

Wouldn't it be great if someone discovered a "TALKIE" piece of Direct Mail?

Picture the possibilities! A piece of direct mail comes to your attention. You begin to read: "Dear Sir:" and as you do a voice sounds and says: "I'll tell you Mr. Brown, I don't know you very well and I'm mighty sorry that I can't personalize this letter the way I would like to but let's get acquainted, give us an order and we'll show you how friendly we can be."

And you read on all about the splendid value or service or opportunity, etc., that is now at your command. The letter describes the article or whatever it might be and as you read on the voice pipes up again and interjects explanatory remarks not included in the letter. What a letter that would be! Something like a ghost in the family closet which preys on one's mind and whose appeal no one could resist.

In the meantime, however, business will have to content itself with present forms of circular letters and direct mail pieces and make them as attractive as possible and as convincing as possible.

And what we wish to impress upon you in this short message is that we have a special department which creates, lays-out and writes direct by mail copy free of charge for our clients. May we have the pleasure of furnishing this service to you and relieving you of what you probably consider the biggest problem in putting over direct mail advertising.

THE BIRMINGHAM ECCENTRIC  
Phones 11, 12, 13

### 33 GRADUATE FROM ADAMS

Exercises Mark Closing Of Junior High School Work For Class

Diplomas are to be presented to 33 students at Adams Junior High School tomorrow morning, it is announced by Principal Francis M. Cooke. Members of both the June and January classes will be awarded the sheepskins at this time. The program during which diplomas will be presented will open with singing after which Eugene Smith will present the school with an American flag as the gift of the graduating class. A brief address will be made by Rev. Warner L. Forsyth, and the program will close with awards to athletes and the singing of the school song for the last time by the graduates, led by Mrs. Vera H. Tuggey, vocal music supervisor.

The list of June graduates follows: Charles Jones, Mary Clare Starr, Richard Phillips, Thomas Stalberg, Harold Davis, Dorothy Cady, Nell Germaine, Alice May Pettygrove, Frances Robertson, Dorothy Schwartz, Francis Dixon, Eugene Smith II, Donald Parry, Louise Stone, Ruth Porritt, Betty Roura, Elizabeth McClure, Jules de Beaubien, Betty Lou Myers, Jean Deer, Thomas Schooley, and Thordyke Dweley.

The January class includes: Betty Erwin, Maurice Geisel, Gordon Greene, Versa Huff, Irene Lake, Lucille Lowman, William Richardson, George Sargeant, Robert Hilly, and Freda Schultz.

### POLICE WAR ON AUTOISTS

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His arrest followed a collision with a machine driven by Charles H. Allen, of Detroit. When his car struck three other machines, Arlos Reynolds, 30, of 47 Lakeview avenue, Detroit, was arrested by Patrolman Earl Walker on a drunk driving charge.

### Villagers and the Village

Remember Memorial day and its midsummer heat? That's the weather that sends people away from the cities in search of shade or cool beaches. Here are where some of them went—Grand Haven State Park, 45,000; Dodge Brothers State Park No. 8, near Utica, 48,000; Bay City State Park, 33,000; Island State Park, 6,500; Cedar Hills State Park, 7,000 automobiles; Wilson State Park, near Harrison, 1,200.

Edward G. Smith, of Birmingham, was heard by 25,000,000 persons last Friday night, it is estimated. E. G. is the announcer for station WGH in the Maccafee building in Detroit, which on Friday night won the distinction of being the first station in this vicinity to broadcast a coast-to-coast program.

Just by way of a remark, talking about the cornerstone laying of the Bloomfield Hills School last Saturday, the Wanderer learned that the actual sealing of the cornerstone would take place the following Monday. "Just like a funeral," piped up the smart boy, "bury the stiff after the crowd has gone."

Here is something for you to ponder: Harry Brooks was born near and educated in Birmingham. It was his home town before the tragic accident which ended his life. That tragedy was more than a year ago and nothing has been done to cause his memory to be retained in the village which used to boast it was his home. But Pontiac—A few months before he charge. He was fined \$100. Arlos cut into traffic, police say, colliding with the other cars and overturning one operated by C. H. Eaton, of Bay City. No one was injured.

Thomas Layze, of 20 Sanderston street, Pontiac, was the third arrested on the same charge. He paid a fine of \$100 in Justice Floyd S. Buck's court. His arrest followed a minor traffic accident. Patrolman Walker brought him to the police station where he was held Sunday night.

**The New ELECTRO-DYNAMIC ATWATER KENT SCREEN-GRID RADIO comes in your choice of handsome furniture cabinet with built-in Atwater Kent Electro-Dynamic speaker**

MODEL 55 \$146.50 with Atwater Kent Electro-Dynamic Speaker

THIS is the sweetest-toned, most powerful and selective radio you ever heard. Just listen—you'll know why it has captured the fancy of a national Electro-Dynamic, of course!

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162 WEST MAPLE PHONE 223  
Oldest Electrical Store in Oakland County

### WOMAN INJURED IN AMBULANCE

A woman patient, being rushed to a Detroit Hospital in the Voorheis ambulance, of Pontiac, was cut about the face, Sunday, when the car collided with one driven by New Fairwell, of Detroit, in Woodward avenue. The ambulance was badly wrecked. Police did not obtain the woman's name.

### BIRTHS

Mr. and Mrs. C. Theron Van Dusen (Elizabeth Mock) of Puritan road, announce the birth of a son, David Buick, on June 2. Born a son, Thomas Raynald, on May 31 to Mr. and Mrs. Walter R. Flannery, of Bloomfield Hills.

### 47 H. S. Grads Await Start Of Exercises

(Concluded from Page 1)  
Lake followed by dancing at the Community House in the evening. Baccalaureate

Rev. Father William W. Ryan, pastor of Holy Name Church, delivered the sermon at the baccalaureate exercises held at 8 p. m. Sunday at the Baldwin High School.

The program was opened by congregational singing followed by an invocation by Rev. Henry S. Evans, president of the Birmingham association. Rev. Warner L. Forsyth, who has to have given the invocation, was unable to attend.

This was followed by Scripture reading by Rev. Floyd E. Logee, pastor of the First Presbyterian Church, Rev. Robert M. Atkins, pastor of the First Methodist Church then offered a prayer. A vocal solo by Mrs. Leslie G. Lamborn, accompanied by Miss Iris Abbey, president of the baccalaureate group by Father Ryan.

In his address Father Ryan, praised the graduates wishing them continued success. He mentioned them, however, to be gratified, and to remember those who had made their graduation possible. He urged them to continually aspire to the highest and best, especially morally.

Congregational singing followed the sermon and a benediction by Rev. David Leon Woodward, pastor of the First Baptist Church. Members of the graduating class then marched slowly from the room.

Seniors At Banquet  
Seniors of Baldwin High School, were last night given the banquet and reception at the Community House. The program was in the form of a dinner in the cafeteria, followed by a short program, with dancing in the gymnasium.

After dinner an aviation program, with the titles of the various events in aviation form was given. Carl Reynolds, as toastmaster, opened the program with "The Take-Off," followed with "Cheers from the Bystanders," by Herman Schwartz, president of the Junior Class. "Waving Farewell" was the title of the response by the president of the seniors, Fred Doherty. Superintendent Clarence Viles, gave "The Tail-Spin," followed by a vocal solo, "Singing in the Clouds," by Madeline Scott and "The Landing," by Melvin C. Hart, principal of the school.

### Hills Equestrians In Busy Season

(Concluded from Page 1)  
able to become hunters. Mrs. J. A. Blackwood's "Paint Creek," jump E. P. Hammond's "Intrepid," handy hunters, Miss Peggy Ainsworth's "Valley Gray," pairs of jumpers, Bernard E. Hopper's "Quicksand" and "Gannett," hunters, C. W. Winderham's "Little John," green hunters, Bloomfield Open Hunt club's "Salamanca," ladies' hunters, Mrs. C. M. Higbie's "Green River," set of three hunters, Mrs. T. R. Donovan's "Freddie's Sister," "Roland," and "Gray Ghost."

Prominent Entries  
Hills entries will be prominent among horses at the Detroit show Saturday, a number of last week's winners appearing on the lists. Already the following have been entered: Miss Peggy Ainsworth's "Keenline"; "Valley Gray," "Virginia," Mrs. C. Ainsworth's "Master Bland"; Bloomfield Open Hunt Club's "Salamanca," Dr. F. E. Murray's "Killcross," Miss Susan Briggs' "Teddy," Mrs. T. R. Donovan's "Freddie's Sister," and Frosty Morn; Mrs. Robert M. Allan's "Marshal Ney" and "Silver Sand"; William Hendrie, "Dominion"; B. E. Hopper, "Gannett"; Mrs. J. H. DeVisser's "Goldcrest"; James, Vernon, Jr., "Laurel Queen"; W. J. Judt, "Curious"; and Florence H. Skae's "Gift Girl."

PLAN BAKE SALE  
The entertainment committee of the Rebekahs will hold a bake sale Saturday at Ery and Nixon's feed store, north Woodward avenue. The sale will open at 10 a. m. continuing until 4 p. m.

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ANTISEPTIC POWDER  
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**GIGANTIC AUCTION SALE**

Saturday-June 15th,-2:30 p.m.

RAIN OR SHINE

Buy your next car at your own price

We need the space, owing to New Car Business, and must sell the quickest possible way to get same.

**HENRY VOORHEIS, Auctioneer**

All cars are on display—come in and look them over.

All cars up to \$200 cash; above \$200—40% down and balance on GMAC Plan.

Come early, pick your car out and buy at your own price.

**GOFF BROS.**

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**FOODS**

... that will please the particular woman

Imported Foods! From London we have just received a huge shipment of Crosse and Blackwell's Pickles, Jams, Preserves, Marmalades, Condiments, Fish and Fish Paste.

Their delicious new summer drinks, Limecup and Orangecup, are also here.

A new food confection . . . crispy, crunchy, PUFFLES in delicious assorted flavors . . . makes a tasty garnish after only 4 seconds in hot cooking oil.

ALLEN'S TOFFEE, famous in England since 1860 is a confection in tins that assure its freshness. We also have a full line of Huntley & Palmer's Fancy Cookies.

See our windows this week . . . and make your selection from these fine foods.

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