

Just Chattin'

Recollections of getting an Education—The Hard Way
By W. W. EDGAR

GOING through the mail the other morning I couldn't help smiling when I came across a very colorful brochure and invitation to enroll in a business school. The attractive literature warned me that a good business education was needed to gain a niche in the modern scheme of things—and that if I couldn't share in the benefits of the day classes that I surely would enjoy the evening sessions.

I smiled because the invitation carried me back to the days of my youth and my first contact with business and the sports world that later became my realm of activity.

It was back in the days before radio when our lines of communication were meager and the old style telephone hanging on the wall was one of the latest "miracles" of the age.

My Dad, who long since has gone to his reward, conducted a small eating place which we proudly called a "restaurant" and with it a room in which was housed the only "commercial" pool table in town. As one of our attractions my Dad paid me to be the neighborhood "star" of \$1.50 a month to have the Western Union telephone each evening at 7 o'clock and impart the major league baseball scores.

WE PROUDLY posted the scores and announced throughout the little town that you could get the baseball results each evening instead of waiting for the morning paper. As a result our "restaurant" became a very popular rendezvous.

Then, came one evening when I answered the phone, took the scores, printed them on a nice cardboard and placed them on a stand just outside the entrance, for one and all to see.

No sooner had I placed the scores outside than my Dad came scurrying to the door, took the "poster" and went inside, motioning me to join him at the same time.

"We want the fellows to come inside to see the scores," he explained. "They won't buy anything out there and we've got to get that \$1.50 back each month."

This was my first business lesson and I listened attentively.

"If they come inside," my Dad went on, "they'll feel that they have to spend something. They'll have a piece of pie and a glass of milk—or maybe they'll play a game of pool. Anyway, they'll almost be shamed into spending something."

This was the same business acumen that caused my Dad to teach me the art of "playing pool," when I was a youngster of only nine years.

"There'll be times when I am too busy to satisfy a customer's desire to play, and it would be a shame to let him stand around. Maybe he wouldn't wait for me. But if you leave the play, you'll be available and the customers won't be turned away. Win or lose he'll go home satisfied—and we want and need, satisfied customers."

So I became a pool player and a "house man" at nine years of age.

THEN, there was an evening when my Dad stepped out for a while and left me in charge. In a few moments a fellow came in and asked for a package of Piedmont cigarettes. They were little white packages of 10 in those days and sold for a nickel.

I gave him the cigarettes and, as he went to put them in his pocket, he said, "shucks, I've got cigarettes. Will you take them back and give me a piece of pie instead?"

I did, because the pie was a nickel, too, so it was an even swap. But after my customer ate the pie he started to walk out when I called to him—

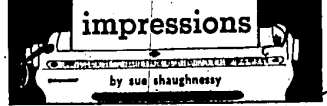
"Mister, you didn't pay for the pie."

"I swapped the cigarettes for the pie," he countered and I quickly replied, "but you didn't pay for the cigarettes."

"I gave them back to you," he said. "They're right there on the shelf."

I was in a quandary until my Dad walked in, wearing a broad smile. He had engineered the entire plot.

I wonder if the school to which I now have been invited would teach such "lasting lessons."



by sue shaughnessy

In today's society nobody wants to be the average man. A few years back there was a radio commercial for some unremembered product which revolved around this theme.

The other day we came across the Greek definition of excellence as "the use of one's talents to the fullest extent." In the unpopularity of being average it's an interesting definition.

Webster's defines excellence as "the fact or condition of excelling; superiority; surpassing goodness; merit, etc."

Somewhat the ancient definition and the philosophy behind it is more pleasing.

Of course, the argument can be casted that the individual "would never know when excellence has been achieved under the Greeks."

To this we say do one ever really know?

The test of excellence in literature, music and drama is not the critics' reaction at first, but whether or not the work will withstand the passage of time.

Thus people still flock to Shakespeare's works performed. People still read "Dark Hollow," "The Hunchback of Notre Dame," and "Main Street." That's why "Grapes of Wrath" is still read by every college student.

"Death of a Salesman" and "Glass Menagerie" are still being produced and draw audiences 20 years after the plays opened on Broadway.

The secret is that the work is still related to the current day. One can identify with all the above works.

However, excellence can be achieved in any field and not just in the arts. It can be achieved through the best of one's talents to paraphrase the Greeks.

Thus the trash collector or ditch digger can achieve as much excellence in his field as can the scientist, technician or statesman. In the final analysis man isn't average. Each individual is something unique and special so maybe the unpopularity of being "average" is not a bad thing.



The Observer will pay \$5 for any picture by Paul Leteier, Community Relations Director on its feature page. The above was taken for for Livonia School District.

Watch Next Week

Did Computer Goof?

(EDITOR'S NOTE: This is the third in a series by Farmington editor Sue Shaughnessy telling of her experiences with the Michigan Scientific Introduction Service in Ann Arbor and the current popularity of dating services.)

THE computer seems to be goofed.

That fact gladdens my skeptical mind which has approached this entire project with more than a bit of caution.

Shortly after the first of the year I journeyed to the Ann Arbor office of the Michigan Scientific Introduction Service to see the operation in person. Somehow I had been convinced to go through the system in the search of a date.

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to travel from Ann Arbor to with the same information. From imparting no information, the computer has been moved to extreme generosity.

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3 Days Only - Our Reg. 2.99!
1-3, 6X DRESSES
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Wiseone 6x for little girls... in a quality blend of Avril rayon and cotton. Save this weekend!
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3 Days Only - Our Reg. 2.99!
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1.96
Choice fabrics in Mini-print, floral, paisley and checked styles with solid color pants.
Like 1st Charge 1st

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BOYS' NO-IRON SHIRTS
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Dan Ayres' permanent press cotton. Button-down collar, imprints, solid color. Regular in plaid.
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3 Days Only - Our Reg. 2.99!
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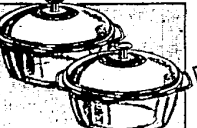
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3 Days Only - Our Reg. 2.96!
Roll-up-sleeve classics that look and feel spring-fresh, because the fabric is woven with lustrous Avril rayon, the fiber that civilizes cotton, shapes up so beautifully.
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Handsome gold-embossed, leather-look covers. Buy now!
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10.88
of THREE NEW STYLES
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3 Days Only - Our Reg. 88¢
1 1/2 QT. CASSEROLES
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"Fire King" baking dishes go pretty from oven to table. Choice of white, copper-color or clear glass.
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Our Reg. 99¢
PLASTIC PICTURES
3.99¢
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8x10" PLASTIC-FRAMED PICTURES
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3 Days - Our Reg. 63¢ - 79¢ lb.
CHOCOLATE CANDY
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Peanut Cluster, Bridge Mix, M&M, Balls, Peanut Patties... many more.
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3 Days Only - Our Reg. 15.99
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Too-pleasing animal stories and bedtime wisdom. Save!
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3 Days Only - Reg. 4 for 97¢
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Wayne at Warren Road		7 Mile at Middlebelt		Plymouth at Middlebelt	
PLYMOUTH Main at Ann Arbor Trail	FARMINGTON PLAZA	7-GRAND SHOPPING CENTER	8-MILE & BEECH SHOPPING CENTER	SHELDON CENTER Plymouth and Farmington	
TELE-CRAFT SHOPPING CENTER	GRANDLAND SHOPPING CENTER	WAYNE 35004 Michigan	CHERRY HILL PLAZA Cherry Hill at Inkster Rd.	7 MILE at EVERGREEN	

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Tax Advantages For Self-Employed Individuals

(Mr. W. Young, stockbroker for Faine, Wadler, Jackson & Curtis, welcomes all inquiries on investing. Send your questions to THE OBSERVER, "INVESTING INQUIRIES," 33050 Five Mile Road, Livonia. The answers are the opinion of Laurence A. W. Young who is considered highly qualified on the subject.)

Q. Is the self-employed individual's tax retirement set up by the Federal government really beneficial? I own a hardware store and my brother is a realtor in Livonia. We both have been approached by a number of salesmen to set one up. What do you think?

A. I think the plan is good if it fits your situation. There are many advantages which accrue to you upon the installation of a plan. For instance, you can complete with the big company benefit plan more effectively when hiring new employees or keeping existing ones. The tax sheltering features of the Keogh plan permit you as the owner to accumulate a rather sizable

a number of these plans for my clients and one thing I have found is that every new retirement program is different from the previous one. I have selected two brochures which provide an excellent understanding of the workings of the Keogh Plan and they have been mailed to you. But this will not be enough. Take the time to sit down with someone knowledgeable in this area and go through the program step by step. Your effort may be worth an additional \$500.00 a year to you.



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3/4 Chicken fried
Chicken salad
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Hamburger
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