college until July 17.

Ronald and Bill will also participate in the July 12 broadcast, timed for 3:15 p.m., when a cornet trio is on the air.

A. W. Berndt, Baldwin Band leader, is in charge of the cornet section which is comprised of 31 cornettists.

There are over 250 high school musicians and vocalists from all over the state attending the summer clinic.

WITH THE COLLEGIANS

Robert Allan Jacobson, Route 5, Birmingham, held an A record in the school of engineering at the University of Michigan at Ann Arbor during this last spring semester.

SOCIETY NEWS must be in the Eccentric editorial office by five o'clock every Tuesday afternoon. Deadline for CLUB NEWS remains at noon Mondays.

CLARITA SWIMMING POOL

538 Long Lake Rd., East (near Rochester Road) Phone Big Beaver 445

A few memberships still available to people who appreciate quiet and pleasant surroundings.

SEASON FEE—\$25.00
Clare Evans, Owner

3 J Riding Club

On the Fourth of July, members of the 3 J Riding Club set off for a six-hour trail ride. Afterwards they returned to the 3 J Ranch house for an evening picnic.

A housewarming picnic and barn dance was given at the CLYDE C. BENNETT farm last Saturday evening for over 60 guests.

Club Notes

Franklin Friendly Circle
The Franklin Friendly Circle group is planning a 2:30 picnic potluck luncheon at the home of Mrs. Ken Nichols in Franklin Village on Wednesday, July 14.

DR. H. E. JONES

OSTEOPATHIC PHYSICIAN
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9 a.m.-12 m.; 1 p.m.-8 p.m.
Monday and Tuesday
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Around the Cracker Barrel

One of the most interesting groups you meet in this retailing business are salesmen. They cannot be catalogued easily, and their individual methods are as diverse as the products they sell. They make a very interesting study, and add a certain color and zest to this business.

They used to call them "drummers". The drummer of a generation ago would start out with his bag of samples, travel by train and by horse and buggy. He would call upon "the trade" in a regular routine, would stay a day—or a few hours until the next train out. He was a visitor who was welcome, for he brought with him news of the newer fashions and general gossip of the trade. He probably went home with the storekeeper for lunch, and afterwards smudged up the parlor with heavy cigar smoke. He picked up information about the crops locally, for this would largely determine just when his firm would be paid for the order he received.

Today they're not drummers, or even salesmen. They are manufacturers' representatives. They come in their automobiles, make many calls in a day. But they are still unusual individuals, and belong to a race of men who can't stay put. They have to be on the move, and aren't constantly to be thinking about the next town they want to make that day.

Salesmen are a clanish lot. They exchange information in hotel lobbies and restaurants, discuss the merits of certain stores, and are still purveyors of information and gossip of the trade. They always come alone.

I have classified their approach, generally, into two methods. There is the frontal attack, where the salesman staggers into the store laden with sample bags. He has the technique of the Fuller Brush man, sort of sticks one foot in the door, feeling sure he'll get an audience. The other approach is the diplomatic entry. This salesman walks in without any evidence of samples, wanders about the store carefully studying the types of merchandise handled. His usual approach consists of complimentary remarks about your store, how he heard about it in southern Indiana, etc. This type of salesman is polished and well-mannered.

Now it's interesting to study your own reactions to these two types of approach. If you're contrary by nature, as I am, you are likely to meet the frontal approach type with a frontal attack of your own. You sort of feel that this salesman has defied you by his usual approach, and you're a little tougher than usual right from the start. His method has indicated to you that he does not consider your time valuable, and that nothing is more important than to look at his samples. Usually this type of salesman has what he calls a "terrific" line, and his general technique is to wonder how you have succeeded thus far without his stuff. To put it bluntly—and I know you'd do the same—I take a certain savage delight in making this gentleman remark about your store, how he heard about it in southern Indiana, etc. This type of salesman is polished and well-mannered.

But I'm afraid of the other type. He has what he believes is a line of merchandise of great merit; it will strengthen us. But he doesn't want to take our time unless we are interested, and then only when it is convenient. It's amazing—and I hope not many salesmen read this—how often we can find time at once for such a man.

Another thing about salesmen I've learned, is that the man himself usually typifies the firm he represents. A very fine house never is represented by an inferior representative. A fine, well-known house, selects its men with care, and these men seem to exude a genuine confidence because they represent such a firm. The contrary is also true. So, a retailer of some discernment can almost always tell whether or not any line of merchandise is interesting to him from his reactions to its representative.

Of course there is the pressure salesman. There aren't so many of him any more, but some still feel a bludgeon is a better weapon than a rapier. The pressure salesman builds up sales resistance, builds up pressure against himself. He may get an original order, but he isn't likely to get a repeat order. There probably isn't any connection, but the high pressure salesman in the clothing field almost always smokes—or chews on—cigars.

I could go on for some distance yet about these salesmen we meet daily. They are quite a study. Some retailer ought to write a book on the subject. For if salesmen could see themselves through the eye of their customer, many of them would change their ways. They are important and necessary; they should be sure they are personable also.

Because we've been exposed to quite a few good salesmen, we still have a fair quantity of summer wear. We can take care of your needs, whether man or woman, and whether you intend to stay on land or go into the water. We still have some cotton dresses, light weight slacks, cool cotton shirts, all with plenty of style. If you've been one of these practical people who don't buy until you need to, don't worry.

When you go to the beach you'll need something to carry wet bathing suits. Nothing can be more practical and attractive than those Flagship Code bags and duffle bags. They've been very popular, being lined in koroseal. In order to give you a bargain, and to put these bags to use, we are reducing their prices. The smaller bag will be \$3.95, and the large duffle bag will be \$5.50. These prices mean you just about are buying them at wholesale prices.

Last Saturday we served iced tea and coffee. As an experiment it was highly successful. So, we'll continue. On Saturday, when you've done that grocery shopping, stop over at the Village Store and have a cool glass of tea or coffee. We'll be glad to see you, whether you buy anything or not. If you think we don't mean this, then just try it and see.

Ross S. Campbell, Proprietor

205 PIERCE ST.
Campbell's Village Store
Birmingham Michigan
PHONE 5300

HIGH Quality LOW Price

SFIRE'S ALWAYS FEATURE THIS UNBEATABLE COMBINATION

FARM FRESH PRODUCE

Florida ORANGES 2 doz. 79c

Fancy Bleached CELERY HEARTS 2 lge. bchs. 29c

California Long White and Triumph RED POTATOES 10 lbs. 59c

MAXWELL HOUSE

COFFEE . . lb. 51c

DUZ or OXYDOL

Large Packages Choice 33c

Frozen Pitted

CHERRIES for CANNING

25 LBS. OF CHERRIES	5 LBS. OF SUGAR	All for \$5.49
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Quality Meats FOR DELICIOUS MEALS

GENUINE SPRING Leg O'Lamb lb. 69c

HOLIDAY MACARON MIX — makes 60 can 49c

SOLID PACK STAR KIST TUNA can 45c

HUNT'S WHOLE APRICOTS — No. 2½ Cans. 2 for 59c

SOCIETY BRAND DOG FOOD 2-oz. can 15c

SPRY 3-lb. can \$1.23

PAPER TOWELS 6 rolls 59c

MORTON'S CHICKEN ALA KING 3 Glasses \$1.00

CHOICE SHOULDER Beef Pot Roast lb. 69c

BARBECUE Spare Ribs lb. 49c

Fresh Calves SWEET BREADS lb. 79c	Rib End Loin ROAST OF PORK lb. 49c
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Young HEN TURKEYS lb. 69c

Plump Rocks and Reds Stewing Chickens lb. 49c

Land O Lakes SWEET CREAM BUTTER lb. 91c

Imported CANADIAN CHEDDAR lb. 79c

SFIRE BROS.

HIGHEST QUALITY GROCERIES AND MEATS