

Christian Science Sermon-Lesson for Sunday, June 27

"Christian Science" will be the subject of the Lesson-Sermon in all Christian Science churches throughout the world on Sunday, June 27.

The Golden Text (Isaiah 2:5) is: "O house of Jacob, come ye, and let us walk in the light of the Lord."

Correlative passages to be read from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy, include the following (p.233): "Throughout all generations both before and after the Christian era, the Christ, as the spiritual idea,—the reflection of God,—has come with some measure of power and grace to all prepared to receive Christ, truth."

On Office Time Employer: "Youth has always called to youth." Manager: "Yes, and generally in office hours on the firm's telephone."

Church Services

Kirk in the Hills Presbyterian 1249 West Long Lake Road... St. James Episcopal Church 184 West Maple Road... St. John's Episcopal Church 1108 S. Main Street...

First Methodist Church Birmingham, Michigan... St. James Episcopal Church... St. John's Episcopal Church... Holy Communion every Wednesday at 11:30 a. m. except on the first Wednesday of each month when Holy Communion is celebrated at 12:15.

DIMAS Fur Storage PHONE 3404

Around the Cracker Barrel

It's now a little more than ten weeks since we first unlocked the door of the Village Store. With more than a little anxiety we waited for the first customer. And for many weeks each day's opening brought wonder in our minds as to whether any one would come that day.

When I told you in our ads that we didn't know anything about this business, this was the truth. We told you this in order to have you understand our shortcomings, and to be patient with us. We had hoped that our frankness with you would make you more tolerant of our mistakes, and that your patience would give us a chance to learn.

Before we opened I did, of course, talk to as many retailers as I knew. Most of them were very pessimistic about the idea of a Village Store; all shook their heads when my lack of experience was discussed. From them I received much advice. Some of it may have been good, but as it wasn't followed I have no way to judge. All told me I was quite foolish to try and tell the public what we were trying to do.

Well, for ten weeks now hundreds of you people have taken us at our word, and have made the Village Store the place for friendly and casual visits with your neighbors. I think you've liked it. We have. The fact that more and more of you are coming all the time is proof that we all like to visit, and don't like to be hurried. Why, it's quite wonderful to us when you come in with no thought of buying. It's just as fine when you leave without making a purchase. For why should you always buy something, just because you drop into the Village Store?

I quite well know experienced merchants don't talk like this. I know that they feel that their business is their's alone. Well, somehow that doesn't seem right to me. If you people for generations so until this era of modern merchandising, when efficiency would tolerate it no longer, and more of you would not have done half of what I had expected to do in a year during the first ten weeks. And that's what has happened.

It has been our plan, as you know, to try and handle the very best lines of nationally branded merchandise. This was essentially to give you the very best at a fair price. Some of these lines have been remarkable in their acceptance by you. Take as an illustration that fabulous White Stag line of Cotton Tickin' Active sport's wear for women. We've had so many reorders of that stuff that I just can't keep track of it all. Because of your demand for more and more, we've brought it all in from Portland, Oregon, by express. Thousands of pounds of this line alone have come across the continent by express just to get it here in time. That terrible flood in Portland made it very tough for White Stag to fill their orders, but they've done a terrific job in spite of their handicaps.

We now have the very last of that summer line in our store. We won't get any more. At the bottom of the last invoices were those fatal words "Order Complete". So, in a few days it will all be gone. There won't be a pair of pedal pushers, or a sunduster left. But here's good news for you—something to look forward to. We have already ordered White Stag's line for Fall, and in a week will order their Winter line. These will be here in their entirety. And it's hardly worth waiting to see your faces when these beautiful new models are displayed. You are in for the most pleasant surprise you have ever had. The styles, fabrics, and colors are marvelous. And, so far as I know, no store in the country will have more variety in this line than our Village Store.

But there are still many ideal items we would like to handle for you. But on these we need your help. So I have decided to ask for your help in a most unorthodox way. You people from Birmingham will be going to all parts of the country this summer. From coast to coast you'll be spread all over the map. You'll see some unusual things, some fine styles in clothing. Won't you be a Scout for us? We'd like to bring to Birmingham the very finest of this country's merchandise. When you see something unusual, something striking, something of unusual merit, won't you take the time to send us a penny post card and tell us about it? We'd like to know the name of the maker, if possible, but if you can't get that, then the Brand name will do.

This would enable us to bring to you many of the fine things we might not otherwise come in contact with. It would help us give you the kind of a store in Birmingham that we think the country's latest and best merchandise is at your command. I know you'd like it that way, and we'd like to give it to you. So if all of you vacationers will be Scouts for the Village Store, between us we'll really have a unique and unusual establishment. We're not entirely selfish in this. For we can continue to bring in high class merchandise which you'll probably buy. But with your help we'll far exceed any simple merchandising plan we could ever dream up alone. So, have a great vacation, and send us a card if you run into something you know your neighbors would like.

Ross S. Campbell, Proprietor

Campbell's Village Store Birmingham Michigan

205 PIERCE ST.

PHONE 5300

The Store of National Brands Coffee Served on Saturday

United Brothers Church Vernon Macy, Pastor A Friendly Church with the Gospel Message... First Baptist Church Rev. Emil Kozick, Pastor... St. John's Episcopal Church Rev. John J. Kress, Assistant...

Baptist Church to Honor Its Former Leaders Sunday

A two-fold observance is to be held at the First Baptist Church this coming Sunday. The morning service will be dedicated to the memory of Mr. and Mrs. William M. McKay on the occasion of their golden wedding anniversary.

The bulletin board is a large, modern 11 1/2 x 14 1/2 model equipped with automatic roller device. It has several sizes of metal letters in various sets. At present, the board is filled with notices and is being used for the church's bulletin board.

Mr. and Mrs. Wm. C. Olsen were members of the Baptist church from 1919 until their death recently. Mrs. Olsen held a variety of offices in the church during this long period of 30 years. She was member of the board of deacons, board of trustees and a teacher in the church school.

Mrs. Olsen taught school in Birmingham for many years. She was also active in many church organizations, including official positions in the Woman's Missionary Society. She taught a Sunday school class for many years, and was a long-time member of the church choir and a member of the Children's Home Auxiliary. Their many friends are invited to come and honor their life and memory. At the morning service last Sunday, the church gave recognition to its just graduated. Among those thus honored were Jacqueline Beck, Constance McGee, Philip Brembert, Lawrence Bunyan, Shirley Burnett, Gerald McPhail, Sally Smith, Alita Toothaker, Donald Goldsmith and Morrow, Judith Smith and Patricia Capling.

Kirk in the Hills Family Picnic Supper

On Wednesday, June 30, all parents and friends of the children attending the Kirk in the Hills Church vacation Bible school are invited to pack a picnic basket and bring it to the picnic at that evening at 6:30 for a family supper. A program by the boys and girls of the vacation school will follow.

Deadline for CLEB NEWS remains at noon Mondays.

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Here's the cultivator you need for that stubborn plot of land that you like to till. With the BOLENS HUSKI Tractor and cultivator you can get the most out of your soil. It's a vegetable for your own family and, you like, a crop for the market. The BOLENS HUSKI "cultivator" will cultivate your rows as high as 30000 ft. per acre.

FRANK STREET GARAGE 567 Frank Street Phone 396

From where I sit... by Joe Marsh They let the Wives in! The ex-GI's of our town entertained their wives the other night at one of their "feeds" of hamburger sandwiches and ice cold beer. (The girls had heard that they'd like to see what went on when their husbands got together!)

MORE VALUE CHEVROLET and ONLY Chevrolet IS FIRST! ...that's why CHEVROLET More value—more motoring enjoyment for your money—day after day and year after year! That's what you want, and that's exactly what you get in this smarter, smoother-riding, more dependable and more economical Chevrolet. You get more value in its trim, tasteful, style-leading Body by Fisher; you get more value in its road-smoothing, road-leveling Unitized Knee-Action Ride; you get more value in the thrilling performance with economy of its world's champion Valve-in-Head engine and the stopping-power of its Positive-Action Hydraulic Brakes—all exclusive to Chevrolet at lowest prices and with low cost of operation and upkeep. Yes, CHEVROLET AND ONLY CHEVROLET IS FIRST in all-round value. That's why more people buy it and more people drive it than any other make. That's why you and your family will be wise to choose a Chevrolet, too!

SPECIAL EXTRA-LOW PRESSURE TIRES on Wide-Rim 15-inch Wheels* (24-lb. pressure only—all around) Chevrolet offers you the fire of tires for easy, restful riding. Remarkable new extra-low pressure tires that give a much safer, more comfortable ride; absorb road shocks instead of transmitting them to you and your car; provide extra stopping, greater blow-out protection, and long, more luxurious mileage. All due to larger tire-body, more air at lower pressure, advanced tire design.

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