You Said It, Lady

Sally was a smart girl—too smart for her own good. Mother was afraid she was going to be an old maid, what with her preoccupation with politics and economics and sociology and what not.

"But, Mother," the girl protested, when the older woman chided her for being too bookish, "a man likes a woman who shows him she is clever."

"Oh, no," replied world-wise Mother, " a man likes a woman who shows him he is clever!"

OPEN DAILY FROM 9 TO 6 — FRIDAY FROM 9 TO 9

R&K Original

$16.95

The shell-tucked skirt

R & K ties brief sleeves with briefer bows . . . flings wide a skirt that's tucked in shell-like scallops. In finest new miniature-printed rayon crepe.

Black, Navy and Brown. Sizes 10 to 16

RB SHOPS

142 W. MAPLE — BIRMINGHAM

Private Reports to Keesler Field for Mechanics School

KEESLER FIELD, Miss.—Pfc. Henry G. Lack, 20, son of Mr. and Mrs. Alfred Barber, formerly of 21060 13 Mile Rd., has reported to Keesler Field to begin training in the Airplane and Engine Mechanics School located here.

Keesler Field, a base of the Technical Division, Air Training Command, is the home of the world's largest airplane and engine mechanics school.

The training Pfc. Lack receives in the school will extend over a period of approximately 28 weeks and will include instruction in aircraft electrical systems, engine operations, fuel and oil systems, propellers, structures, instruments and inspections. This training will qualify him to perform maintenance on all conventional type aircraft flown by the USAF.

Keep fires under control and our great natural resource, the forest, will recoup its own strength.

CITY OF BIRMINGHAM
CITY OF BIRMINGHAM, MICHIGAN
NOTICE TO PROPERTY OWNERS
WATER MAIN—LINCOLN TO HAYNES

By Way of Hunter, Worth, Webster

The City Commission of the City of Birmingham will meet Monday, February 7th, 1949, at 8:00 P.M. in the Commission Room in the Municipal Building to consider any objections to the construction of certain improvements on Hunter, Worth and Webster, described herein; and to the creation of a special assessment district, created to defray the cost of construction of a

12" Water Main and appurtenances from Lincoln to Haynes, by the way of Hunter, Worth and Webster.

The Commission proposes to create a special assessment district to defray the cost of this construction and said special assessment district shall consist of the following described property:

Adams Park Subdivision
Lots 18 to 28 Incl.
Lots 29 to 46 Incl.
Lots 89 to 64 Incl.
O. E. Shattuck Subdivision
Lots 2 and 3.

Plans and estimate of cost of this project are filed with the City Clerk of the City of Birmingham for examination by the public.

IRENE E. HANLEY,
City Clerk.

January 27, 1949
45-46

Lathrup Village News

By LILLIAN DIEDERICH
Phone SOUTHFIELD 3696

Mr. and Mrs. John J. Paulus of San Jose boulevard held open house Sunday for 90 people. A smorgasbord table was set up in the recreation room and the food was pronounced "out of this world". Old time dancing followed the supper. Several couples did their native country dances and there were square dances, polka, minuet, cotillion and polonaise done with "finesse." The Paulus family will leave for Fort Lauderdale Feb. 15 for a month's vacation.

* * *

Mrs. Leroy Cline of Saratoga boulevard was hostess Thursday at a luncheon honoring her four sisters, Mrs. Harry Kipp and Mrs. William Hayden, both of Highland Park, Mrs. Alfred Rohn of Huntington Woods and Mrs. Fred Mienke of Detroit.

* * *

Mrs. Eugene Himes of Santa Barbara drive entertained last week in honor of her sisters, Mrs. James Stone of Grosse Ile was present as was Mrs. L. Hazard of Detroit and Mrs. John Sullivan of Burton, Ohio, who spent the weekend as guest of the Himes. A family dinner was held on Saturday evening to mark the occasion of the reunion of the three sisters.

* * *

Lathrup Village Women's club will meet at 1:30 p.m. Monday, Feb. 7, in the "House in the Woods". The Mexican consulate will lecture on "North American Good Will", after which tea will be served. Mrs. Carl Taylor is the tea chairman and will be assisted by Mrs. Richard Stone, Mrs. Karl Doeren, Mrs. Glenn Parker, Mrs. Edward Tiernan. The decorations will carry out the Valentine day motiff. Mrs. Robert Marshall and Mrs. John Diederich will pour.

* * *

The H. L. Wilcox family of Rainbow drive are leaving Monday for St. Petersburg, Fla., for a month's vacation. The Elmer W. Shaver family have returned to their home on Meadowbrook way after a Florida vacation.

* * *

Mrs. Nelson H. Kimberley of Meadowbrook way is convalescing at home after an illness and two weeks spent in a hospital. Mrs. Norman Iverson, president of Woman's club, is at home from New Grace hospital. Mrs. Evangeline Wahl returned Sunday to her home on San Jose boulevard after three weeks spent in Grace Hospital.

* * *

David B. Redwood of Quentin drive announces that the Chevrolet Glee club, which he has directed the past 17 years, is joining with the McDowell Male chorus of Pontiac Saturday, Feb. 19 for a concert to be held in the Pontiac high school.

In addition there will be choruses from Flint, Lansing, and Port Huron, bringing a total of 250 male voices together.

Redwood said the purpose of the concert is two-fold: it will help swell funds needed to erect a Pontiac civic auditorium, and since there will be no Michigan male chorus association state sing this year, this regional state sing will substitute for it. However, there is to be a Midwest Sing in Grand Rapids, May 14, he said.

Redwood also directs the Community Church choir.

* * *

Three Flags Chapter DAR held their meeting at the home of Mrs. Robert Hopkins on Rackham boulevard. Co-hostesses were Mrs. Frank Gouldburg and Mrs. Ormon C. Davison. Mrs. C. Robitaille spoke on "Approved Schools. The Daughters will present their annual patriotic tea Feb. 15 in the home of Mrs. John Gaydos in Huntington Woods. The speaker will be F. Dockstader of Cranbrook whose topic will be "The American Indian."

Television Sets Are Safe If Properly Installed, Fire Underwriters Explain

In answer to many requests on information concerning possible fire hazards involved with the installation of television sets, Fire Chief V. W. Griffith this week quoted excerpts from a bulletin issued by the National Board of Fire Underwriters.

Since television operates on a line-of-sight basis, proper reception depends on an exterior antenna, and that as the distance from the sending station lengthens, the height of the antenna increases. This somewhat increases the possibility of damage by lightning. Since the antenna is usually mounted on a tower or pole, attached to a roof, there is additional danger, since a wind storm might possibly blow it across high tension wires, causing fire or personal injury," the Chief explained.

Install Carefully

The Underwriters suggest careful installation with proper grounding to counteract these hazards. They state that arresters should be placed on each conductor of a ribbon-type lead in, but add that arresters of a standard radio type are not suitable. Proper arresters for television are available, however. If co-axial cable is used for lead in, suitable protection can be provided by grounding of the exterior metal sheath.

"When a pole or tower is used, that should be grounded also," Griffith said. "It can be done to an underground water pipe, or, where a house is equipped with lightning rods, can be bonded to that system."

Recent Improvements

"The type of lead in common use," the Underwriters said, "is the polyethylene ribbon type. This material burns much like rubber, and falls in flaming drops, yet its use is not considered particularly hazardous. Recent improvements have been made which eliminate the flaming drops, but it is still flammable. The co-axial cable is generally considered the best from this vewpont. It does, however, have operational disadvantages and is more expensive.

"Considerable care should be given to the mechanical stability of the anteuna and its support. Where located on roofs the antenna and supporting guys should not be located where they can interfere with the operations of a fire department nor where they are liable to cross electric power lines. The fears of shock hazard on contact with the antenna or lead in, because of the high voltage used in the receiver are groundless, if the receiver is properly designed."

Don't Leave Sets Unattended

The board pointed out that because of the greater current used, television sets are naturally more hazardous than ordinary radios. They urge particular care to see that during installation the ventilation units, built into the set, are not blanketed. They also stress that sets should not be left on while unattended.

"Several manufacturers have been listed by Underwriter's Laboratories, Inc., as having made acceptable sets. We urge prospective purchasers to assure themselves that the set they buy is listed by the Laboratories."

WASHER TROUBLE?

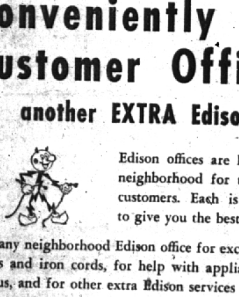
Until you get that beautiful New Maytag, let us keep your present washer in as good working order as possible, no matter what its age.

We can quickly tell you what is required in the way of servicing or replacement of worn out parts. We are proud of our record for efficient, prompt service.

Telephone today for a service man to call and give you an accurate estimate of cost.

HAWTHORNE ELECTRIC

162 No. Woodward
Phone 299-W



It's the EXTRA service that means so much

Conveniently Located Customer Offices . . .

another EXTRA Edison Service

Edison offices are located in almost every neighborhood for the convenience of our customers. Each is staffed and equipped to give you the best service possible.

Use any neighborhood Edison office for exchanging worn-out lamp bulbs and iron cords, for help with appliances, free recipes, and menus, and for other extra Edison services *at no extra charge.*

Edison customer offices are open every day except Sunday, 8:00 'til 5. Use them to get the most out of all the electricity you use.

DETROIT EDISON

Exceptional Advantages for all pre-school children at the

Village Nursery School

7400 Franklin Road
FRANKLIN VILLAGE

The program includes a dancing class, music, rhythm, hand work and plenty of free play out of doors.

Transportation is furnished.

Phone Longacre 5-3020
from 9 to 3:30

the 3-Way Benefits of Star's expert care

★ GREATER BEAUTY
Your Star-cleaned rugs will have all the brightness and beauty of new floor coverings, making all your furnishings look lovelier.

★ LONGER LIFE
By removing all the dirt and grit that cut your rugs' fibers, Star keeps your floor coverings looking beautiful years longer.

★ THOROUGH CLEAN-NESS
Star-cleaned rugs are sanitary, so that children can play on them in perfect safety. Guard your family's health with Star-cleaning.

TACKED-DOWN CARPETS CLEANED RIGHT ON YOUR OWN FLOORS

Star's expert craftsmen will do this work economically at your convenience. Phone Star today.

STAR CARPET CLEANING CO.

PHONE 10-100
No Toll Charge
Our 56th Year!

Around the Cracker Barrel . . .

Have just wasted an hour perusing a book on the life of P. T. Barnum. It had seemed to me that this past master of ballyhoo would supply some inspiration for a promotion stunt which would pack people into the Village Store. This sort of a dream comes to every merchant every Sunday. But, after reading about some of Barnum's greatest coups, we have reluctantly come to the conclusion he surely lived at the right time. Had he been alive today, it is doubtful if he could get a job as doorman in one of our up-to-date factories, to-wit, advertising agencies.

Mr. Barnum wasn't exactly naive. But if he came back today just long enough to read over the ads in a metropolitan Sunday newspaper, I wonder what he'd think. I have an idea he'd feel he had vastly overestimated the intelligence of people during his lifetime. I sort of think he'd like another chance to do it over. I can see him pondering over such a possibility looking at the heavy bold type in today's ads, thinking how conservative his old superlatives now seem. If P. T. Barnum attempted to use his type of adjectives in today's hectic advertising he would be labeled a great conservative; his circus would probably have more dignity than the Metropolitan Opera.

Let's take a look at some of the stuff in today's paper. Here's one for a starter: One of the big three automobile companies says "Even ash trays are designed like jewel boxes!" Now there's one to ponder. Do you want the ash tray in your new car to be lined with purple satin, and perhaps have some cherubic angels done in gilt bas relief on the cover? What good is an ash tray which is designed like a jewel box? I mean, what good is it for ashes? With such a set-up, one of those fellows who are not medicine men ought to invent a cigarette without ashes.

So, we gently pass to another automobile ad for another member of the big three. Two thirds of a page, and the copy consists of scores of adjectives strung together with other words, like pearls on horsehair. If I take a ride in this one, I'll order one right away. That's what the ad says. And if I order one, included in the delivered price, I'll get a horn button. Yes sir, a horn button. This very unusual accessory is listed with other exotic items under the heading of "Price includes". If the inclusion of a horn button in the price is a proper matter of mention in the ad, I just naturally wonder what other seeming essential is missing because it is not included under that heading. Perhaps this job doesn't have a floor. That's always seemed essential to me, but so has that horn button. Only the one is mentioned. The next time we advertise dresses I must remember to state that the "price includes" buttons.

On the next page I found an ad for a toilet soap. And it's in soap and cigarettes that the idea boys really take down their hair. "For its haunting, bewitching fragrance is the fragrance men love—it comes only from a secret wedding of rare perfumes far more costly than you would expect to find in any soap." Chanel No. 5, perhaps. Or maybe it's No. 6. The ad continues: "Popular girls for 80 years have followed this simple, successful routine." Think that one over. Does it mean what it says or is the copywriter referring to Methuselah's sisters? Another seeker after the cosmetics dollar lets go with this gem: "No wonder your hair is shimmering with new beauty and 'lovelights'." Sounds like some of our modern poetry, beautiful words and no thought. Another soap sounds sort of dull. It's only "the soap of beautiful women". But before we leave this soapy interlude, we ought to mention one other allied product. Here it is: "The tissue that understands your skin." That's the heading on a full page ad in a national magazine. This being so, and advertisements are deemed to be truthful, what are these dermatologists doing? They should simply buy a box of these tissues and pass them out to their patients.

The movies would make a wonderful topic to wade into. Here, as nowhere else in this world of superlatives, pure fantasy has been allowed full away. People will go to movies no matter what the ad says. I'd be willing to bet that any movie house in the land would be packed to the rafters if the manager ran an ad like this—but in big bold type: "Now Showing at the Bijou—One of the lousiest pictures we've ever run. The plot is dull, and the actors are some of those celebrites who can't talk plain English unless they learn their lines. The photography is only fair. The whole production costs so much less than $1,000,000 that we wonder if one of the ciphers wouldn't cover the whole thing. We're stuck with it—not on it—for a whole week commencing today. Leave your warm fireside and take a look at this picture which Hollywood labels "super-colossal", and see who's telling the truth."

Which brings me to the subject I'm most interested in right now, retail advertising. Since Christmas there has been an unprecedented number of sales. The advertising copy for these sales is so convincing that it's a wonder to me the merchant has anything left to sell. The descriptions of the goods slashed below the merchant's costs have a faint aroma of Hollywood. Which reminds me of an old story about the best sale advertising ever. If you've heard it, skip to the next paragraph. Three gentlemen of that race native to the dry goods business had adjoining stores. They were fierce competitors, and none of them could ever try an idea without being immediately copied. One windy night the northernmost store of the three caught fire. But it was soon under control, and the merchandise was only faintly damaged. Early in the morning the proprietor placed a huge sign in front of his store, "Fire Sale." By noon the proprietor of the southernmost store of the three placed a big sign in front of his store. It read, "Smoke Damage Sale." The merchant in the middle pondered long as to his move. He watched the crowds going in the stores on either side. Finally with a trace of pure genius, he placed a huge sign in front of his store. It read, very simply, "MAIN ENTRANCE".

Which was mighty good copy, because it was simple. By 1960, says a famous educator, half of our adult population will have had at least a high school education. More than ½ now have gone that far. Can we hope that by 1960 copy writers will start addressing themselves to educated adults? Dare we hope that we will pass out of this dark age of superlatives? This would mark a great milestone in the life of America. It would mark our coming of age, the end of our national childhood. Not being too sure that we'll be here in 1960 to witness the steadying influence of this change, we decided a year ago that we'd start such advertising now.

The Village Store uses only such adjectives, without superlatives, as are necessary in the description of its merchandise. It is never overdescribed. We have nothing but just good merchandise. We unconditionally guarantee the quality of all articles we sell. All goods are returnable if they prove to be not as described, and the word of any of our salespeople is our word.

If you paraphrased one of Emerson's most famous sayings, you would come up with something like this: "What your merchandise really is, speaks so loudly that I cannot hear what you say in your advertisements." For genuine quality, remember first the Store of National Brands.

Ross S. Campbell,
Proprietor

205 Pierce Street

Campbell's Village Store

Telephone 5300

Open Wednesday Afternoon and Friday Evening for Your Convenience