

Around The Cracker Barrel

Just a month since Campbell's Village Store opened. What a lot of fun and hard work we've had. And what a large volume of business I had looked forward, with hope, to a fair business. This would give us all a chance to learn something about this merchandising business, and over the summer months we could gradually get more ideas of what people wanted and how to buy. That's what we had hoped for.

But it didn't happen that way. From the very first day we have done an ever-increasing business. The volume for the first month was just about three times what I had expected. Of a sudden we find ourselves with a large business, and without much experience. But we'll continue to do our best, and to get the sort of merchandise you want. We're very grateful to all of you who have made this record possible.

So, I thought it might be of interest to you to just recount—at random—some of the things which seem interesting, and a few thoughts.

It's quite a shock, when you first start operating a store, to really understand that you can't sell until you have first bought. Seems simple. But really, the storekeeper in a community is sort of a community buyer. He buys the things he thinks you want or need. If his judgment is sound, if he knows merchandise and his market, he buys the right things and his business prospers. The next time you walk into a store just remember that the merchant is trying to buy wisely for you.

Which isn't too difficult if the merchant is really trying to get the best for a reasonable price, and will be satisfied with a reasonable profit. It isn't difficult because of National Brands. We've talked about this before, and will again very soon.

Can't understand why merchants and manufacturers like to rush the seasons so. Summer merchandise is trotted out in February and March. People buy it long before they need it, for fear it will all be grabbed up before summer arrives. Why this silly procedure? Manufacturers lose a great deal of business because of this mad race. Just figure it out: It is now May, and manufacturers are busy on Fall and Winter lines. What can be sold this summer is busy on Fall and Winter lines. Suppose this is an extremely hot and prolonged summer, and the demand for summer merchandise is ten or fifteen per cent more than "normal". This demand won't be met, and both the manufacturer and retailer will lose that additional business. And people won't be able to get what they want. This has happened so often before that people just naturally rush for the seasonal items as soon as they're put on the merchant's shelves.

When we started this store the Cheney Cravat people told us that some colors would predominate in the sale of neckties, but that shades of red would be up near the top. Well, I guess Birmingham people are a bit distinctive in the selection of neckwear. For here, now the colors have been running: First, green; second, brown; next reds and blues in a dead heat. Yellows are strong among the high school boys.

Mr. Clifford West is an instructor in painting and drawing at Kingswood, and is a painter with a wide and favorable reputation. In 1938 he completed, in water colors, a very large painting depicting a number of characters sitting about an old stove in a country store. This painting was exhibited in many cities across the country, and is officially called "Hot Air" by the artist. A week ago Mr. West called upon us and offered to hang the painting in the Village Store. We were very appreciative of this kind offer, and the painting is now hung at the front of the store. Come in and see it. It's quite a study of human nature, excellently executed.

Many of you have favorably commented upon the cheese served at the cracker barrel. We have tried to get an unusually good brand of cheese, and up till this week we had it. But last Saturday we received a cheese which was green, insipid, and rubbery. In the plain vernacular, it was lousy. If we can possibly secure the old brand, or one as good, you'll be able to again get good cheese before this paper comes out. Why does a dealer risk his whole reputation and business by shipping a poor product when he thinks his reputation has been built? We apologize for his punk cheese. It won't be served for many hours.

Here's one for you to figure out: Why did the Village Store do its largest business—so far—in men's wear on the day before Mother's Day? No, the answer isn't that men came in and bought it. Most of it was bought by women. Could these mothers feel that perhaps father should have a new pair of sox on Mother's Day?

Harry McBride, who is one of Birmingham's most outstanding merchants and citizens, and who has been a great friend to all of us at Campbell's Village Store, spent two days at the Soo trying to get our shipment of Maple Syrup through the customs. If you know Harry McBride, you'll know he succeeded. But, a full Canadian gallon of the stuff had to be flown to Chicago to be tested by the government chemist. Can't you just see that red-tape testing that wonderful syrup—on pancakes or waffles? Mr. McBride was afraid he was going to need a second gallon to complete his tests. . . . There's still some left. There won't be any more this year. It's \$9.00 an Imperial gallon, which is at the rate of \$7.50 a U. S. gallon.

Watch the Free Press for pictures taken in the Village Store. The high school set did some tremendous posing.

We were able to procure from Mr. and Mrs. Robert J. Moffatt, of Foxcroft, a genuine Chauncey Jerome Clock, all electrified by Mr. Moffatt. As Mr. Moffatt is now in England we can make an expert on old clocks; these old timepieces are his hobby. When not engaging in his hobby, Mr. Moffatt is a buyer for the J. L. Hudson Co. Suppose I shouldn't put in a plug for such a vigorous competitor. But, anyway, the clock is now on the clock-shelf next to Mr. West's painting.

This week we're going to offer some very unusual beach and small duffel bags. Some time ago an old sail-maker up in Maine started making these bags out of sail cloth, and printing a colored flag on each side. These aren't ordinary flags, but are International Signal Code flags. They mean something. The interpretation is given on the label inside. For instance, one says, "Don't follow me." Some others are more encouraging. The bags are all lined with koraseal, so they can be used for wet bathing suits or baby's diapers. Beautiful and novel, as well as useful.

Big shipments of White Stag's famous Cotton Tickin' have been arriving. Jeans, slim limbs, pedal pushers in solids and stripes. More famous Sundown, Sunday and Granddaddy shirts. They won't last long. And as this is written, with the possibility of a rail strike, don't know just when more will reach us from far away Oregon.

You're missing a lot if you haven't tried Village Store Coffee. It's making more friends every day. It can't be beaten at 55c, or any price.

It's been loads of fun—this first month. We're humble and thankful for your reception of Campbell's Village Store. Come in for a visit, flavored with crackers from the barrel and good coffee. Coffee every Saturday, 10 to 4.

Ross S. Campbell,
Proprietor.

205. Pierce
Street

Telephone
5300

Varied Selections Presented in Band Concert Last Week

In their annual spring band concert last Thursday and Friday evening, Barnum and Baldwin bands presented a variety of selections.

Others of band members whined, and the Baldwin auditorium was filled by 8:15.

The Baldwin band opened the program with four numbers including a selection by the clarinet quartet, composed of Shirley Green, Glenn Eason, Sally Smith and Helen Woolson.

Next on the program were four selections by the Barnum band. A cornet trio of Ronald Phillips, first cornet; Bill Berndt, second; and Jim Craig, third, accompanied by Mrs. Arnold W. Berndt, played "Sails on a Silvery Sea" by Storm.

Another group of selections by the Baldwin band followed. For an encore the band played "Thunder" by John Philip Sousa.

Arnold W. Berndt, instructor in instrumental music and director of the bands, earned much praise for the good work of both groups this spring, in festivals at East Lansing and Grand Pointe they received ratings of excellent, justifying Birmingham's pride in these student musical organizations.

High School Honor Roll

All A's: 9th grade, Junior Gardner and Fred Loftis; 11th grade, Mary Garrowick and Juanita Mooney.

Ninth grade: Sally Dale, Audrey Dittmer, Virginia Duman, James Fielding, Clark Harris, JoAnn Watts.

Tenth grade: Arlene Boyd, Patricia, Geraldine Lauffer, Richard Mouch, Virginia Schumborg, Barbara Siglow, Doralee Spencer, and Gladys Joynt.

Eleventh grade: Marie Ballard, Geraldine Hoch, Phyllis Hawley, Shirley Hughes, Beverly Saylor, Alvin Stump, James W. Baker.

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Junior High School
All A's: 7th grade, Janet Robertson.

Eighth grade: Richard Donna, Charles Gardner, Donna Losey, David Miller, David Rickabus, Duane Robertson, Barbara Schultz.

Seventh grade: Charles Beaver, Joanne Fielding, Geraldine Gannon, Geraldine Joyce, Martha Halsey, Mary Lou Kitchner, Esther Lumsden, Phyllis Schumborg, Robert Short, Barbara Smith.

The senior class of Big Beaver High School left on their annual trip to Mackinac Island Sunday, May 9, returning on Tuesday, May 11th. They were accompanied by their class sponsor and his wife, Mr. and Mrs. Glenn Wooster and Superintendent and Mrs. S. K. Baker.

Otis intelligence tests have been administered from the seventh through the twelfth grades. The lower grades are to have the test soon.

The May committee chairman is Nell Wakefield and those assisting her are Elveda Rutledge, Gene Richardson and Bob Roth. They have a fine program lined up for us.

Musical Vespers at Christ Church
On Sunday, May 16, at 4:30 p.m. in Christ Church Cathedral, there will be a service of musical vespers.

Carl Christensen, prominent Detroit tenor, will be heard in an aria from Hayden's "Creation", and two biblical songs by Dvorak.

William Casey, flutist, and Axel Magnuson, Jr., violinist of the Cranbrook school faculty, will join with Philip Malpas, clarinet organist, in trios by Mozart, Clark and Loeliet. Axel Magnuson will be heard in the F Major violin Concerto by Lalo.

This service will be preceded by a half-hour of carillon music played by August Maaekelberghe at 4:00 p.m.

Big Beaver School News

At an Oakland County meeting of the M.E.A., held at the Birmingham Country House on May 5, the following officers were elected:

President, S. K. Baker, Superintendent; Big Beaver; vice-president, C. Harrison, Superintendent, Farmington; secretary, Margaret Purcell, Walled Lake; treasurer, Paul Conlin, Superintendent, Ortonville; delegates to the Representative Assembly, Raymond Baker, Superintendent, Auburn Heights and Charles Coggins, Superintendent, Holly.

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Walled Lake Park Ready for Summer

Announcement is made of the grand opening of the summer season of Walled Lake Park on Friday, May 14. This large Oakland County resort will be in daily operation from that date.

The amusement rides, speed boats and skating rink have been overhauled and redecorated and are now all set for the summer season.

A new picnic garden has been constructed and will be known as Number 2 Garden. This, in addition to the Number 1 Garden and the large picnic grove, will make it possible for a number of picnics to be held on the same day. The two baseball diamonds and the large parking area have been improved with landscaping and the planting of several hundred new trees.

New speed boats and row boats have been added and a number of improvements have been made in those who enjoy water sports.

The new Casino Ballroom has engaged Blue Barron and his orchestra for Friday, Saturday and Sunday, May 14-16; plus the added attractions of Don Burke and Betty Clark, in addition to the "Three Blue Notes", a singing trio. Included amongst the bands booked for the season are: Eddie Ennis, Orrin Tucker, Jack Fin, Griff Williams, Teddy Phillips and Alvin Stump. The program will be announced at a later date.

Reveal Program for 10th Annual Choir Concert

The 10th annual spring concert of the chapel choir will be presented next Thursday in the Baldwin auditorium with guest soloist Vaughn. Heard singing several selections.

The program will consist of four parts, the first including "When Allens Dale Went A-Hunting" de Pearsall; "Silver Swan", Noble Cain; "Peasant and His Oxen", Smith-Aschenbrenner; "Music of Life", Noble Cain.

In the second group the choir will sing "Ole Ark's A-Movin'" Noble Cain; "Dark Water", Will James; "Sometimes I Feel Like a Motherless Child", arranged by Roy Ringwald; Robert Shaw's arrangement of "Set Down, Servant"; "Dry Bones" arranged by Livingston Georheart.

To Sing "The Flea"
In the third group Mr. Heard will present "When Love is Kind", "Without a Song", "The Desert Song", and "The Flea".

The fourth part of the program consists of "Russian Picnic", Harvey Enders; "It's Spring", arranged by Roy Ringwald; Hawley Aides arrangement of "Tico-Tico"; "The Woodchuck Song" arranged by Hal Simonsen.

Victor Ulrich is director of the choir and Nancy Chesna and Georgia Thurman are accompanists.

Wines Weaving Prize
Carolyn Gale Kidd, Cranbrook Academy of Art student from Webster, N.Y., has been awarded first prize for decorative art in the 1948 Rochester Finger-Lakes Exhibition currently at the Rochester Art Gallery. Her prize-winning entry was blue, tan and white striped rayon and cotton chenille.

This is the first time that weaving has been included in the Rochester show.

Air Force PRO's Study MacManus Agency Operation

Forty-five Air Force officers and their instructors from the AAF Special Staff School at Craig Field, Ala., last week visited MacManus, John & Adams, Inc., Detroit, to study the inner workings of a major advertising agency.

Destined to become public information officers for the Air Force, the officer-students ranged in rank from captain to colonel and were brought to Detroit by Col. K. R. Powell, commander of the Air University.

The visitors were greeted by W.A.P. John, chairman of the board of MacManus, John & Adams, Inc., and James R. Adams, president, both Birmingham residents. Day long discussion and demonstration of the preparation of advertising and the philosophy of the agency were conducted by the following MJA executives: John MacManus, Henry Hagerman, Elmer Froelich, Leo Hillbrand, Frank Sinner, Armin Seiffert, Roy Barber, Ken MacQueen, Carl Wheeler and Darrell Roberts.

The officer group previously had studied agency operations in New York and Hollywood.

Cranbrook Artists Win National Award

In a collaborative competition sponsored by the Association of the Alumni of the American Academy of Art, Architects were William Muchow of Denver and Donald Knorr of Wauwatosa, Wis.; Matthew Kahn of New York City was the painter, both Kahn and Knorr were sculptors.

The competition was open to students of architecture, landscape architecture, painting and sculpture in the colleges and art schools of the United States.

The problem was a cosmetic sales and manufacturing center which would attract people, be effective advertising for the products, and eventually become the "Showplace of America".

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