

# Around the Cracker Barrel . . .

Probably by the time you get around to reading this—if you do at all—you'll be feeling a bit over- come as the result of a huge Thanksgiving dinner. Unless you have greater appetite control than most of you, you'll likely feel somewhat uncomfortable, perhaps drowsy. Add if you feel drowsy, then this column will be just what you need to complete the job.

We know you suspect we'll go on from here and account all of the things we should be grateful for. But we feel these things are so much in our consciousness today that their cataloguing isn't necessary. Instead, and this is why we know your drowsiness will increase, we're going to tell you some things about the Village Store. As a matter of fact we've waited for this day. We knew you'd be home, warm, comfortable, and with nothing to do. And with no Sunday paper as competition, you'll be almost forced to read this. We admit we are taking advantage of you.

Now, Christmas is coming and so are the December tax bills. When you receive the latter you'll wonder if there is going to be any former. We sure pay high taxes, national, state and local. There's a reason for high local taxes, and perhaps a remedy.

Long ago Birmingham decided it would be a city of homes. Industry has been largely barred by zoning. And with no considerable industry to tax, as is usual in many cities, a larger than normal tax has to be spread on homes. It seems we are all agreed that it is better to pay high taxes than to have the discomforts of industry. But high taxes hurt, and we don't like it. Can anything else be done?

When we decided to open the Village Store a year ago April we were advised by experts not to do it. Professional surveys of this area showed that local residents purchased only about 23% of their apparel locally. The other 77% was purchased in that city to the South. "Don't bet too much on us," we were told. "We decided that strong as habits might be there could be a second reason for these figures: The kind of apparel Birminghamites wanted couldn't always be bought here."

On that premise we started, and on that premise we are making considerable money. We are still strong, and our neighbors will still struggle through miles of traffic, walk a half mile from their parked car, be jostled by crowds in stuffy, cramped stores, only to find they could have purchased the same item at home with expenditure of no more money and less energy.

Through the last year and a half we have continued to add additional lines, all of them being of the quality class. We have never offered to you anything but quality merchandise, and our pricing has been such that you have always got your money's worth. Refunds and adjustments have been willingly made on any item which did not please you. Your credit is good here if it is established elsewhere.

Our ladies' business has been larger than the men's. We've felt that until we could offer the men of Birmingham a line of suits of the type they were accustomed to, we couldn't bring up the volume on other men's apparel. We know just as you do, that the selection of suits offered in Birmingham is quite inadequate. We did some calculating, and found that it would take a new building and about \$100,000 inventory of suits to give you men the selection you desire. Well, we didn't know where we were going to get the new building, and we didn't have the \$100,000. But an apparent miracle has happened.

About two years ago, after many years of research, a new process was developed for measuring and making suits. The process is photographic, and you've probably read about it in Time, or Life, or Fortune. It's called Photometric.

In a week or ten days from now we will open the new Men's Shop, adjoining the Village Store to the North. It will be located in the handsome new building just being completed by Mr. J. H. McBride. In the new Men's Shop, last week, has been installed the Photometric equipment. The equipment itself costs many thousands of dollars, and its perfection is truly miraculous. It is installed in a special room built for the purpose, as devised by the Photometric Corporation and the Eastman Kodak Company.

We will have about 1100 samples of cloth, including the complete line of famous Forstmann woolen fabrics, and an imported \$100,000 inventory of suits. You will be able to get any style of suit in any fabric you want. And you'll get it, complete, in less than three weeks.

With this very specialized equipment you'll be photographed. Two exposures, taking a few seconds, will mean 8 different views have been taken of your anatomy. When developed, your image is projected on a screen at the factory, exactly half size. By doubling instruments all of your measurements are quickly taken down, including low shoulder or anything else, and the pattern is cut. The cloth of your choosing is cut from the pattern, and your suit is made. Last year, with millions of dollars of suits made by this new process, less than 1% required any alterations. This means, of course, that endless hours of try-ons are eliminated—if you wear tailor made clothes, or that alterations of ready-made suits don't take the style out of them—if you buy ready-made clothes.

We'll tell you more about this later. And before long we'll be able to tell you ladies when you may be able to get your suits or coats made of the famous Forstmann woolens, by Photometric.

So, with Christmas coming, remember the Village Store. And to answer that question away up above: The way to reduce your home taxes in a city of homes, is to help your local merchants build up their business. For if residents here largely patronized local stores, the storekeeper would have to build up larger inventories, which are taxed. New stores would come to Birmingham, and each new store or each increased inventory takes more burden off home taxes. Think this over with Christmas approaching.

ROSS S. CAMPBELL, Proprietor  
205 Pierce Street Telephone 5300  
Campbell's Village Store  
Everyone Knows — A Gift From the Village Store is a Gift of Quality

## Social Briefs

Mr. and Mrs. Clarence Otter of Bloomfield Hills and their daughters, Mrs. Robert L. Graham and Phoebe Otter, celebrated Mrs. Otter's birthday Monday with Dr. and Mrs. Leo Bartemier and daughter, Katherine of Grass Pointe and Mr. and Mrs. Stanley W. Jansen and their sons, William and David of Detroit, at a dinner in the Detroit Athletic Club.

Mr. and Mrs. Farrington Holdt of Line avenue will host at the rehearsal dinner this Friday evening for Miss Martha Holdt and Calvin Vary whose wedding will take place Saturday, Nov. 26.

Mr. and Mrs. Lewis B. Sappington dined with W. G. Wannacott of London, England, and Mr. and Mrs. Carl Westinger of Green Pointe at the DAC Monday. Mr. Wannacott arrived Monday for a brief visit with the Sappingtons, leaving Tuesday for the East. He is on a world tour which included visits in Australia.

Mr. and Mrs. Franklin G. Lauson of Lake Forest Drive are leaving today for Columbia, Mo., where they will spend the Thanksgiving weekend with their daughter, Jo, who is a student at Stephens College.

Mrs. Hugh A. White of Charing Cross road left by plane Tuesday morning for Fort Worth, Texas, to spend Thanksgiving with her daughter, a senior at Texas Christian University. Mr. White is leaving on from Savannah, Ga., to join them for that holiday.

Housesguests of Mr. and Mrs. M. D. Archangel of Midland avenue were Mr. and Mrs. Robert J. Daisley of Cleveland.

Mrs. Rolf C. Spinning of Knox street celebrated her birthday last Friday at a tea for her friends. Her daughter, Mrs. Dean N. Smith was hostess.

Mr. and Mrs. John Earle of 14 Mile road had as their housesguests this past weekend, Mr. and Mrs. Clark F. Andrews of Bay City.

**Association Plans Bazaar, Dinner**  
The Women's Association of Kirk in the Hills Church is planning a bazaar and turkey dinner to be held on Friday, Dec. 2. The bazaar will open at 2:00 o'clock and is to be held in the church basement. Dinner is scheduled for from 6:00 to 7:00 p.m. Mrs. Perry Vaughn is in charge of the affair and is being aided by Mrs. Cecil Davis, Mrs. W. L. Paul, Mrs. Paul Bingley, Mrs. Walter Guthrie and Mrs. W. F. Carey.

The association plans to make this an annual affair.

**Cheese 'n' Beef**  
Drop biscuits covered with hot creamed chipped beef are on the tasty list. And for a varied luncheon treat, add grated cheese to the creamed chipped beef just long enough before serving time so the cheese will be melted.

The Evening group will meet at the home of the Misses Louise and Shirley Hersey, 460 West Maple Dec. 5 at 8:00 p.m. Mrs. A. S. Thornbury will review "The Mudrak" by Theodore Bonnet.

**You Are Invited to The Christmas Preview**

**MONDAY, DECEMBER 5**

All stores will be open — Entertainment will be offered — No sales will be made. See what Birmingham merchants offer for the Christmas season.

**Campbell's Village Store**

**THE MASK AND WIG CLUB OF THE UNIVERSITY OF PENNSYLVANIA**

presents

**ADAMANT Eve**

or NEVER UNDERESTIMATE THE POWER OF A WOMAN

A sparkling, tuneful, rib-tickling performance . . . check full of hilarious punch lines . . . presented by an all-male cast of undergraduates who conclusively prove that it's really the woman who rules the roost.

Toe-Tapping MUSIC Spirited DANCING Wonderful GLEE CHORUS

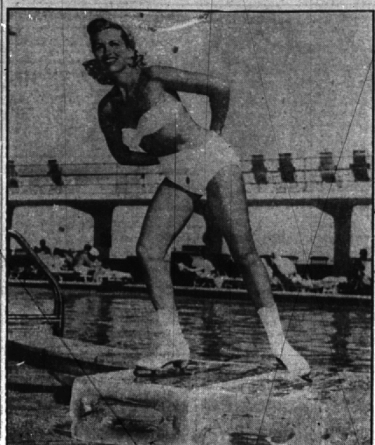
**MUSIC HALL**

One Performance Only . . . Don't Miss It!

**Thursday Evening, DECEMBER 29th**

\$1.80 . . . \$2.40 . . . \$3.00 . . . \$3.60 . . . \$4.20

For Advance Reservations . . . Call G. W. Hain, WE 3-5065



**BABY, IT'S WARM DOWN THERE**—You can't very well have a picture of an ice skater without ice skates, even in balmy Miami Beach. So the ice man came, lugging these two big cakers. Just so comely Heiga Brandt, Swiss skating star, could pose in character.

## AAUW Book Group Meeting Dates

AAUW Book Group meeting have been announced with the North Side group meeting at the home of Mrs. Joel K. Riley, 4145 Arlington, Beverly Hills at 1:00 p.m. Monday, Nov. 28. Mrs. A. H. Fries and Mrs. J. Clyde Eberly will assist the hostess and Mrs. V. C. Bryant will review "The Way West" by A. B. Guthrie, Jr. Members of the West Side organization will hear "Language in Action", a primer in semantics by S. I. Hayakawa and Dodi Smith's novel, "I Capture the Castle", reviewed by Mrs. LeRoy Kiefer at 1:00 p.m., Monday, Nov. 28 at Mrs. J. P. Nell's home, 916 Kennesaw. Mrs. J. D. Fuller, Mrs. Carl Voorhis and Mrs. J. C. Dodge will be assistant hostesses.

The East Side group plans to meet with Mrs. Lloyd Southard, 6520 Red Maple lane with Mrs. Louis Thomas and Mrs. Phillip Carlin assisting. Mrs. W. C. Allee will review "The Egyptian" by Mike Toimi Waltari.

The Book Study group will be hosted by Mrs. John Ormand, 1169 N. Woodward at 1:15 p.m. Monday, Nov. 28. Mrs. Gilbert Gore and Mrs. Stanley B. Hood will discuss highlights of the last 25 years of drama.

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## WITH THE Collegians

Miss Sally Kriedler, daughter of Mr. and Mrs. Charles A. Kriedler of Dorchester road, was one of 106 Ohio Wesleyan University students named to the Dean's list this semester. Miss Kriedler is majoring in home economics and education.

Clarks Stanley, son of Mrs. A. C. Stanley of Madison avenue and a sophomore at the Michigan College of Mining and Technology was recently pledged to Delta Sigma Phi Fraternity.

## BIRTHS

Mr. and Mrs. William E. Slaughter of Birmingham announce the birth of a son, William Jr., on Nov. 13.



**STILL YOUNGER**—Dickinson College, Carlisle, Pa., claimed its Phoebe G. Folmer, 26, is the nation's youngest dean of women. Counterclaim is entered by Howard Payne College, Brownwood, Tex., which points with pride to its 23-year-old dean, Sara Mae Freeman, above.

**Shows Colored Slides**  
At Monday's noon Rotary club luncheon, Dr. D. D. Langlois of Royal Oak showed 30 minutes of colored slides taken on his August trip through the national parks in the Rocky Mountain area.

**Christmas Joys with Stuffed Toys**

From our large selection of stuffed animals, choose one to meet the individual desire of every little one on your Christmas list.

Stuffed carriage toys for baby . . . mohair and washable plush animals for the run-a-bout, and a muscie animal for the pre-school age.

**LITTLE FOLKS SHOP**  
175 West Maple  
OPEN FRIDAY EVENINGS  
Don't Forget — BIRMINGHAM MERCHANTS' OPEN HOUSE — Monday Evening, December 5. See the Lovely Christmas Merchandise with No Obligations.

**BRASS REFINISHING**  
Let Us Refinish  
**YOUR FIREPLACE FIXTURES AND OTHER ARTICLES OF SOLID COPPER OR BRASS**  
—REFINISHED and LACQUERED LIKE NEW—  
THREE DAY SERVICE — BACK IN TIME TO BEAUTIFY YOUR HOME FOR THE HOLIDAYS  
Phone — Big Beaver 407-M  
Free Pickup and Delivery

**OPEN HOUSE**  
**PRE Christmas EVENT**  
**MONDAY EVENING Dec. 5th.**  
From 7 p.m. to 10 p.m.  
Be sure to visit the Birmingham Business District. There'll be entertainment galore and you'll get a chance to see the gift merchandise available here with no obligation.  
This Is Your Special Invitation From  
**THE F. J. MULHOLLAND CO.**

**Have You Met . . .**  
Mr. and Mrs. W. F. Robinson, formerly of Detroit and now of 1936 Greenfield? They have a son, William, Jr. Mr. Robinson is a lawyer associated with R. M. O'Hara.

**Beautiful Brocade**

The simple lines of this strapless gown with matching jacket serve to accentuate the beauty of the fabric—a lovely rayon brocade.