

Around The Cracker Barrel

How can you possibly hope to compete with the big department stores? That question has been asked me scores of times in the last two months. That same question gave me some real concern before we opened Campbell's Village Store. But when you understand just how opportunity is made for the little fellow, you'll begin to see how a small merchant can really compete with his huge competitor.

Generally speaking, there are two types of merchandise sold in this country. One type is sold under a well-advertised label, is known to everyone, and is called a National Brand. The other type is sold under a very remote and unknown label, or under the label of the retailer.

The manufacturer of a national brand sells me merchandise for the same price, and under the same terms that he sells similar merchandise to our largest competitor. In almost every case that national brand manufacturer has entered into fair trade agreements, approved by law, under which the retailer is given a suggested retail price. By practice these suggested prices are quite generally carried out. Thus when we purchase a nationally-branded article we buy it for the same price as our competitors, and sell it for the same price.

Here, under this very fair system, the little fellow is given a chance to own and operate his own business. It is one of the very foundations of American civilization. If the little fellow can offer the same merchandise at the same price, then he has every opportunity to succeed. At least, his failure cannot be attributed to the crushing competition of his older and wealthier competitors.

Let's take a minute to see if this is wise. It can be argued that this system of uniform buying prices, and more or less similar selling prices, actually gives the little fellow an unearned advantage over the big store. The big store, with a higher overhead, with more services, just can't make as much money. This is only partially true. The big store may have a higher overhead, may offer more services, and may even make a smaller profit per item sold. But, the big store makes a hundred transactions a day for every one made by the little fellow. The volume of the big store permits that big merchant to handle national brands, and still make a very satisfactory profit.

If this system of distribution of the national brands was not this way, then what might happen? Suppose the big store, because of its greater buying power, could buy at a lower price. Suppose, with the lower cost, the big store decided to sell the article for less, ignoring suggested prices. This would result in the elimination of the little fellow. He couldn't sell at these lower prices, he'd begin to lose money if he tried, and soon would be out of business. Then the big operator, with competition eliminated, could proceed to charge what he liked. And the public would pay increasing prices. So, in the long run, it is perfectly good economics, and good for the consumer's pocket-book, that manufacturers of national brands make room for the little fellow.

But there's that second class of merchandise we mentioned, the kind with no known brand name, or with only the label of the store selling it. Here you have quite a different situation. Here you have a great group of manufacturers turning out all sorts of merchandise, offering to put on your label at their plant, etc. Nothing has been established as to the value of this merchandise. It may be good and well made. But quite generally the reverse is true. If a manufacturer is not willing to place his own name on an article, is not willing to tell the public through advertisements, of its quality, style and workmanship—and sign such a statement, then I just don't want to have anything to do with it. And I don't think you do either.

For if a man won't advertise the product he makes, won't put his name to a guarantee that it is well made of good quality materials, why should I—a small merchant—be willing to guarantee to my customers that the product is good. You say I don't have to guarantee it! Well, whether or not I have to, I do guarantee every article of merchandise sold out of Campbell's Village Store. We'll refund your money on any article sold from this store, if you're not satisfied. You're the judge. I know I can do this for two excellent reasons: First, I know that every article of merchandise we sell is tops in its line because it's all nationally branded. Second, should any one article prove faulty, I know that the manufacturer of that faulty article will reimburse me for the refund I might make to you. A man will do anything when he attaches his name to an article. He won't do that if he simply sells you a bill of goods without a brand.

But here's where the rub comes. There are many stores, both large and small, which handle some very excellent national brands and also handle unbranded merchandise. When you ask for a certain branded article you are shown something "just as good"—and probably cheaper in price. You and I are just average people. We don't know anything about fabrics. We can't tell the real thing from the imitation. We listen to the clerk's story, and because of the price inducement, we buy the unbranded article. After we get it home we find out that it's a couple of times we realize it is no good—ready for the rag bag. We might get back to that merchant, complain, ask for our money back. Do we get it? He'll probably tell you it was a lower priced article, and not to be compared with the nationally branded article you refused.

So you see what happens. A national brand can be skillfully used as bait for the sale of an inferior article, which would probably bring that merchant a higher profit. This is why national brand manufacturers are struggling so hard to place their merchandise only in stores handling similar merchandise. That's why manufacturers of national brands are so interested in the character of the retailer of their merchandise. That's why you'll so often find all of the best brands in a single store. For no reputable maker of a nationally branded product will knowingly permit it to be used as a come-on for cheaper, worthless stuff.

All of which might lead you to a wrong conclusion. You might get the notion that National Brands are higher priced. This is not true for two good reasons: On the one hand the man who puts his name on an article puts the very best into that article. And on the other hand, there is plenty of competition between these national brands. And competition keeps down the price as it keeps up the quality.

My friends, I'm telling you all this so you won't be misled. All of you spend many hundred dollars a year on articles of clothing for yourself and family. You are entitled to the very best your money will buy. You worked hard to get that money; you shouldn't lose it on inferior quality. And that's why Campbell's Village Store handles nothing but the finest brands of nationally branded merchandise. We're not in this business to get rich quick; we're not building a big business just to sell out. We're here to serve you, and we'll only do it by giving you the best at fair prices. We're not content to do your business unless we earn it. We're trying hard to earn it.

Ross S. Cappbell,
Proprietor

Campbell's
Village Store
Birmingham Michigan

205 PIERCE ST. PHONE 5300

REMEMBER FATHER ON JUNE 20—HIS DAY

Cranbrook Makes Annual Awards Friday Evening

The annual Cranbrook School Award Night was held Friday evening in the Alumni Court.

W. Brooke Stabler, headmaster of Cranbrook school, paid tribute to the members of this year's graduating class, to Howard Vail, senior master, who has been at Cranbrook since 1927 and to Harry Hooey, assistant headmaster, with the school since 1928. He introduced Douglas A. Jamieson, chairman of the Cranbrook School Board of Directors who spoke of intangible awards, such as good conscience, achievement, good sportsmanship and appreciation.

Paul S. Thompson, athletic director, summarized the athletic year and the headmaster presented the "C" Club Award for the best athlete of the year to Ken Wainwright. A special presentation of the Decathlon Medal for outstanding performance during the year 1947 in ten track events was made to Paul Fletcher. For the current year, the Decathlon Medal was presented to Mike Flannery for having made 698 points during the 1947 track season. Runner-up Jim McLaughlin who made 636.

Efforts recognized. The editor-in-chief of the Brook for last year, Ben Bennett, was presented a gold chain in recognition of his efforts and Toby Maxwell was announced the new editor for next year. Jim McLaughlin, editor of Cranbrook's weekly paper, The Crane, was also awarded a gold chain by the school. The Crane's editor for next year is Dick Tomlinson.

Named elected members of the Quill and Scroll Society, an organization sponsored by Northwestern University for recognition of merit in high school journalism.

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BIRMINGHAM VETERANS

Compiled from Various State and National Veterans Information Centers

The Office of Veterans' Affairs will terminate on June 30. Arrangements have been made with other state agencies to carry on most of the programs now being operated by the OVA.

One of the most important programs, the 20 psychiatric clinics, will be taken over by the Mental Health Commission. Services to the veterans in the field of psychiatric help will be uninterrupted. Under the new arrangement, eventually this new plan will provide better services because the Mental Health Commission has more facilities, more trained personnel and more latitude.

C. A. Wang, Secretary of the Mental Health Commission, has stated that plans are under way to establish permanent adult psychiatric clinics in six Michigan cities. After this is accomplished, the veterans' clinics in these particular cities will be merged.

Western Michigan College of Education will assume responsibility for the Michigan Veterans' Vocational School and the Board of Regents of the University of Michigan, through the University Hospital for the Veterans' Readjustment Center.

The Michigan Veterans' Trust Fund Board of Trustees will continue the Student Loan Fund program, liaison with the local counseling centers, and will maintain in scholarship. Cranbrook presented book purchase certificate awards to Robert Smith, John Hatch, William James, Peter Meloney, Fred Mills and Dave Osno. Honorable mention was awarded Richard Booth, Charles Cunningham, Robert Brown, John Manley and Martin Hanna.

Clay Doss, head perfect, presented a school flag to the new head perfect, John Rice and his assistants Gunther Balz, Bob Lester, Dave Seeber, Fred Smith, Jack Speer, Walt Denton, Talcott Jones, Bill Macomber, Fred Novy, Tom Peterson, Val Rabe, Raymond Smith, Dave Tombs, Dick Townsend, Harry Hattton and Phil Matter.

The award for the greatest accomplishment in the field of art was presented to Dan Eilert, for his mention to Bob Maitland. The Rensselaer Polytechnic Institute award for its interest in the field of science and mathematics was presented to Jim McLaughlin. Laureate of literature for this field and honorable mention went to Dan Eilert.

For leading their various forms

FATHER

By Kay Knowlton

It's less than 10 days until Father's Day, Sunday, June 20th, and there is just no excuse for Father being the forgotten man this year, what with all the wonderful gifts now in our stores.

Mortimer's, 156 N. Woodward, have some Arrow shirts that will keep Father cool as a cucumber even when he gets his dinner up. They are known as the Arrow Summer Mesh, woven to let the body breathe, get sunny in the collar are perfect for business wear. These shirts come in white only \$2.50 each. Father will agree that Arrow shirts are the best fitting he has ever worn, as they are beautifully tailored and well made. I'd suggest you get Father two or three of these lovely shirts, and perhaps two or three of our socks for good measure.

Has your husband been bitten by the garden bug while the mite was lately? If so, he will appreciate Father's Day gifts from Mortimer's Hardware, 4400 N. Woodward, Royal Oak, just South of LaMotte Rd. It is hard to like some really good garden tools, or perhaps a Rain King sprinkler that will save good service for years.

For the sportsman, Mortimer's have a wonderful selection of fine quality fishing gear in stock in time for the opening of the bass season. You'll enjoy shopping at Mortimer's. The new phone number is B'ham 5488.

Honestly, I felt just as though I had stepped through the Looking Glass into Ireland when we went to Cambridge. The Store, 205 Pierce St., this week saw all the ties they have ready for Father's Day. They are Cheney "plumage" ties patterned after tropical birds, the very popular polo shirt and knit ties in practically all colors. Or you can choose from 60 (count 'em) authentic Scotch kilts from Botany, and all silk ties in a wide selection of new patterns. Then there are summer ties in lightweight and hued, plain ties for hand-painted, and bow ties galore. Happy shopping!

What with all the weddings scheduled for this year, you will not be the only one to receive gifts. Whether the happy pair are starting out in a snug apartment or a luxurious new home, a beautiful lamp from Walters-Dynond Lamp Studios, Wagon Wheel Building, Adams at Woodward, makes an appropriate gift. You can choose a lamp to go with modern or traditional furniture, or perhaps a brass pendant lamp with one of the new hard-to-find designs that compliments any furnishing scheme. Desk and border lamps also make welcome gifts.

There's still time to make vacation reservations at Leland Lodge and Cottage. It's quiet, comfortable, clean. Reasonable rates. European Plan. Write, Jack and Rosemary McGloin, Leland, Michigan.

positions in the policy making at the Readjustment Center and the Vocational School.

General service to veterans as formerly provided will be continued by the Trust Fund Board of Trustees, under the direction of Lawrence J. Lalone, executive secretary. The Trust Fund offices are located in the same building as the Office of Veterans' Affairs; 411 West Michigan avenue, Lansing.

The state is spending currently over four millions of dollars for benefits to veterans. Compared to the national average, Michigan ranks very high in this recognition of the men and women who served in the armed forces.

Veterans who saw service in both World Wars I and II are eligible for U.S. Government and National Service Life Insurance protection in a combined amount not to exceed \$10,000, insurance officials at the Veterans Administration Branch Office in Columbus, O., stress.

Two-war veterans may carry \$10,000 in either type of insurance or may combine their policies up to the \$10,000 limitation, VA officials said. It is possible for these veterans to carry their World War I insurance on a term basis and their National Service Life Insurance on a permanent plan.

Veterans should consult their nearest VA office for detailed information. A conscientizing government insurance.

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