

Around The Cracker Barrel . . .

Old maids and young stores usually forget their birthdays. Both have a positive reason for such oversight, but they are quite different. The old maid dreads advancing age and years for longer youth. The young storekeeper is sort of over-awed when his competitor announces his hundredth or his fiftieth anniversary, but isn't quite sure whether he should offer his congratulations or his condolences.

So instead of shouting the fact in bold faced type, we feel we should gently insert in this second paragraph, the fact that sometime early this month we passed our third year in operating the Village Store. This fact alone is nothing. But the many rich experiences which we've had during these three years are interesting and enlightening.

We've often wondered why youth won't take the advice of age, why each of us have to start all over instead of at the point where our parents left off. But we've found out at least a partial answer to this riddle. The fact is that a great deal of this experienced advice isn't worth following.

When we decided to open the Village Store, with its nine counters and pot-bellied stove, with its lack of high pressure salesmanship and its air of quiet repose, we were unanimously told by experience that the idea was too fantastic to last a year. People wanted everything slick and streamlined, we were told. They didn't want to linger in a store any longer than they had to. Quick service, pressure selling, everything modern—without those we were sunk. All of this advice was the bunk. People are fundamentally friendly, if they've always been. They still love to sit around a cracker barrel and nibble crackers and cheese. They'll come by the hundreds for that Saturday cup of coffee, and visit with their neighbors.

It strikes me that from this simple, and perhaps crude, example too many sales promotion people have had their own interests too much at heart, and have forgotten the real desires of the customer. Making a sale is not nearly as important as making a friend.

The experts told us that granting credit in Birmingham was an almost sure road to ruin. They influenced us to such an extent that we didn't have any charge accounts for the first full year. Then Mr. Herbert Gardner, Birmingham's outstanding banker, told us this was all bunk. We started, two years ago, opening charge accounts. Today we have an account with approximately one family out of each five in Birmingham, and our losses in two years have been three-quarters of one-tenth of one percent.

Then the experts told us that we'd never survive on a side street. All we could think of in answer was that old saw about the mousetrap, and that didn't even convince us. But look at that side street today. Harry McBride has made Pierce street one of Birmingham's finest. Certainly no group of buildings is more beautiful, and we think they house Birmingham's finest shops. If you're skeptical, then make an investigation.

On a side street we'd have to be constantly promoting, they told us. We'd have to be looking constantly for "special purchases." For three years we've never made a "special purchase," because we never found one which really was special. Until now. Two weeks ago we were able to get a number of beautifully tailored ladies' suits, made from famous wools of a firm of British importers in New York. These suits are made up from all of the remaining ends of cloth these importers had on hand. And many of you ladies have bought a suit for \$49.95 which was selling, just a short time ago, for about twice that sum. And with woolsens the way they are, you might be glad to know we still have a couple of dozen left.

We've always felt our primary job was to give you people of Birmingham the best possible assortment of ladies' and gentlemen's wearing apparel and accessories. We have kept improving and adding lines, as demand indicated. Now we have made a move of major importance, which is strictly calculated to carry out this objective. We have sold the Village Store Men's Shop to Richard Young, who formerly operated one of the finer men's stores in Gross Pointe. Mr. Young is experienced in this field, and is planning to build his men's shop into one of the finest in the area. In the next sixty days you'll see what we mean. But in the meantime, come in and meet Dick.

The Village Store is going to concentrate on ladies' apparel and typical Village Store items, but is also retaining its custom tailoring department for both ladies' and gentlemen's suits and coats. With about 1500 samples of fine fabrics, many of them imports, we can make you the suit or coat you really want.

When you start shopping, or need some items for the warmer weather which is bound to come, start at the Village Store. A large number of your neighbors do.

Campbell's Village Store
205 Pierce Street Telephone MI 4-7100
Come in for a cup of Village Store Coffee on Saturdays.

Local Teachers to Attend Conference

Six Baldwin teachers will attend the first conference sponsored by the metropolitan Detroit bureau of cooperative school studies for English teachers at Grosse Pointe high school Tuesday afternoon and evening, May 1.

Attending will be Duncan Helmreich, Birmingham member of the planning committee for the conference; Miss Vida McMillan, Mrs. Mary Hartwick, Miss Alice Price, Miss Dorothy Allen, and Miss Angelina Gerzino.

Announcement

Richard H. Young

Announces the Purchase of the

Campbell's Men's Store

203 PIERCE STREET

It Will Be Operated Under the Name of

YOUNG'S of Birmingham

We will endeavor to bring to the people of the Birmingham Shopping Area, a complete Men's Store . . . carrying the finest men's wear available.

SEMI-ANNUAL SHOE SALE

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... LAST WEEK ...

WOMEN'S FINE SHOES

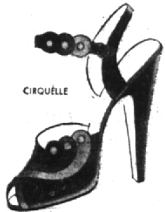
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FIVE PATTERNS BOYS OXFORDS NOW \$5.85

Herbert Burr
Shoe Salon
255 N. Woodward, Birmingham

Chorus Climaxes Year with Its Spring Concert

Their climax of the year will be experienced tonight, April 26, 8:15 p.m. by the Birmingham Male Chorus as they present their annual spring concert in the Birmingham Community House auditorium.

The concert will be highlighted by the appearance of Johnny Mungall as guest soloist. Mungall is the tenor that made a name for himself as an amateur on the Horace Helt radio show and since has been singing professionally around the nation.

He has appeared in the large theaters of the country and has made 18 appearances on the NBC network. He will sing two groups on the program.

Tickets will be available at the door, according to Donald Chaffin, president of the chorus.

The chorus is under the direction of Otto Brown, director of Birmingham High School of Female and Oliver Green, Jr. is accompanist.

More Positions Filled by Troy Township Board

The Troy township board has filled its appointments up to date at Monday's meeting with the naming of a new building inspector, office secretary, and members of the plan commission.

Henry Hering, 485 West Big Beaver, was named as building inspector. Appointed office secretary was Rosemary Kitson.

Named to the plan commission for two year terms were Frank Christian, Roy Duncan, and Roy Yokum.

TOWNSHIP SUPERVISOR Norman A. Barua stated that four local agencies have been authorized to receive water bill payments. As in the past bills can also be paid at the township hall. The new agencies are Bauer Market, 8 and M Market, 15 Mile and Rochester roads; Yocum's Hardware, John R. and 15 Mile roads; and Osbourne's Grocery, 15 Mile and Yorkum.

The board also passed a resolution endorsing Senate Bill 109. This bill if passed would permit the South Oakland hospital authority to transfer its funds to another hospital group.

Barnard stated that effective Wednesday, April 25, a dog quarantine will be effective in all unincorporated areas of Oakland county. He said that this ruling effects all of Troy township and dogs will not be permitted to run loose.

Hearing Date Set For Vacation of Portion of Linden

A hearing to consider vacation of Linden street from Brandon south to Shirley has been set by the city commission for Monday evening, May 28.

Residents of this area have petitioned to use a part of this city-owned property for purposes of creating a local playground area. However, before this property is used for this purpose it must be cleared, partially graded and examined for possible hazards, according to City Manager Donald C. Ebert.

The property is part of the city's old sewage disposal system and is the location of the old Imhoff tank. It was built in 1924 and abandoned in 1937 when the new disposal plant was constructed.

Ebert stated at Monday's meeting that he believes the possible use of this tank should be abandoned, thus eliminating any hazard which exists in connection with the building and tank.

Asks City What Happened to Sewer Assessed in 1946

A \$100,000 Chester-Wallace interceptor sewer should be constructed before any attempt is made to put in the sewer on Cherry court, City Manager Donald C. Ebert told city commissioners Monday evening.

"Cherry court residents would still have a bad situation even with their new sewer, until the intercepter is built," he said.

Mrs. John C. Brown, 638 Cherry court, brought to the commission's attention a 1946 Cherry court assessment for a sewer.

"We would like to know why it hasn't been constructed," she said.

CITY ENGINEER L. R. Gare said about 6 field checks are needed on the interceptor plans, then they would be ready for commission action.

Ebert was instructed to bring it to report on the project Monday night.

Second Round of Marble Tournay Slated Saturday

The Gray club representative play-offs, conducted by the Birmingham YMCA to determine a marble champion to represent this city at the state championships, has brought a good number of entries but no outstanding shooters.

According to the 'Y' office, no club champions have been established because of the inability of the shooters to hit seven marbles from the center of a 10-foot wide ring. YMCA officials hoped more youngsters will have better luck when the second elimination shoot-off is conducted Saturday morning.

All contestants are to report to the 'Y' office at 144 West Maple Street at 9 a.m. April 28. Those boys and girls who have not completed in club tournaments to date may also enter in this elimination series.

Youngsters do not have to be members of the 'Y' to participate. Betty Kujala, of Poppleton school has had the best record in school to date and Allen Wood and Joe Mack have shown the best among the boys.

Public Hearing Set To Consider Street, Alley Vacations

A public hearing to consider vacation of two streets and an alley has been set by the city commission for Monday evening, May 28.

City Manager Donald C. Ebert recommends that Hereford from Clawson to Dunstable, and Bradford from Mellon to Hereford be closed. He also recommended the vacation of the alley running parallel to 14 Mile road, extending east from Hereford.

The city manager pointed out at Monday's city commission meeting that City Assessor Elmer W. Haack is making the necessary arrangements for conducting the sale of lots located between Hereford and the cemetery. Purchase of the property may be made by the Lutheran and Catholic churches.

Site of these lots were approved by local voters at the April 2 election.

Incorporation Meet

FRANKLIN—A special meeting to discuss the proposed incorporation of Franklin has been changed from Monday, Apr. 30 to Tuesday, May 1, according to Robert Spren, chairman. The date was changed in order that the men and women of the area might have time to study the information which is being mailed by the committee. All are urged to attend the meeting at the community hall at 8 p.m.

Youths Face Grand Larceny Charge for Theft of Canoes

Five Pontiac youths have been charged with grand larceny for the theft of two large canoes in Bloomfield Hills.

The five who were charged are: Morgan, August and Paul and bound over to Circuit Court on \$500 bond are Ronald L. Steele, Carlos Pace, Frank Antonio, Joe Morgan and Richard Voth.

Police Chief L. C. Banks stated that Morgan, August and Pace were arrested last week in the Leviston-Mio area and charged with breaking and entering eight cottages. They were then turned over to Banks who said they had admitted several other larcenies.

When arraigned before Richardson, the five youths waived examination. The juvenile court waived jurisdiction on Morgan who is 16.

Stanley Parking Survey Requested

Commissioners have requested Police Chief Ralph W. Moxley to investigate a reported traffic hazard on Stanley, between Brown and Frank.

David MacMillan, 704 West Frank, said the present practice of parking on both sides of the street was extremely dangerous and pointed out that it would be difficult for fire trucks to go through.

"Nearly all the residents on the west side of the street have garages," he told commissioners, "but still leave their cars on the street."

Moxley's findings will be reported in two weeks.

Residents Serving On ARC Committees

P. Mark Smith, 1039 Floyd, is chairman of the water safety committee for the Oakland County Red Cross and is in charge of the summer program now being planned.

Other Red Cross committee members include Mrs. Beatrice Pruden, 491 Hanna, who is serving on the nominating committee to select candidates for three-year terms as directors.

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