

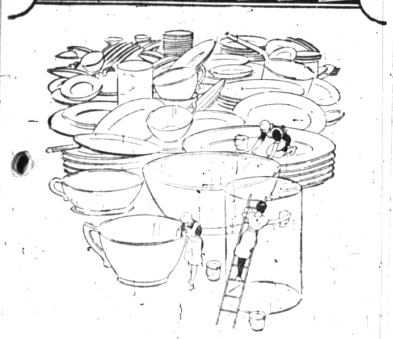
PONTIAC ELKS PLAN BIG WATER CIRCUS

Girls Of Birmingham And Vicinity Invited To Enter Contest

Pontiac Elks are whipping into shape final plans for their Pageant of Progress and Water Circus, to be staged at the Temple campus each night of the week beginning

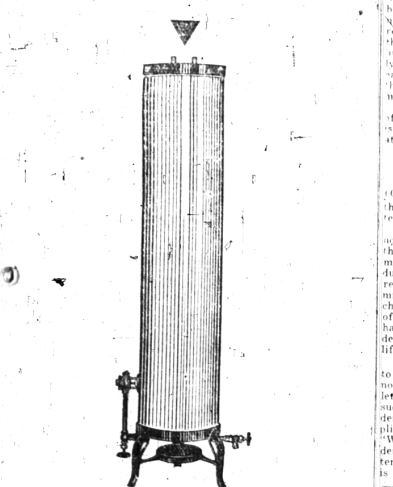
Aug. 6 and invite girls and young matrons from Birmingham and vicinity to enter the Neptune's pageant, in which costly prizes are to be given the winners. Those desiring to enter are asked to communicate with Miss Ivy Croftwaite, director of the Water Show, Elks Temple, Pontiac.

An industrial exposition is to be held in connection with the water spectacle. The exposition will be housed in a large tent and the water show will be staged out of doors in and around a tank 42 feet in diameter which will be



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We will buy your wasteful furnace coil. Get rid of this money-eater. We will give you a liberal allowance for your old coil or heater to apply on the purchase of this new low-cost Gas Water Heater. FREE TRIAL—Put one in on free trial. See why thousands are pleased. If not satisfied, we'll remove it without charge. Let us explain how easy it is to have this wonderful heater installed on easy payments.

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CONSUMERS POWER COMPANY

To punish herself for some supposed sin, Mrs. Enry Techi, 25 years old, a Japanese maid in Seattle, cut an inch off her tongue, and physicians doubt if she will be able to speak again.

dug in the grounds surrounding the temple. A feature of the show will be an 86-foot dive by Miss Mary Wiggins, of Hollywood, Calif., in a flaming garb into the water which will be covered with a flaming fluid. Neptune will be there to direct the stunt which also will include the pulling of dogs, alligators and fowls from the water.

The show is being given to aid the Elks' Christmas charity fund and a free matinee on Saturday afternoon, Aug. 11, will be given for the orphans, cripples and other unfortunate children of Pontiac and Oakland County.

THE WAY OF THE WORLD

By GROVE PATTERSON

CRIME
Those who read these lines today may set it down as a fact that by this time next year more than 100,000 persons will have died from murder in the United States. In one year in one large American city there have been more than in all England. There is more than one reason. Perhaps American court practice, which provides many and convenient delays all along the road from arrest to conviction, when there is conviction is the principal cause. Some say publicity is a cause of crime. The facts are all against that. There is just as much publicity given crime in Europe as in America. And yet European countries, compared with our own, are law abiding.

BIG FIGURES
There are a billion and three-quarters of people inhabiting this speck in the limitless universe which we call the earth. Perhaps millions on some other planet, seeing its faint light in the far heavens, call it something else. No matter what it is, it is where you live at the moment, and for only a moment. More than 25 millions of these people, most of them knowing little of what it is all about, die every year. The death rate is more than 30,000 daily—about 4,000 an hour, 60 a minute, one every second. Only one man in every thousand reaches the age of 100. And a hundred years is but a fleeting moment in the eternal passage of time. One in 100 reaches the age of 80. Six in a thousand live to be 65. In a mere 600,000 years there will be hardly a handful of men on all the earth who are alive today. And these few, who are alive, will be mostly useless curiosities. If we can think only in terms of our little lives on this planet, it is not worth while for us to think at all, or to live at all.

HUMAN VALUES

(Concluded from Page 1, Part 2) thwarted and crushed in our contemporary industrial order. The church of Jesus Christ has no higher calling than to plead for the principles of Jesus Christ in modern industry. The coal industry and others not so vitally related to our local community might be used to illustrate the unchristlike situations among many of our American workers. We have preferred to use examples definitely related to our every day life. There is a Christian solution to this difficult industry. Industry has not dared to face it. A few smaller industries have tried it with success. It may be called the Golden Rule or better and more explicitly, "Democracy in Industry." With the demand for industrial democracy the churches are intensely concerned, for democracy is the expression of Christianity.

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Pint Bottle

SHAIN'S

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JUST AMONG US GIRLS!



The warmth of a woman's love can't be matched—except possibly by the HEAT of her temper.

People Honest, Says Attendant At Gas Station

Reciprocal honesty seems to be the chief factor in operating a gasoline station, according to Russ Heinze, manager of the Standard Oil station at Woodward and Napoleon avenues.

"We do a large business with big cars," Heinze and his attendant say. "With the majority of big cars their drivers buy from 5 to 15 gallons of gas. In many cases they drive up and leave the car to 'go over it' and step over to the drug store for a cigar, or the grocery for bread. They trust to our honesty and capability, and most of them do not even look the car over to see what we have done. We experience almost no dishonesty or attempts at cheating from customers."

The opposite of the big car is the truck which takes 30 or 40 gallons is the small car, vintage of 1920 or thereabouts. These customers practically always buy from 3 to 5 gallons. They are in the minority, however, the station attendant says.

The most regular consumer of the smallest amount of gasoline is, according to the station man, John the popcorn man, who daily buys a half gallon for his popcorn wagon. John is an unfailing customer, both in regularity of the time and the amount of the purchase.

POOR SHAVES MUST GO!

New "VALET" Blade is Changing Shaving Habit of the Nation

For years men have been complaining about poor shaves and poor blade service. The introduction of the new "VALET" blade a short time ago was greeted enthusiastically by men everywhere. It marked the dawn of a new shaving era. The popularity of this outstanding achievement has been without parallel in the history of shaving. Here's a blade that stands up to its task. Made of the finest steel that can be obtained. Handled by expert cutters from start to finish. Treated and tempered by the secret "Valette" process—applying all the skill and knowledge—all the experience with shaving problems extending over a quarter of a century.

This new "VALET" blade can be readily identified. Cut through the blade is the name VALET. Its outstanding superiority is apparent the first time you shave with it. Even the 15th shave with the same blade provokes enthusiastic comment for this new blade enables you to obtain more shaves and better shaves than you ever had before. Users of Valet AutoStrop blades claim they are even better than our old blades, which were always recognized as the best. Dealers everywhere carrying these new "VALET" blades tell us they have never seen the equal of the demand for these new blades among men coming to their stores.

Before it was a habit—Now it's a pleasure

Men who have used other razors tell us that shaving before was merely a habit—but since they adopted the Valet AutoStrop Razor—with the new "Valet" blade—now shaving is a genuine pleasure.

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