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THE MADISON

Hats that fit from the

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in smart fall start . . . in smart fall styles. Light weight felts that are Kitten Soft . . . hold their shape season

start

RESISTOL

Self-Conforming hats

Chairmen Named for Seasonal Garden Activities

Mrs. Robert Watt, new president of the Birmingham branch of the Birmingham

HE MUST HAVE certain clothes and above all, certain companions and amusements, exactly to his liking. And if mother thinks differently, she must employ her powers as a salesman in order to keep him on the right track. Here comes the supreme test of her ability to sell.

And all this time, while she takes most of the burden of raising the children, chiefly throught selling them the right ideas, she has to sell their father. Not only on her judgment and her methods in regard to them, but on the idea that his help is badly needed in bringing them up.

And so in every course in family living or in home economics, there should be one subject labelled. "How to be a good salesman", for if mother wants to succeed in her job, that is what she has to do all her life.

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Berkshires

BARBARA DROEGE MI 60631 Herbs and Vinegars Shown At Berkshires WNFGA Meet Members of the Berkshires branch of the Woman's Farm and Garden association had a rare treat at their first meeting of the members present to make plans for the annual fall to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the members present to make plans for the annual fall to make allow the make allow

By HELEN BRUNSON

Special Writer for The Birmingham

Special Writer for The Birmingham

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Mother is often on the receiving end of a sales pitch. All day long she's advertised at—on radio and TV, in the news-papers and form billiboards. That's why mother so seldom thinks of herself as a salesman.

But if she wants to make her household run smoothly and to her liking instead of to that of others—she must subty develop the art of salesmanship.

First, she probably has to sell her husband on every purportates she contemplates making—from clothes for herself to every item of household furnishing that costs over \$5.00.

NEXT COME the children. Raby Sara must be coaxed, which means that he says "No" to every thing, from "Shall we purt our coat on now."

**Next comes Johnny, who is two and a half and definitely in the "negative" stage, which means that he says "No" to every thing, from "Shall we put our coat on now."

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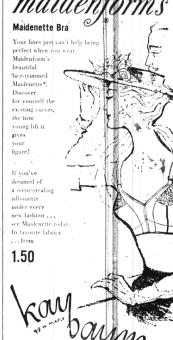
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September 23, 1954 THE BIRMINGHAM ECCENTRIC Page 3

Friendly League Plans Fall Party

I dreamed I went to the theater in







Regular to \$135.

Luxury-loomed, hand-finished, hand detailed, imported cashmere, Six styles to choose from in nude. Vicuna...navy...charcoal.