

Bloomfield Village Association Holds Annual Elections

Hobart D. Andreae, 1033 Glenn gary; Chester A. Dady, 711 Hill Cross and J. Graham Gurney, 675 Williamsburg, were elected trustees of the Bloomfield Village Protective association at its annual meeting Monday night. These will replace Mark R. Kraus, Wayne Andreone and John Sikler.

At the election held by board members, John K. Stevenson was named president; Walter J. Simons, vice-president; J. Graham Gurney, treasurer and Chester A. Dady, secretary. Other members of the board are R. J. Waterbury, A. A. Appleford, Earl Bartholomew and J. A. Frost.

Members of the road committee reported on their findings of the year, and an open discussion period was held. The fire and police departments also reported on the activities of their departments during the year.

Recreation

(Continued from Page One)

help them develop it. We hope it will prove successful, not only for their benefit, but because we would all like to see Birmingham leading the country in a civic project in which nearly every resident can share if he will.

Ticket Sales

"We are going to face quite heavy expenses, which are not covered by a city budget. For this reason we are asking the residents to support us financially. We're planning to sell tickets for the major productions, which will be open to the public. Seats for the five adult shows will be \$1 each. The summer recreation board is offering complete season tickets for \$4. We will not be able to include the outdoor pageant in this, however."

"Our aim," both Miss Hull and Miss Price said, "is to create a program that will reach a group not now covered by our present recreational program. This will reach into fields we have not contacted before, and will be of special interest to young women who have had little arranged for their summer recreation in the past. We also feel that those who do not take an active part in the program will enjoy having some of Broadway's best plays brought to them by the finest amateur talent we can produce."

Packard Unveils Fifty Years of Progress



Automotive progress over the last half-century is vividly shown in the comparison of automobiles exhibited in 1900 at the first U.S. auto show in New York, which Packard remains as an independent car building company. The new line of Golden Anniversary Packards contains 77 major im-

provements and scores of hidden changes, including new styling, improved visibility by means of a larger rear window on four-door models, greater engine power in the Eight Super, longer Super wheelbase, colorful new interiors, better braking and greater stability.

Provenances and scores of hidden changes, including new styling, improved visibility by means of a larger rear window on four-door models, greater engine power in the Eight Super, longer Super wheelbase, colorful new interiors, better braking and greater stability.

Obituary Notices

Arnold R. Kelley
Arnold R. Kelley, 47, of 2785 Walnut Lake road, died Friday evening in Harper hospital, Detroit.

The son of Edward C. and Caroline Kelley, he was born in Bremen, Ind., on June 17, 1901. He came to Oakland county from Michigan in 1923, 26 years ago, and was employed as a trimmer for Fisher Body for some time. At the time of his death he was caretaker at the home of J. M. Welt. He is survived by his widow, Mrs. Flonnie Quasby Kelley; a sister, Mrs. Laura Cone of Mishawaka, Ind., and a brother Ralph B. Kelley of San Antonio, Tex.

Funeral services were held from the orthodox funeral home in Pontiac on Tuesday afternoon with burial in Pine Lake cemetery.

Alice M. Given
Alice M. Given, 45, of 5785 Putnam, Walnut Lake, died Monday afternoon in Pontiac General hospital after an illness of three weeks.

She was born on August 6, 1903, in Chattanooga, Tenn., the daughter of E. C. and Benjamine Rank Ortmeier. After receiving her education there she was married to Conrad W. Given on April 26, 1928 in that city.

She had been a resident of Walnut Lake for the past four years, coming there from Lathrup township, where she had spent 14 years. Mrs. Given was a member of the Christian Science church of Birmingham; the Women's Club of Walnut Lake; Birmingham Gold club and the Women's District Golf association. She had bowled in the Montgomery league here, with the Mills Electric team.

Surviving besides her husband and parents are two children, Mary Ellen and Billie, both of Walnut Lake; three sisters, Mrs. E. C. Williams of Chattanooga, Mrs. L. B. Murray of Copper Hill, Tenn., and Mrs. Stuart Meyers of 2317 Michigan, Ala.; also one brother, E. C. Ortmeier, Jr., of Chattanooga.

The body was taken from the Bell funeral home Tuesday to Chattanooga, where services and burial are being held today.

Wendell Specker
Wendell Specker, 45, of Beverly Hills, died at his home Friday. He was born in Detroit on Oct. 2, 1905, of Mr. and Mrs. H. J. Specker.

He is survived by his widow, the former Grace Marshall, and one son, Greig; one sister, Mrs. Harry Nettleton, and his parents.

Funeral services were held from the Schmalzriedt funeral home in Detroit with burial in Woodlawn cemetery.

More than 9,700 persons attended the 1948 American Red Cross National Convention at San Francisco.

Lady Buxton's Latest...

GAY NEW

"Polka-Dot"

How! How! We have it! Parky, pretty "Polka-Dot" made of finest leather and spotted for fashion fame! Red, green or blue polka-dot trimmed with white. Or vice versa... wonderful washable white with red, green or blue polka-dot trimming. \$5

An advertised in Life and Seventeen + fax

May 10, 1948, No. 10

Kiwianians Hear Talk by Donald Egbert on City Planning Here

City Manager Donald Egbert was the guest speaker at the Kiwanis meeting Tuesday evening in the Community House. He spoke to the club on various facts concerning city planning as it affects Birmingham.

Other guests of the club included Ed Kirbert, YMCA secretary, and Ted Werner and Jim Newman, who attended the older boys' conference in Jackson at the beginning of the month. Each gave a brief resume of his experiences there.

The application of Chester Sharp for membership in the club was approved by the board of directors, with May 10 set as the date of his induction.

The local club will join with

Lathrup to Hear Talk on State Government by Dr. Richard Ware

LATHRUP—The Towns Association will hold its spring meeting tonight at 8 o'clock in the Lathrup school, 4411 1/2 N. Speakers will be Dr. Richard A. Ware, assistant director of the Bureau of Government Research, and Frank Hatfield, an assistant staff member. They will speak on local government in the State of Michigan and how the law applies to possible incorporation of townships.

This subject is a great interest here, as the subject has been brought up several times. With members from the Redford Kiwanis at an inter-club meeting and dinner in the Monticello dining room on Tuesday, May 3.

Methodist Minstrels Present Annual Show at Community House

The fourth annual presentation of the Methodist Church Keystone Minstrels proved to be an entertainment success again this spring when it was presented Tuesday and Wednesday evenings before combined audiences of nearly 700. The production is a creation of the Keystone Sunday School class of the church and was under the direction of William Spence.

Interlocutor was Bill Phelps and the six end men were Don Cummings, Russ McBride, Harold Melin, Vergil Gipson, Edgar Ebersole and Dean Leffler. Cliff Dixon and Mrs. Robert Lawson.

Highlights of the minstrel were provided by Jack Grey, guest soloist; The Rev. Robert Lawson who played two selections on a saw and two numbers employing the use of luminous paint and black light on a darkened stage.

An oyster can produce 114,000,000 eggs during its lifetime.

Says Military Life Trains Youth for Business Leadership

Enlistment in the military services provides young men with the qualities of leadership that are needed in the business life of the country today, James S. Hodges, Jr., 346 Park st., told members of the Birmingham Rotary club Monday noon.

"You men will have the opportunity of recommending to young boys whether to enter military life for a while," Hodges pointed out. "I wish you would recommend it favorably as an opportunity for developing leadership—in spite of rumors to the contrary."

An infantry lieutenant in the last war serving in the Pacific area, Hodges is still active in Army reserve organizations.

Must Make Own Decisions

Military life, he said, necessarily delegates responsibility to the bottom-most ranks.

"The private must make decisions of his own when confronted with unusual circumstances," the speaker declared. "His superior officers cannot decide everything for him, but only point the direction."

Such military training is invaluable when the soldier or sailor returns to civilian life, Hodges said.

"If you can readily adapt this sense of responsibility into business leadership channels," he stated.

Sure Sign of Spring

"The Little Dipper" is in use for the first time in this area by the W. G. Wade Shows at the CIO Spring Festival now appearing at the Franklin St. show grounds, Pontiac.

SHAIN'S Rexall DRUGS

REXALL FOR RELIABILITY

SHAIN'S DRUG STORE

ON YOUR PRESCRIPTION LABEL GUARANTEES THAT HIGHEST QUALITY PHARMACEUTICALS, EXACTLY AS SPECIFIED BY YOUR PHYSICIAN, HAVE BEEN SKILLFULLY COMPOUNDED BY A THOROUGHLY EXPERIENCED REGISTERED PHARMACIST

There is No Substitute for Integrity and Honesty of Character

PHONE 61 FOR 24 HOUR PRESCRIPTION SERVICE

205 Pigree Street

Everyone's Pickin' New Cotton Tickin'

in carnival stripes 'n' solids.

Midway gaiety... so you'll be this year's MAIN ATTRACTION. The roughest sun togs ever... Sunfortified Cotton-Tickin'! The fabric that's as rugged as the "big top" itself. Sun-loving stripes and solids especially created to mix 'n' match in everything from Squaredancer skirts at \$5.95 to Crew Hats at \$1.95... and Trainman's Jackets at \$6.95 to Carry 'n' Beach Bags at \$2.95. Plus T-shirts designed to harmonize. Mail orders filled.

White Stag SPORT TOGS

Campbell's Village Store

205 Pierce Street Phone 5300

Around The Cracker Barrel...

Just ninety years ago, in the state of Ohio, one man sued another for libel on the grounds that the defendant had written a piece calling the plaintiff "smart". Today that seems like an unwarranted action, as the term "smart" is one many men would like to have written about themselves.

But in 1859 the word "smart" meant something else. It was distinctly not a compliment, but was reserved for the shady manipulator, the professional horse trader or stock peddler. A good illustration of the 1852 version of a "smart" gent was a minor genius named Belknap. He arrived at the War Department one day with a very large bill for packing up some sixty dead Yankees and transporting them to their relatives. A significant clerk happened to check the enlistment rolls, and found there were no such soldiers, dead or alive. Mr. Belknap dimly vanished in the mist of wartime Washington.

At that time other "smart" men were more successful. There was Jim Fiske, who left no descendants interested in his general reputation, and who therefore was a fine target. He was attacked as "smart" quite often and repeatedly, probably on the theory that the more you point one sheep black, the lighter gray the others look.

"Smarter" far than Jim Fiske were those men who sold the Union Army bayonets of polished pewter, coffee made from sorghum, guns that exploded on drill grounds, blankets so thin that water would've even soaked them to the thickness of a Confederate shin-plaster.

"Smart" were these shady characters, because often nothing could be done about their acts. The actual seller would vanish in a cloud of excited legislators, roving lawyers and respected citizens. Investigations dragged on endlessly, and court cases had a way of getting all tangled up before inept judges. Hundreds of these "smart" men arranged and built their estates with perfect calm, while the nation's papers were shouting themselves hoarse about Jim Fiske.

How times have changed! Today we admire the smart person. We know he is bright, capable and clever. We also know that a really smart person is honest. The old meaning of the word has completely changed. The pendulum has swung completely to the other side. None of us would start a libel suit if we were termed smart; rather, we would inwardly boast and be glad we're alive.

As a merchant in 1949, I know that the very smartest group of people I meet are not the salesmen who sell me goods, but the customers who buy them. The average customer is certainly bright, capable and clever. He, or she, knows more about fabrics than his parents. He knows more about style. He knows more about real value, and about the price tag. No merchant is smart today who tries to fool his customers.

But the modern merchant doesn't have to be too smart. He really doesn't have to be nearly as smart as his customers actually are. All he has to do is to know what his customers want, and have it for them. And what his customers want today is honest value, built-in quality and proper style. The customer wants these things, and he also wants what he sees in the magazines—those new influences in creating wants. The customer wants National Brands.

Let me test you out on this. When you think of the finest sportswear and playwear, don't you think of White Stag? When you want a pair of tough blue denims, the best there is, don't you think of Levi's? When you think of swimwear, isn't Jantzen the name that enters your head first? When it rains, don't you think of an Alligator raincoat? And—especially if you've travelled the West—don't you always think of Hendon when you contemplate a really fine shirt or blouse?

I know you think this way, because I know what brands of this sort have meant to our customers. These, and many others, are the kind of National Brands the Village Store handles. We both know that brands of this sort are full of honest value, they're priced right, and they're the brands which themselves set the style.

We've believed this from the first. That's why we don't try to promote unheard of brands. That's why we don't try to get you to go for some fad, in the hope that it can be a quick clean-up for us. What few items we put "on sale" are sold at a genuine loss to us, and only because we bought too great a quantity. We never have (and we never will) gone out into the "sale market" and picked up merchandise of inferior quality just so we can have a "sale"—and still make money.

We feel sure that giving you genuine value at all times is a better policy than to take exorbitant profits on some items and losses on others. With such a policy we know you will not be fooled or beaten on anything you buy at the Village Store. And from the day we opened we have always been willing to take back anything which wasn't satisfactory to the buyer. You can do that when you handle the type of National Brands found in our store. For if any item bought here is faulty in any way we are absolutely certain that the manufacturer wants it back. We're never anything out. For that's the way the great National Brand houses do business. That's one reason they're great.

So just take it from me, who has been a customer for these many years, that you're genuinely smart when you buy a real National Brand. And in Birmingham, as everywhere else, you go to the Village Store when you want National Brands.

ROSS S. CAMPBELL, Proprietor.

Campbell's Village Store

205 Pierce Street Phone 5300

COFFEE SERVED ON SATURDAY