

Around The Cracker Barrel . . .

If you and I were dropped by parachute into a native Eskimo village, where everyone spoke Aleut, we wouldn't know what they were talking about. If you went with me into the jungles of New York's wholesale district, and listened to the characters there talk about their merchandise, you probably wouldn't understand much more. For there's more mumbo-jumbo in the apparel business than there is on a used car lot. And if you're not quite alert in either of these emporiums of modern business you'll come out like a shorn lamb.

But after you learn a few snatches of this lingo, and do a little writing with a pencil when they're talking, they gather that you're not to be fooled. And when you really begin to know what the score is in the apparel business, you really aren't fooled.

In the next few weeks you, and your family, will be buying clothes for Fall wear. You'll be spending hard-earned money, and you'll hope and pray you'll get value received. You'll have to hope and pray, for most of you know little about fabrics or their manufacture. You can appreciate style and good looks in a garment, but from there on you have to depend upon someone else.

If you go north many miles into the wilderness to fish, you depend upon a guide. You do this even if you're an experienced fisherman, and if you're wise. Now, there is a difference in guides. One man may take you to good fishing, even though he might risk being hired the next day. Another guide will fiddle around, find out how many days you'll be there, and finally take you to good fishing during your last couple of days. One guide is a scoundrel and his immediate desire for profit tempts him to make a dupe of you. The other is honest, and has built a good reputation in your mind. You want to hire him on the next trip. He's made a customer, not merely a sale.

When you do that Fall shopping you're going to need a guide, even if you're an experienced shopper. The guide you select will be the retailer, whose name hangs on a sign outside the store. He'll either lead you to real, honest values, or he'll sell you junk he has purchased cheap.

Last Spring the cotton market broke. Millions of yards of high-priced cottons were suddenly dumped by the owners. This cotton was definitely not of superior quality. Some of it was the poor stuff turned out just after the war was over, and mills were getting back to peacetime production. Some manufacturers of cotton goods grabbed this stuff, because of the price. They mixed the poor with the good, and began turning out cotton apparel at very low prices. Because the material was cheap, and the desire was for a cheap garment, poor workmanship was added as the final touch.

During this time most merchants were being told by customers that prices were too high. Being conscious of what their customers said they wanted, many merchants bought items because they could sell them cheap. Hence we had a summer where the market was deluged with cheap cottons. Especially in the field of ladies' dresses was this prevalent. Merchants whose whole theme is price brought up these cheap cottons under "special purchase" arrangements. They offered these poorly made garments at \$8.98, or 80, and intimated that they were worth much more.

There are honest manufacturers, just like there are genuine merchants. These manufacturers decided they wouldn't cheapen their name by indulging in this enticing cheap cotton. They still insisted on the same uniform quality they had always demanded, and they got it. But they had this vicious cheap-cotton competition to meet, and they met it. They offered cotton dresses at the same retail price as did the unscrupulous merchant who bought the junk and passed it off as having a much higher value.

None of this sort of merchandise, this inferior and tawdry stuff, passes over the counters of the Village Store. We won't buy merchandise from a firm that doesn't have a name for making only quality products, and hasn't earned that name through years of fair dealing. We've been exposed to the other type of operator. We know their methods, and the temptations offered. But the temptation of an extra profit, coming from selling an inferior product at the regular price, is not for us.

We know our business wouldn't have increased more than 70% over last summer's business if you got inferior quality at the Village Store. We expect to continue, indefinitely, in guiding you and your family to quality merchandise at fair prices. So if you want to get the most in genuine quality and real style for your Fall apparel dollar, you will join the hosts of your neighbors who've already discovered the Village Store.

ROSS S. CAMPBELL,
Proprietor

205 Pierce Street
Campbell's Village Store
Telephone 5300

Coffee Every Saturday — Quality Every Day

BIRMINGHAM VETERANEWS

Compiled from
Various State and National
Veterans Information
Centers

A limited number of openings now exist for a small group of specially selected young girls to enter upon a military career in the Waves. It was stated today by Lcdr. A. J. Schultz, Jr., USN.

To qualify, applicants should be single, high school graduates, between 20 and 31 years of age. New recruits undergo a 10-week training period at the Naval Training Center at Great Lakes, Ill., where they receive instruction in Naval history, organization, administration and personnel, ships and aircraft, physical training and military drill. This Naval Training Center is the largest in the world and is the only recruit school for enlisted Waves.

Waves are then sent to advanced training schools and assigned duty in communications, supply, aviation, personnel, administration, and hospital work. Further information can be obtained from any Naval Recruiting Station or from Naval Officer Procurement, 949 Book Building, Detroit.

According to S/Sgt. Lynn D. Rexford, local recruiting chief, there is no waiting period for men desiring enlistment in the U. S. Army, whether they are veterans or non-veterans.

It has come to the attention of Sgt. Rexford that many men are under the impression they must wait several weeks after they have made application.

"This is not so," Rexford stated. "The Army is offering many fine opportunities for young men between the ages of 17 and 35. Direct assignments for recognized units, wonderful chances for technical training that will better fit you for specialized work when and if you return to 'civilian life', are but a few of these opportunities.

"Come in and see us. Let us give you the clear picture of the U. S. Army."
Offices are located at 53 1/2 W. Huron Street, Pontiac.

Completes Course in NROC Program

Robert E. Grindley, 852 Puritan avenue, successfully completed the inaugural basic course in the Naval Reserve Officer Candidate Program at the Naval Training Station, Newport, R. I., the Ninth Naval District headquarters at Great Lakes, Ill., has announced.

Under the provisions of this newest of the Navy's plans to amplify reserve officer procurement, he will take an advanced course some time before graduation from college and upon graduation and successful completion of the advanced course will be offered an ensign's commission in the United States Naval Reserve.

At Great Lakes for Recruit Training

Alvin L. Prator, seaman recruit, USN, of E. Louie, Piquette, Bloomfield Hills, is undergoing recruit training at the world's largest Naval Training Center, Great Lakes, Ill., 9th Naval District headquarters reported this week.

Recruit training is the sharp break between civilian and Naval life in which the new Navy man learns the fundamental principles of the Naval service.

In the course of his training the recruit is taught seamanship, Navy customs, terms, basic ordnance, gunnery, signaling and navigation.

Upon completion of his training the recruit is assigned either to units of the fleet or to a service school for specialized training.

LEGAL NOTICES

Dean C. Blair, Attorney for Estate,
1001 Pontiac State Bank Bldg., Pontiac, Michigan

No. 54,644
STATE OF MICHIGAN—The Probate Court for the County of Oakland. At a session of said Court, held at the Probate Office in the City of Pontiac, in said County on the 6th day of August A. D. 1949.

Present, Honorable Arthur E. Moore, Judge of Probate.
In the Matter of the Estate of Frances McPharlin, Deceased.

William H. McPharlin having filed in said Court a petition praying that the administration of said estate be granted to the petitioner or to some other suitable person.

It is Ordered, That the 6th day of September, A. D. 1949 at nine o'clock in the forenoon, at said probate office, be and is hereby appointed for hearing said petition.

It is Further Ordered, That public notice hereof be given by publication of a copy of this order once each week for three successive weeks previous to said day of hearing, in the Birmingham Eccentric, a newspaper printed and circulated in said county.

ARTHUR E. MOORE
Judge of Probate
22-24

CITY OF BIRMINGHAM, MICHIGAN
NOTICE TO PROPERTY OWNERS
BOWERS STREET PARK
HUNTER AT WOODWARD

The City Commission of the City of Birmingham will meet Tuesday, September 6, 1949, at 4:00 P. M. in the Municipal Building to consider any objections to the construction of certain improvements on Bowers Street, described as follows: The construction of a special assessment district of concrete pavement for Bowers Street from Woodward to Hunter at Woodward, be 35 feet face in face of curb, with a 7 inch concrete slab with thickness as desired. The estimate of cost includes that of constructing new sidewalks on both sides of street from curb to property line.

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:
Assessor's Plat No. 13

Lots 11 and 12.
Plans and estimate of cost of this project are filed with the City Clerk of the City of Birmingham for examination by the public.

IRVING E. HANLEY,
City Clerk
August 25, 1949 22-24

Special ALL WOOL JERSEY BLOUSES

\$ 5.98

9 BEAUTIFUL COLORS

10 NEW STYLES



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