

around the chuck barrel



It doesn't seem so long ago when a fellow could pronounce the names of the players on the university football team. We can well remember that we even knew some of the players, and that they had to attend classes and get passing grades. Can even remember a couple who were working their way through college, one selling fountain pens and the other address-envelopes for a dry cleaner. Sure, they were paid very high rates for their services, but they did have to perform some services.

From those days of mild subsidies to the present day of "athletic scholarships", football has grown into big business, and we think—is about to lapse again into smaller business. The pendulum swings back and forth, never seems to stop in the middle. The trend now seems to be in the other direction, and more and more colleges are moving back into the clearer atmosphere of amateurism. Even see where Harvard is getting out of the Big Time, is revising its schedule to eliminate the bruiser-type of professional teams it says it has been meeting. Which reminds me of the gag the cheer leader used to pull—in the twenties—when Michigan would play Harvard. He'd hold his two hands up for attention, then through the megaphone call out: "Now we're going to give three cheers for Harvard—loud enough to be enthusiastic, but not so loud as to be vulgar."

With most of the stadia in the country pretty much paid for, it seems a logical thing to do in more somber ways, to give the game back to the boys, to have more coaches like Herman Hickman. Be that as it may, college spirit doesn't seem to lag with advancing age, nay, the old alumnus becomes more vociferous and loyal. And for these old alumni the Village Store has a large selection of college mugs. At least we have mugs for most of the colleges in this part of the country, and many from the east. They'll hold quite a few ounces, and the handle fits your fist. In pure white china, with two bands in the proper college colors, and with the name of the college and its official seal fired on in 20 carat gold, you'll be mighty proud to drink a toast to dear old Siva. These are wonderful Christmas gifts for that chap who has everything. And at \$3.50 they'll fit any budget. Take a look.

Seems like the butchers are getting all fouled up; there's a new way to butcher a steer, and now you can't tell a T-Bone from a sirloin. It made tears come to my eyes to read about the poor editorial writer for the Wall Street Journal who wanted a chuck roast. Came the argument: what in tarnation is a chuck roast. But the ever watchful O.P.S. had anticipated such a crisis, and had issued a directive defining a chuck roast. So if any of you ladies ever want to buy a chuck roast you'd better cut this out and hand it to the butcher. For here we have it: "Regular chuck means the portion of the cross cut remaining after the severance of the foreshank and brisket from the cross cut chuck, and containing most of the blade bone (scapular), part of the (humerus) arm bone, part of the five ribs (1st to 5th inclusive), that section of the backbone attached to the ribs and the neckbone (cervical vertebrae from 1 to 7 inclusive), which portion shall be obtained by a cut through the cross cut chuck made in a straight line perpendicular to the contour of the outside skin surface of the cross cut chuck . . ." Well, there's lots more to it, but by this time the butcher has gone out to buy a sluderule anyway. So why bother with the rest? Instead, why not tie a bell to the chuck. It will tinkle when other cuts won't, and confusion will be avoided.

But whether or not you put a bell on a chuck roast, a bell on your keys is a terrific idea. Don't know why we never have such bright ideas. But a lady in New York came up with the most delightful—and useful—novelty of the year. A sturdy key ring which locks, attached to a silver bell (14 carat gold plated) which tinkles. If you drop your keys, the bell will tell you where they are. And while we haven't tried it, we imagine a good shake of your handbag will tell you if you have your keys. That's a lot easier than trying to find anything in it. This is one of the grandest small Christmas items we've seen. They're \$2.95 at the Village Store, plus taxes, Federal and State. Which makes it still reasonable in the inflated state of \$3.65.

In weather like this a person doesn't know whether to advertise storm coats or swim suits, fine Pendleton woolen shirts or shirts of fine English pima cotton. So why bother, except to tell you that the Village Store has whatever you'll want in apparel for suburban living. And if you're half as alarmed at the approach of Christmas as we are, then we'll be seeing you soon. We're loaded with gift boxes, and we'd like to pack away all your Christmas troubles in them soon. This is the year you have a chance to shop in comfort, without hurrying without pushing. This is that year if you start now. You'll be welcome.

205 Pierce Street
Campbell's Village Store
Telephone MI 4-7100
Come In For a Cup of Hot Coffee on Saturday

Electric Inspector Dies

Services were held Monday for Theodore Ludwig, 75, of 16902 Pierson, Detroit, with burial in Acadia Park cemetery. He died Friday in a Detroit hospital. Mr. Ludwig was electrical inspector for the City of Birmingham for the past year and a half.



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Blood Donors May Register Now; Bank Here Dec. 5

Mrs. Roland Diemer has been named general chairman of the donor committee when the Red Cross mobile blood bank visits Birmingham on Dec. 5. Assisting her, and making reservations for donors, will be Mrs. Robert Alton, 2900 Burnham, Royal Oak; Mrs. E. W. Bardgett, 694 Pleasant; Mrs. Joseph J. Caschi, 18625 Devonshire; Mrs. Harry C. Dunville, 2190 Northlawn; Mrs. Ceell N. King, 3214 Thomas, Berkeley; Mrs. Willis B. Mallory, 718 Colonial; Mrs. Ruth Norton, 1392 Bannaville and Mrs. Robert Watt, Sr., 1215 Yorkshire. Persons living in the area who wish to give blood at this time are asked to call one of the committee prior to Nov. 23.

THE LOCAL visit of the blood bank will be under the joint sponsorship of the women of Holy Name parish and the Birmingham Council of Church Women. Hours for donations are from 2:30 to 8 p.m., at the Community House. Persons between the ages of 18 and 55 are accepted for donations, those under 21 being required to show written consent from their parents or legal guardian. Donors must weigh 110 pounds and have a systolic blood pressure range of 100 to 200.

No one who has given blood within the last 10 weeks can donate again, nor can women who are pregnant or who have a baby less than nine months of age.

PERSONS WHO have allergies are acceptable, providing they are free from symptoms. Those who have received sulfa drugs, penicillin, aureomycin or related treatment within two weeks are not acceptable.

Early Christmas Observed Before Leaving for Arabia

An early Christmas was celebrated Sunday by Corp. Arthur Hoover, son of Mr. and Mrs. Adeline Hoover, 244 Townsend street. He arrived home from Bermuda last week and will leave for air service this Sunday. So Sunday afternoon, 23 of his relatives got together at Mrs. Hoover's home and held a Christmas celebration in the corporal's honor.



CORNERSTONE CEREMONIES for Embury Methodist church, located on 14 Mile road, were held Sunday afternoon. Here Dr. William E. Harrison, district superintendent, applies the first trowel of cement, prior to the setting of the stone. Also taking part in the program was the pastor, the Rev. Reginald Becker, the Rev. Robert Lawrance of the First Methodist church, Dr. Gordon Phillips, executive secretary of the Methodist Union of greater Detroit, the Rev. Jesse Epps, former Embury pastor, and members of the building committee. (Shirk Photo)

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Tick-Tock . . .
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