

Around The Cracker Barrel . . .

Are you and I—the public—going to be smart enough in the present crisis to out-maneuver our new crop of profiteers?

One of the most hideous of all characters is the man who tries to subvert public confusion, and fear, into profit for himself. These gentry quickly appear in times of war, or threatened war. Their job is made easier by an avid and gullible public. We are part of this last group, and what we do in the next few weeks might determine whether the profiteer will cheer or cry.

Now, according to that ever-reliable paper, the Wall Street Journal, department store sales in New York increased 16% over the same week a year ago; similar sales increased 20% in Detroit. This sharp rise, the paper adds, is not due to fear buying, but is due to unusual sales held by certain stores. Is it possible these stores didn't hold sales last July?

The truth is that people have started to buy more than they presently need. They are the "smart" ones, who are determined that they won't get caught as they did after the surprise of Pearl Harbor. These "smart" buyers are making big dents in current stocks, and are making raids upon certain types of merchandise they found difficult to get before.

So with buying increasing sharply, for whatever reason, the price spiral starts upward. Here are a few samples of what panic buying has already done: Before shooting started in Korea, cotton was 34 1/2¢ a pound; yesterday it was 40¢. Before Korea green coffee was 50¢; yesterday it was 56 1/2¢. Before Korea rubber was 28¢; yesterday it was 33¢. Before Korea hogs were \$20.50 a hundredweight at Chicago; yesterday they were \$25.00.

So, with these sharp rises—and hundreds others like them—the manufacturer starts hiking his prices to the retailer. A big woolen manufacturer this week announced an increase of about 4% in the prices of worsted wools. That means a \$50 suit will cost about \$2 more soon. A big cotton mill announces an increase in the price of chambrays of about 1 1/2¢ a yard. Two big tire concerns—one of which has recently been preaching in their advertisements that there were plenty of tires and no price rise in sight—up the price of the replacement passenger tire by 5%.

With wholesale prices beginning to edge upward, the retailer starts getting a bit panicky. He's now being hit from both directions. He starts getting letters from his manufacturing sources—which we've been getting—that price increases can be expected, and that no further orders will be taken without a price protection clause to the manufacturer. At the same time Mr. Retailer is finding that his customers are beginning to buy a few more items than they apparently really need. So he starts to order more than he's previously ordered.

Only yesterday I saw an order for a big store which was for about four times the quantity of cotton goods they usually order in the Fall. They figure if they get a commitment on this order that they stand to make a lot of money. At whose expense?

Now if there's one thing we can't see right now it's higher prices for the things we need to live. If we are entering into an era when little wars might break out everywhere, or into an era of total war, we'll have a big bill to pay. Taxes will go up even more; they'll have to. But if we are forced to pay much higher prices for living, where will we get that extra money to pay those extra taxes?

We have it in our power to largely control all of this, if we have the will and courage to do it.

There is no shortage of any necessity in this country. Our production exceed in a few items, has kept pace with, or has kept ahead of, our increased population. For actually we may have a bit of over-production, for other countries are getting into our feet and are showing into world markets. War, or partial war, can do much to upset this abundance. If this comes, then we will not have as much. But if we augment the shortages of war by creating them ourselves—by over-buying—then we will have increased our problems of living and perhaps decreased our chances of success in war.

As long as we can't seem to put the profiteers and gougers in the bastille, we can do as effective a job by putting them out of business. Let's go to work on this, and for once do a job before it's too late.

Don't buy more than you need. If you and I buy more than our normal needs, we start the whole vicious spiral in operation. Prices will soar, and then we won't be able to afford to buy the things we really need. And none of us can buy enough of everything now to last for the duration of a period of unknown length.

We are the public, and we hold the reins. We will have to determine our course quickly. If we, the public, do not go on a buying spurge, then there will be enough. The retailers won't over-order so much; the manufacturers won't make so much; the dealers in raw commodities will have to lower their prices because of lower demand.

We at the Village Store truly appreciate your patronage. We want to do all in our power, for a long time to come, to warrant your continued support. This we will have only if we do all in our power to give you service. And right now we think it's to your best interest. And right now you think it's to your best interest. We will gladly forego present profits from lush sales if we can but serve you through the years ahead.

Campbell's Village Store
205 Pierce Street Telephone 4-7100
OPEN FRIDAY EVENING TILL 9

Mohawks, Spiders Lead Recreation League with 5-0

The Mohawks and the Spiders continue to lead their respective divisions in the summer recreation league with identical 5-0 records.

In the Class A division, the Mohawks hold a two-game lead over the Rinds and the Seeds, tied for second place with 3-2 marks.

The Class B leader, the Spiders, a game-and-one-half ahead of the second place scrubs who carry a 4-2 record so far.

Gordon Mutch, Jr., 15, 1490 Emmons, is blasting pitchers at the Pierce field diamond. Gordy leads both divisions in home runs with 11 and is also batting a neat .400. His nearest competitors in the home run derby only have 1.

THE STANDINGS:

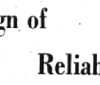
Class A	W	L
Mohawks	5	0
Rinds	3	2
Seeds	3	2
Insects	3	2
Embury	0	4

Class B	W	L
Spiders	5	0
Scrubs	4	2
Mohawks	3	3
Worms	3	3
Crickets	0	5

Leading the Class A league in batting are the following 10 hitters: Sergenson, .833; Landino, .765; Phillips, .655; Peaseck, .555; M. Smith, .455; Groves, .440; Donaldson, .430; Mutch, .400; Stinson, .400; and Crawford, .400.

The 10 division leaders in Class B are: Beck, .635; Groves, .461; Ladd, .458; Fawcett, .445; Leckie, .444; Sickenberger, .429; Wright, .400; T. Stinson, .350; Carlson, .333; and Sheldon, .250.

Measured by tax collections, the cost of government in the United States rises to more than \$1 per day for each person in the nation. The prewar cost was only 30 cents a day. The Federal government took the largest slice, but State Governments cost \$6 billion and local governments over \$5 billion.



Sign of Reliability

When your health is involved, it doesn't pay to take chances. Consult a competent physician and then be doubly assured of the best care by having your prescription filled by our reliable pharmacists.

Wabeck Pharmacy
in the Wabeck Building
Mark Bears
MI 4-6333

Recruiting Sergeant Tells of New Hours

Sgt. Robert W. Wiles, who is in charge of the U. S. Army recruiting office at Pontiac has announced changes which have been made at the office from Washington, D. C., headquarters.

The office will be open seven days a week, from 8 a. m. to 8 p. m., beginning immediately. Wiles stated.

He also said that the mental requirements had been lowered considerably for enlistment in the regular army.

Birthdays, anniversaries, guests, births, parties are all new—call the society editor about them.

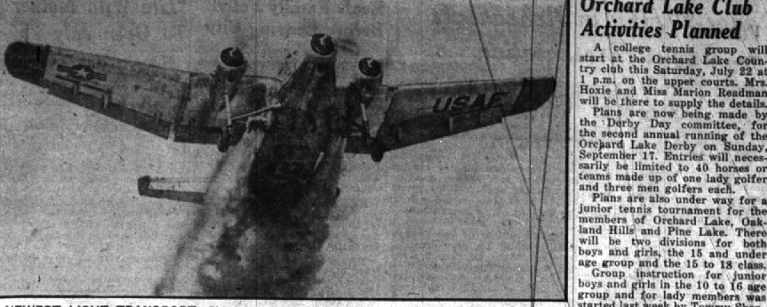
ONE POLICY

Protects your home and everything in it . . . Against loss from nearly every serious hazard.

Fire . . . Lightning . . . Hail
Windstorm . . . Explosion . . .
Riot . . . Aircraft Damage . . .
Vehicle Damage . . . Smoke Damage.

Let Us Help You
Hugh C. White Agency
217 Pierce Street
(Opposite Municipal Building)
Birmingham, Michigan

Service As Near As Your Telephone
Midwest 4-3610 or 4-3611
—INSURANCE SINCE 1920—



NEWEST LIGHT TRANSPORT—Six jet rocket units and three engines enable the U. S. Air Force's newest light assault transport to take off in a space of less than 500 feet. Weighing 20 tons, the Northrop Raider C-125 was designed to transport heavy loads in and out of small, unimproved airfields. The photograph was made during one of the ship's test flights at Hawthorne, Calif.

Local Man to Head Business Staff of Advertising Agency

Robert A. Dearth, Sheridan director, Beverly Hills, has been named to head the new business staff of Ross Roy, Inc., Detroit advertising agency.

Dearth, who was a former account executive and chairman of the business committee in the Cleveland office of McCann-Erickson, Inc., will also assist in the sales activity in connection with a new series of sound slide films on economic education.

Real Estate Board Presents Suggestion On Oak Street Paving

The board of directors of the Birmingham Real Estate board presented a suggestion to the city commission Monday evening regarding the paving of Oak street from Woodward to Lake Park.

In a letter from W. W. Raymond, secretary of the board, it was suggested that some of the cost of this arterial road should be spread over a large area, since this section west of the Rouge valley will benefit materially through this work.

"Inasmuch as the interest of property owners on Oak street from Woodward to Lake Park may be adversely affected, we believe assessments on their property should have careful consideration," the letter stated.

The suggestion was turned over to City Manager Donald Egbert for further study.

Danger of Sunstroke Pointed Out By State Health Department

The state health department warned Michigan residents this week about the danger of sunstroke or heat prostration.

The department singled out people past middle age, those with high blood pressure, diseases of the heart, circulatory system or kidneys, fat persons and alcoholics as more in danger than others from too much heat and sunbathing.

To avoid sunstroke, the health department recommends that people avoid prolonged exposure to the sun's rays and excessive heat and keep head covered when in direct sunlight, wear light, loose, porous clothing and stay where there is a circulation of air.

MORE ADVICE is to avoid over-exertion and fatigue and take all forms of outdoor recreation in "small doses." Spokesmen also said to do lawn mowing and light gardening in brief periods during the cooler parts of the day and to stop work or play when feeling effects from the heat or sun.

The statement concluded by urging people to keep a pleasant attitude of mind and save worries for cooler days.

HE DIDN'T GET AWAY—One
whopper that didn't join the faded ranks of those that got away was this 335-pound tuna, landed by Joe Deveraux of Freeport, L. I. Joe, mate on a chartered fishing boat, tossed a line overboard after enviously eyeing the sport of his paying passengers. Minutes later, he proved the odds are with the house.



A RECIPE FOR GOOD MEALS

Armour Star BACON	lb. 69c
PORK ROAST	Rib End 3-4 lb. Avg. lb. 59c
POT ROAST BEEF	lb 65c
LEG-O-LAMB	lb. 85c

PLENTY OF "SOCK" — A striking newcomer to the sweater field is Paris designer Jean Dessse's "stocking" creation, pictured above. In different colors suitable everywhere from beach to cocktail lounge, the 20-inch tube of ribbed Shelland wool has narrow slits for the arms. Its cuff adorned with multicolored beads, the black one on the model is teamed with a black alpaca skirt for cocktail wear.

Dads Uphold Honor At Y Camp Weekend

Ten dads of boy campers at Camp Nisokome near Okoda, journeyed there for the annual Dad's Weekend last Saturday and continued to record history as they defeated their sons in the camp ballgame, came up with the best fishing catches on Lake Van Etten and won the start light program with some outstanding hits of the gas-nineties.

However, Paul Garlick, Tom Sheehan, Bobbie Stephenson, Robert Kelley, and John Butty took the campfire to make honors at the campfire to make the attending parents happy and proud at the close of the week-end.

Sunday morning devotional services led by John Stone and Douglas Salisbury brought the weekend to a fitting close.

WINDOW SHADES

- PURE WHITE WASHABLES
- DARKENING SHADES for early morning sun and for television
- CLEANING AND REPAIRING SERVICE (48 hour delivery)

See Our WOODSLAT SHADES For Porches

VENETIAN BLINDS
Wide Selection of NEW Styles

Cleaning and Repairing Service

KIRSCH DRAPERY RODS

Remember—YOU ALWAYS GET THE BEST at BESSENGER'S

PHONE Lincoln 1-4936

BESSENGER'S
23535 Woodward Near 9 1/2 Mile Rd.

Premier ORANGE JUICE 46 oz. can 49c
Premier TOMATO JUICE 46 oz. can 29c
Premier White Meat Tuna Fish No. 1/2 can 45c
Beech Nut COFFEE lb. 79c
Beech Nut BABY FOOD Strained 4 for 39c
Copped 4 for 59c
Sunshine KRISPY CRACKERS lb. box 24c

BIRMINGHAM FRUIT CO.
FREE DELIVERY SERVICE

124 N. Woodward MI 4-4030

Fresh Home Grown SPINACH 3 lbs. 25c
Sunkist LEMONS, 25¢ Size doz. 59c
CANTALOUPE, 27 Size 2 for 49c
POTATOES 10 lbs. 49c
NEW CABBAGE lb. 5c

QUALITY DOES NOT COST—IT PAYS

Orchard Lake Club Activities Planned

A college tennis group will start at the Orchard Lake Country club this Saturday, July 22 at 1 p. m. on the upper courts. Mrs. Dixie and Miss Marion Readman will be there to supply the details.

Plans are now being made by the Derby Day committee, for the second annual running of the Orchard Lake Derby on Sunday, September 17. Entries will necessarily be limited to 40 horses or teams made up of one lady golfer and three male golfers each.

Plans are also under way for a junior tennis tournament for the members of Orchard Lake, Oak-land Hills and Pine Lake. There will be two divisions for both boys and girls, the 15 and 18 age group and the 10 to 16 age group. Group instruction for junior boys and girls in the 10 to 16 age group and for lady members was started last week by Tommy Shannon and Ronnie Shaw. The classes will continue each Thursday for a period of 5 weeks.

See the New RCA and ADMIRAL Television on display at HAWTHORNE

162 N. Woodward MI 4-1138