

The Birmingham Eccentric

Most residents like to have well-kept lawns and gardens; the pleasure they get from this spreads throughout their entire neighborhood, and gladdens the thoughts of all who see.

Psychiatrist Slated For Mental Hygiene Society's First Night

"Emotional Problems After Party" will be discussed by M. M. Frolich, M.D. psychiatrist, director of the Veteran's Re-Adjustment center at Ann Arbor, at the first meeting of the 1950-51 season of the Oakland county chapter of the Michigan Society for Mental Hygiene Tuesday night.

Dr. Frolich has published several articles on this subject, according to Mrs. Henry S. Booth, president of the Oakland county chapter.

The meeting will be held at Christ Church Cranbrook, Bloomfield Hills.

Airplane manufacturers use high nickel alloys for parts which must resist the fringing blast of white-hot exhaust gases.

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Swedish Private Society Tells People What to Buy --and Gets Away With It

By ROBERT BALL
Special Correspondent for The Eccentric

STOCKHOLM, Sweden—Claiming about the public taste in home furnishings is a relatively harmless parlor game that nearly everyone has played at one time or another.

But for an organization dependent on public support to announce that the customer is often wrong is something else again.

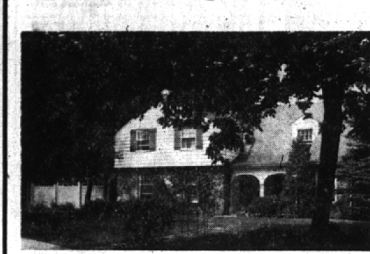
That such an organization has been able to thrive in Sweden is a triumph of Scandinavian tact and tactics.

This organization, with the improbable name of Svenska Slöjdföreningen, is a private society which makes a business of telling people what they ought or ought not to buy.

Without pushing, because Swedes won't be pushed, the society (it would abbreviate its name to S. S. if the Nazis hadn't made that abbreviation once and for all unpalatable) has grown from a handcraft guild to a sort of national Emily Post for home furnishings.

Under the society's roof are gathered designers, producers, all working for "Better Things for Everyday Use."

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AT THE SAME TIME, no manufacturer is happy to have it proclaimed in a large circulation magazine that his new-styled coffee pot has a tendency to dribble on the table cloth.

"That," continued Myrstrand, un-Swedishly warning up to his subject, "is another reason for our success. Instead of starting out to tell people what sort of things they ought to like, we concentrate on quality and practicality in design."

"With things that people use, practical design and attractive appearance go hand in hand."

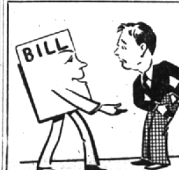
"Our manufacturers have learned that good design pays, and they no longer feel obliged to provide things up for the public."

SUCCESS HAS NOT turned the society into a bureaucracy. A full-time staff of 16 handles the paper work, organizes the exhibitions, conducts study groups and edits the magazine, all on a slim budget.

The real strength lies in the volunteer help: at one end the organizers of local study groups, at the other the advisory board of Sweden's most prominent architects and designers.

Recently, at the instigation of the Swedish National Bank, this whole and entire designing and testing talent was focused on its most important project to date, a venture into "What Every Bride Should Know" field.

"It happens like this," Myrstrand blushing explained, "in low birth-rate Sweden the government grants a loan of \$500 to



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Bits of Birmingham

There's a Birmingham Marine who's getting evasive answers and comments, along with a terrific amount of ribbing from among his friends. The sergeant has been assigned as a guard for the fair ground quarters of Carmen Miranda, while she is appearing at the Michigan state fair. "Some guys are lucky," he commented, "they get sent to Korea, but I get guard duty."

An interesting incident happened near Birmingham Saturday when a large dog walked into a neighborhood market and raised immediate objections from one of the human shoppers. The man behind the counter walked around to the dog, took a note and some money from his mouth and handed him a package of luncheon meats. "He's been trained to do this," he explained. "As a matter of fact, his owner sometimes has to send him over to buy just any old thing in order to keep peace in the family. That dog just likes to go out shopping and he's never lost a package nor his money yet. I wonder could say the same for my kids!"

Ralph Riley, the local police department's jack-of-all-trades, is painting the "zero" end of the parking meters red to eliminate motorists's complaints. The desk sergeant has a time with many nervous drivers because they tell him that "I didn't think the meter had expired because of the little black numbers marking the indicator arrow hadn't passed yet."

Riley, who is the dog warden, outwitted a sign and painter, etc., is pointing out these below-zero markings.

"Republican or not, I'd still resent the implication behind President Truman's remark to those East coast dock workers that they are not the ones that set U.S. foreign policy," a local man remarked to this Wanderer last Friday morning. "Those dock workers refused to unload a shipment of Russian goods." "From where I am, it looks that the President's remark is for the first time that the U. S. is to get ANY definite foreign policy. And another thing, under our present form of government, the people set the

young couples that want to get married but don't have enough money to buy house furnishings.

UNFORTUNATELY, the bank soon discovered that the newlyweds were not spending the loan wisely. Often it developed that young couple would enthusiastically spend the whole sum on furniture and only realize later that there were still linen, dishes, lamps and cooking utensils to buy.

"So the bank and the government asked us to write a booklet telling married couples how to spend the money wisely."

"Now each couple gets the booklet along with the loan and a stern admonition not to spend all the money in one place."

"You know, sometimes we feel self-conscious about telling people what they ought to buy, but in this case, it doesn't bother us. After all, everybody gives advice to brides."

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was also installed in the Troy Union school kitchen.

Other projects this summer were masonry repairs at Troy two school; driveways gravelled at Log Cabin school and Big Beaver athletic field; and repairs made on all seven school buses.

The bus program will start the first day of school and the same schedule as last year followed. Necessary changes will be made later.

Schroeder said there has been only one change in the school custodian personnel, Julian Decker has replaced John Thompson at Colerain school.

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If you are hesitating and reluctant to start building your "Dream Home" because of critical market conditions, consider these NEW homes—just finishing or in the middle construction stage:

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- 566 PILGRIM, 3-bedroom brick and frame Farm Colonial. You can choose your own decorative treatment. First floor library, lavatory, porch. Gas Heat. Garbage Disposal. 2-car attached garage. Quarton School district. \$26,500.00.
- 602 WELLESLEY, New building, Brick and Clapboard Farmhouse. 2 bedrooms, bath down. Porch. Dining El. 2 bedrooms, bath upstairs. Breezeway, 2-car attached garage. Oil Air conditioned heat. \$29,500.00.

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