

THE WEATHER

FAIR

END OF FIRST YEAR

THIS

IS IT

By R. S. C. With Apologies to G. R. A.

One time when Theodore Roosevelt was handed a batch of figures by one of his cabinet members, he took a quick look and then snorted: "You know there are three kinds of preparation, that I hate. There's lies. There's damn lies. And there's statisticians."

Under such an admonition from so great a man, it seems highly improper to burden you with all of the statistics which we had prepared in anticipation of this event. So we will proceed at random, as most columnists do, and see what comes out.

Just a year ago, on April 9, the Village Store opened its doors. It was more like a forerunner than a clothing store, for what with the kindness of other Birmingham merchants and business men the place was a veritable heaven of fragrance and sweet aroma. This was a gesture of friendliness which we have never forgotten. And even though we have tried to be a good competitor, we have religiously tried to be fair. We came into Birmingham as a new store, and those flowers immediately told me that our competitors were gentlemen, and to be treated as such. They have all continued to treat us magnificently.

We've had our ups and downs, made correct decisions and plenty of mistakes. You don't wear neckties adorned with horses' necks, nor do you wear rain caps. F. D. I. couldn't sell the cape as a suitable garment of male attire, and now you're afraid of low ties because our boy governor wears his at an angle. But our bow ties make a straight knot, and have no resemblance to the side of a hill.

We've done much more business in ladies' garments than we have in mens'. You men are creatures of habit. Probably most of you eat lunch at the same place every day. Likely order the same dish each day of the week. You do a great many things automatically, thus, I presume, saving your mental energy for more strenuous items. You are reluctant to try anything new, do anything in a different way. You go to the same store year after year, and buy what that merchant has. I know, because I'm that way too. This is not a complaint, but just to let you know what's up. And to warn you, that in spite of high water and statistics, I'll get you yet. And in numbers.

But the ladies, mess 'em. They are the ones who make progress. They are always seeking the new, the different. They are the ones who always want to go to a new place for lunch. They read the fashion magazines, and they know what's right in apparel. They go where they can find what they want, and if one merchant doesn't have the thing they are seeking, they are quick to smile and walk out. And when they find the kind of store that carries so many of the latest things shown in the fashion magazines, they beat a track to the door. We've done very much more business in ladies' apparel as in mens'. So, a toast to the ladies.

In our first year we've done just about double our expected first year's business. And with changes we have in mind, and with the addition of new customers—which are coming daily—we feel sure that when April 9, 1950 rolls around, we will again show gains.

The Cracker Barrel

First Year of Business Fine



Birmingham residents find real old fashioned pleasure in shopping at The Village Store. Always the smartest styles and highest quality merchandise attractively displayed in Gay Nineties surroundings.

New Travel Bureau In Village Store

Mrs. Grace Plummer Reilly, who for fifteen years was with the "Ask Mr. Foster" travel service, will open the Birmingham Travel Bureau in the Village Store on Saturday.

Hand Woven Fabrics In Large Demand

As the word spreads, more and more people are becoming interested in Holiday Fabrics. "These are the very fine wools which are being woven of the finest imported wools by Scotch weavers in Connecticut.

Materials for suits, topscoats, skirts and sport jackets are being ordered almost daily. If you are a person who likes fine tweeds and wools, who has always wanted a garment of the finest imported wool, then here is your chance. In a great variety of design and color, these fine fabrics can be secured for you in a very short time.

Pair of Levi's Tears Barbed Wire Fence

Last Saturday the venerable Archbishop of Down on the Chin, sojourning in these parts as a member of U.N. sub-committee on New Culture for the Aborigines, was taken on a fox hunt by local enthusiasts.

Outfitters to the local gentry, the Village Store adorned the Archbishop's torso with a pair of genuine Levi's, with the admonition to return them if in any way they might embarrass, than anything he might encounter.

In the excitement of the hunt, even before the famed "Tallyho" had been called, his eminence had the misfortune of having his position embarrassed by the top strand of a barbed wire fence. With a mighty heave, and with a cry of Do or Die for Merrie England, the venerable gentleman tore loose.

Who Among You Went to Yale?

The proprietor of the Village Store is looking for a Yale graduate who would like to secure two beautiful, individual, blue carriage robes, done in the traditional blue and white. There is just one pair of these robes, woven of the finest Shetland wool in England, and especially made for a store in New Haven.

One of our Sons of Old Eli will be mighty proud to have these English carriage robes, especially at the bargain price of \$30 for the pair. Come early or some Harvard man might beat you to it.

VILLAGE STORE ONE YEAR OLD ON SATURDAY

Local Beauties Will Model Sportswear

Piety Hill Pine Gaining Fame

April 9th Is Gala Day

Ward has just been that Merle Bennett's superb pine reproductions, first retailed at the Village Store less than two months ago, are quickly gaining national recognition and distribution. Local residents have a certain pride in the accomplishments of Mr. Bennett, and are pleased that each pine piece is marked with the old name of Birmingham, Piety Hill.

Already twenty-four stores, each outstanding in its own area have bought and are receiving shipments of Piety Hill Pine. These stores appreciate reality, and are struck with the faithful quality of the reproductions. Construction is the same as in the originals, it is pointed out, and every dimension is faithfully reproduced. This has not been the case with many lines of "pine" on the market. The fine finish has also been favorably commented upon.

All residents of this area are urged to use this new service. It will save you hours of commuting and telephoning, and wherever you are going by air, rail or ship, the Birmingham Travel Service can arrange it all for you.

Over Two Tons of Coffee Sold

Local authorities are somewhat perplexed as to their next move in connection with the suggestion that the name of Pierce Street be changed.

Dress Sale For 3 Days

The custom of serving coffee on Saturdays has never been dropped, but has increased in popularity. Saturday is visiting day when neighbor meets neighbor, just as they did in the old days when the family hitched up the old mare and went to town to trade some eggs for a new bonnet.

Store Will Close Good Friday, 12-3

It is keeping with the practice established many years ago, the Village Store will close from 12 to 3 on Good Friday, April 15. After 3 P.M. the store will be open until 9 P.M.

Most Prices Already Reduced, Says Merchant

Out of his vast experience of 82 weeks in operating the Village Store, its proprietor stated that almost all clothing prices have been already sharply reduced. Some of the salient points brought out in an interview with a reporter of this sheet are the following:

Women's Cotton Dresses will be about 12% lower than last year, for the same or better quality. Active sportswear, for both men and women, has been generally reduced from \$5.00 to \$3.00. The famous Baranecock skirt sold last year for \$7.00. This year it is \$4.95, a reduction of about 25%. Men's nylon golf jackets sold last year for \$19.95. This year they are \$14.95, a reduction of 25%.

Local Beauties Will Model Sportswear

Piety Hill Pine Gaining Fame

April 9th Is Gala Day

Local Beauties Will Model Sportswear

Several Baldwin high school girls will model summer sportswear on Saturday at the Village Store. This feature is intended as a demonstration of how and what to wear for gardening, picnics, outings, and camping. Unless there is a breakdown in transportation, this will be the first time the new Cotton Ticks will be shown locally.

The newest edition of White Stag's famed "Cotton" Ticks' line comes in caraval stripes and solids. Together, or in contrast, these outstanding sports items are the talk of the fashion world.

Prankster Puts Mouse In Cheese

As a mighty shriek rent the air, two ladies gathered up their hoop skirts and rushed away from the cheese block at the Village Store last Friday. In excited tones they told the drowsing proprietor that a mouse was in the cheese.

Dress Sale For 3 Days

Commencing on Thursday the Village Store will offer all dresses, except summer cottages, silks, and knits, at reduced prices. Prices will be marked down for this Anniversary Event from 1/2 to 3/4.

Store Will Close Good Friday, 12-3

It is keeping with the practice established many years ago, the Village Store will close from 12 to 3 on Good Friday, April 15. After 3 P.M. the store will be open until 9 P.M.

Most Prices Already Reduced, Says Merchant

Out of his vast experience of 82 weeks in operating the Village Store, its proprietor stated that almost all clothing prices have been already sharply reduced. Some of the salient points brought out in an interview with a reporter of this sheet are the following:

Women's Cotton Dresses will be about 12% lower than last year, for the same or better quality. Active sportswear, for both men and women, has been generally reduced from \$5.00 to \$3.00. The famous Baranecock skirt sold last year for \$7.00. This year it is \$4.95, a reduction of about 25%. Men's nylon golf jackets sold last year for \$19.95. This year they are \$14.95, a reduction of 25%.

Ferguson, Others Will be Feted by Washington Group

WATCH US GROW

Local Beauties Will Model Sportswear

April 9th Is Gala Day

By Kay McDonnell This year's Washington group has been very fortunate in obtaining as dinner guests in Washington, Michigan, commencing Saturday and three former Baldwin teachers.

Senator and Mrs. Homer Ferguson will dine with the group Friday, April 15, and Representative and Mrs. George Donders will have dinner with them at the Hotel Roosevelt Saturday night.

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

Baldwin Bowlers Win Junior League Title

WATCH US GROW

Local Beauties Will Model Sportswear

April 9th Is Gala Day

This year's Washington group has been very fortunate in obtaining as dinner guests in Washington, Michigan, commencing Saturday and three former Baldwin teachers.

Senator and Mrs. Homer Ferguson will dine with the group Friday, April 15, and Representative and Mrs. George Donders will have dinner with them at the Hotel Roosevelt Saturday night.

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

Baldwin Bowlers Win Junior League Title

WATCH US GROW

Local Beauties Will Model Sportswear

April 9th Is Gala Day

This year's Washington group has been very fortunate in obtaining as dinner guests in Washington, Michigan, commencing Saturday and three former Baldwin teachers.

Senator and Mrs. Homer Ferguson will dine with the group Friday, April 15, and Representative and Mrs. George Donders will have dinner with them at the Hotel Roosevelt Saturday night.

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

Baldwin Students' Annual Spring Play Very Well Accepted

Good casting and directing account for the outstanding success of the annual spring play presented last Thursday and Friday evenings by Baldwin High School in their auditorium.

Reports were given by the chairman of the various committees on the plans that have been definitely decided.

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

Local Beauties Will Model Sportswear

Clarence W. Blomman, Attorney-at-Law, 207 Weiskopf Building, Birmingham, Michigan, 5-1234.

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

April 9th Is Gala Day

Local Beauties Will Model Sportswear

Advertisement for Acme Select-A-Color System. Includes text: "NO GUESSWORK! Now you can HAVE THE COLOR YOU WANT IN PAINT" and "SELECT-A-COLOR SYSTEM". Also features an illustration of a woman painting a wall.



Advertisement for Campbell's Village Store, 128 S. Woodward.