

Mr. and Mrs. Hunt Making Their Home in Mt. Vernon, Ky.

Mr. and Mrs. Gover Mutersbaugh of Floyd street announce the marriage of their daughter, Alice Mae to Lew Cecil Hunt, the son of Mrs. Sibyl Hunt of Mount Vernon, Ky., and the late John Hunt.

brother, Richard the bride wore a ballerina length gown of blue nylon net over matching tulle. Seed pearl trim accented the styling. Her shoulder length veil was held by a small pearl trimmed hat and she carried blue gardenias.

Garden Club to Hear Talk on Landscaping

Members of the board of directors of the Birmingham Garden Club met for lunch and a business meeting Monday at the home of Mrs. D. L. Van Dusen of Weddington road. Mrs. S. Taylor Croighton served as co-hostess.

Teachers' Institute

Birmingham public schools will be closed Friday, March 24, to permit instructors to attend the Oakland county teachers' institute, Superintendent of Schools Dwight B. Ireland said this week.

Social Briefs

John B. Hammond, Jr., son of Mr. and Mrs. J. B. Hammond of Kensington road, was christened at St. Hugo of the Hills Church Sunday afternoon by the Rev. Francis C. Stack. Sponsors of the baby were Mrs. Frank Coulson and Dr. John E. Hubert.

Mr. and Mrs. John J. Gaill of Hilltop Lane left yesterday for Sarasota, Fla. They will spend the month of March. While there, Mrs. Gaill plans to attend the Jerry Farnsworth Art Studio.

Mr. and Mrs. C. F. Kramer of Bloomfield Hills will leave this weekend for Lauderdale, Fla., where they will vacation for a month.

Mr. and Mrs. N. E. Brown, Jr., have returned to their home on Fairfax road after a month of vacationing. They visited in Florida and then set off on a Caribbean cruise. Before returning to Michigan they stopped in St. Petersburg, Fla., for a visit with Mr. Brown's parents.

This evening, Miss Marilyn Hopkins of Arlington drive will give the rehearsal dinner given by Dorothy Atkinson who will marry Frank Allen this Saturday, and the guests of honor at luncheon and miscellaneous shower Feb. 17 given by Mrs. W. L. Troutfetter and Mrs. Robert Proctor.

Among those entertaining before the Dance Club's Story Book Ball this Saturday evening at the Forest Lake Country Club will be Mr. and Mrs. Phillip H. Smith of Yonkers, Mr. and Mrs. T. L. Gilbert of Bloomfield court and Mr. and Mrs. Eugene Moore of Stanley, all of whom have invited friends and their respective homes for cocktails.

Fred S. Poirer is honored at a party last Saturday in celebration of his 50th birthday. The affair was held in the Henrietta street home of his son and daughter-in-law, Mr. and Mrs. A. J. Poirer. The honoree was the first greens keeper at the Bloomfield Hills Country Club and at the Pine Lake Country Club.

Cranbrook officials and faculty members and the board of the local League of Women Voters and their husbands are hosting at a dinner at Devon Club this evening in honor of James F. Green of the State Department preceding his lecture here.

Henry Eiker of Puerto Rico was the houseguest this past week end of Mr. and Mrs. Don E. Large of Chesterfield road.

Have You Met . . . Mr. and Mrs. F. C. Shain and children, Jeffrey and Judith who have moved out from Detroit to 1790 Graefield? Mr. Shain is with the All State Insurance Company.

Mr. and Mrs. Lester J. Stegg, formerly of Detroit, whose address is now 2339 Dorchester? Mr. Stegg is with Temperite Products.

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New Cranbrook Exhibit



One of the many bird paintings by Karl Priebe, now on exhibit at the Cranbrook institute of science, is shown above. Priebe, a teacher of art in Wisconsin, is noted for the "character" of his paintings, which lifts them out of the realm of pictures commonly seen in bird guides. His work, shown through the courtesy of the Perls galleries, is open to the public daily from 2 to 5 p.m. The exhibit will close March 15.

Finance Professor Next Speaker for Women's Forum

The second session of the Women's Finance Forum, sponsored by The Birmingham National Bank, will be held March 8 at 10 a.m. in the Baldwin Public Library auditorium. The speaker will be Dr. Wilford J. Eiteman, professor of finance at the University of Michigan. The series opened yesterday with approximately 150 local women enrolled. C. Stewart Baxter, vice-president of the National Bank of Detroit opened the session with his talk on "Financial Planning".

The response to this first session was excellent," stated Mrs. Edith Crandall, moderator and secretary to H. H. Gardner, the bank's president. "There was a full house and a number of questions from the floor during the question-and-answer period."

During World War II, Eiteman was civilian instructor in the Army University at Biarritz, France, and as OPA price executive of Alaska. He is the author of numerous books on various aspects of finance, and has written more than 30 magazine articles.

The meeting is open to those who have obtained admission tickets.

Dr. John M. Dorsey, Psychiatrist, Talks Before Franklin PTA

FRANKLIN — "Education and Mental Strength," was the topic for a talk delivered by Dr. John M. Dorsey, prominent psychiatrist to the Franklin PTA Monday night.

"People are wonderful," he said, "and there is no difference between a strong mind and a great one. When we learn to evaluate ourselves, with pleasure as a basis, and a hopeful attitude, we will find that victory lies in being ourselves."

"Individuality is most important and must be respected. The only mental hazards are the lack of respect shown open to those who have done in the guise of health."

"Children are the answer," Dr. Dorsey says, "because of their buoyancy and capability to adjust themselves in all situations. However, they are sensitive and should not be ridiculed."

"Don't keep your child, a baby and don't force him to grow up; keep him at normal tempo."

Dr. Dorsey is head of the psychiatry department in the college of medicine at Wayne university. He is the author of several books including "The Foundation of Human Nature" and "Modern Marriage," and his psychiatric achievements have placed him in "Who's Who in America!"

Photographs for publication in The Eccentric must be submitted by Friday noon of the week before publication.

Junior Musicals Meets Tonight Children's Theatre

Members of the Junior Musicals will meet this evening (March 2) at 7:30 with Mary Richards, 1569 Pierce.

On the program will be a piano duet by Mary and Alice Richards and piano solos by Katherine Shelley, Ann Averill and Beverly Watkins.

Next Tuesday, March 7, those going to Royal Oak for an exchange program will be Carol Faulkner, Beverly Watkins, Christine Levring, Glenn Emery, Ronald Phillips, Bill Berndt, Charles Burnham and Mary and Alice Richards.

Mrs. A. W. Berndt will be accompanied by the group.

Scouts to Attend Sportsmen's Show

Many Cub Packs and Boy Scout Troops from the Birmingham area are making plans to attend the ninth annual Sportsmen's Show at the Detroit fair grounds. The show will be held from March 25 through April 2, in the coliseum.

The travel show, under the auspices of the Detroit News, is to be held in the agricultural building, while the bird show contest sponsored by that paper, will occupy an entire section of the coliseum.

As in the past, local packs and troops will visit the show, accompanied by their leaders and other adult guides.

EVERY DAY BIRMINGHAM MEN ARE LEARNING ABOUT THE NEW AND EASY WAY TO BUY CUSTOM SUITS. THE NEW PHOTOMETRIC PROCESS PRODUCES FINELY TAILORED GARMENTS THAT FIT — PRICES FROM \$65 TO \$140

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Campbell's Village Store Birmingham's Quality Apparel Store For Ladies and Gentlemen

Around The Cracker Barrel . . .

A seed catalogue came in the mail the other day. Its colors were gorgeous, and its descriptive writing was almost overpowering. Immediately we had the urge to plan an extravagant garden, which was gradually cut down in size as we more fully appreciated the back-breaking efforts we were calmly plucking on paper. But those vegetables looked so fresh, so tempting. They wouldn't be like the stuff you get all winter, tasteless and drab. They would have flavor.

Right now it seems like some male should come to the defense of his mates in regard to this business of eating vegetables. Vitamins they tell us, so we've just got to eat them. But how can vitamins be so tasteless? Are they like fish, which can live for a long time in a frozen state, or do those vitamins go with the taste when frozen? Someday I'll bet the scientists will find out that vitamin content is greatly diminished — if not entirely eliminated — when those tasteless greens are frozen.

But this garden business could turn out to be a boomstrang. Not only is a garden a battle ground against the ever-encroaching jungle, but it can also be a financial debacle. What if we'd plant potatoes, and find the market like it is now? And perhaps next year the government might have to come to the aid of radish or onion growers. For, as one gentleman of the press recently remarked, the one thing we'd have a lot of if a hydrogen bomb was exploded over this country would be mashed potatoes. So, in view of the certain effort involved in a garden and in view of the hazy agricultural outlook, we'd better forget the whole thing and get back to our own business.

A couple of weeks ago in Dallas we met a delightful gentleman, whom we will tell you more about in a future column. We were discussing the value of a technical education in marketing, toward which he had a mild skepticism. And he told this story to prove his belief:

Two young men from the Harvard Business School graduate at the top of their class in merchandising. They were experts, knew all the answers. When little difficulty, because of their brilliance, they were able to borrow enough capital to start a retail store. It was opened in an Eastern city, and was the last word in plush modernity. They sold shoes, but not enough, and at the end of a year they were all through.

An old merchant by the name of Abbie Cohen (if you don't like the way Cohen is spelled, just read the "Gutter" and see how many ways there are) operated a small hole-in-the-wall store down the street. He bought out the boys, for a small price, and the two deflated merchants wended their way back to Harvard to see what they'd done wrong. Their professor was flabbergasted, and at once set out to see this Cohen.

When he had introduced himself to the wily merchant, he explained his mission, and asked just what Cohen did to be successful. The reply was this: "Well, Mr. Professor, you ask me how I stay in business and make money. It's simple. I buy a pair of shoes for \$1, I sell 'em for \$2. I make 1%, and I'm satisfied."

All of which makes a good yarn which doesn't bear analysis. At least I know quite well that Mr. Cohen wouldn't last too long in Birmingham.

For during the past two years (almost) we've learned a great deal about the buying habits of you people. And what we've learned has been convincing proof that the Village Store has been on the right track from the beginning. When we first opened, our announced intention was to become your personal buyer. We believed that you knew what you wanted; you knew what was correct, and you know values. On this theory we have grown because we have tried to secure for you the things you wanted.

It's never been the policy of the Village Store to buy a batch of stuff because it looked cheap in price in the hope that we could promote it heavy enough for you to buy it. You've never seen an ad of this store telling you that some low priced article was intended to sell for some price more than twice as high. We've never bought an item on a price basis; quality must be first. Then if a legitimate mark-up produces an item of real honest value, it reaches the shelves of the Village Store.

We've been criticized by professionals from Dan to Bersheba. We've been told how others mark on higher prices in order to take care of mark-downs and sales. But we are stubborn, and we see no reason why an acceptable article should carry an added price to make up for the mistakes we make. If we did that we wouldn't have to sharpen up, and we wouldn't make any progress. That easy way isn't how it's done at the Village Store.

Our ideas may be quite unprofessional, and our definition of 1% isn't the same as Mr. Cohen's. But the business of the Village Store constantly increased. Every month shows that continued upward curve, and every month we have more customers. In these days of merchandising delusions, when stores are running big percentages behind last year, we are more than 20% ahead of the first two months of 1949.

So if you're one of those people, who, when they wander in for a cup of hot coffee on Saturday, tell me they've been intending to come in for a year, I say to you: it's costing you money and much time to delay a visit. Here you'll find those fine clothes you've been trying to find for so long. And when you come you'll know why people from many miles around make the Village Store a habit.

ROSS S. CAMPBELL, Proprietor

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