

PAPERS CALLED BEST AD MEDIA

public, Mr. Morgan pointed out as proof of the fact that the California Fruit Growers' Association started to advertise in 1907, and in 1908 increased its sales from eight million boxes to nearly eleven million, and between 1908 and 1921 more than doubled its sales.

EATON'S Writing Papers

Imperial Vellum 60 Sheets of Paper 50 Envelopes All for 49c

Eaton's Glenayon 60 Sheets of Paper 50 Envelopes All for 69c

Correspondence Cards with Envelopes. Paper in a wide range of textures with Envelopes. \$1.00 values for 69c

A good selection of 50c numbers for only 39c

60c ASTRING-O-SOL for 57c A 75c Pencil FREE

SHAIN'S DRUGS W. Maple and Pierce - Phone 60 or 61

OUR FAMILY and YOURS... Found - More time for Bridge!



THROW out old ideas about automatic refrigeration. The big new idea is this: Electrolux freezes without machinery... without sound... or vibration.

ELECTROLUX THE Gas REFRIGERATOR CONSUMERS POWER COMPANY Plane 1174 348 East Maple Ave.

Scouts To Bring Noted Pilot Here

James G. Himmly, Hawk, one of the country's foremost aviators has been secured as speaker for a public meeting being sponsored by the Scouts to be held in the Community House Friday, Feb. 24. It was announced today by H. Wright, president of the District Committee.

Himmly, who has the transcontinental flight record from Los Angeles to New York City, will give a review of the development of aviation in the past few years, and a stereoscopic slide show.

In the automobile business during the last 25 years, a total of 483 various makes of cars have been built, some of them lasting a short while, others longer. Yet, at the present New York again shows 29 makes of cars were on display.

Others have fallen by the way. This is not an attempt to say that the cars that no longer exist were many of great value, just as well made and durable as those that have survived. When you look for some of the reasons for their failure to find in business, you will discover that two important factors are found: first, lack of a correct sales policy, second, failure to use advertising intelligently.

RODENT AND MATCH ARE BLAMED FOR FIRE Considerable radio equipment, some bedding and part of a partition were destroyed by fire early Wednesday morning at the home of Edward E. Bissett, 1184 Edgewood avenue. The blaze was probably caused, according to Fire Chief V. Griffith, by a mouse or rat which may have picked up a match in its mouth and ignited it when it passed through the hole in the partition, then dropped in the bedding which was stored in a small space behind the partition.

Babylonia gave to civilization the art of tell time by day, and water clock to tell time by night.

Blaming the mouse and dissatisfaction of people to answer the world today to this possession of personality, and maintaining that within five years of his graduation, students can be made to educate himself by his own efforts. Professor Brumm drew a verbal portrait of the mechanical world, which is being highly trained in his researches to identical stimuli, but lacking in cultural background.

run if they moved out of the village before the election. The school boys will probably, therefore, be without a justice of the peace from 1934 time. Birmingham is the only town in the township election in April, unless the Township Board makes a temporary change. But law officers and members of the Township Board, Justices Floyd S. Beck and David Levinson, are residents of Birmingham, and the Board will therefore be without a quorum when Birmingham becomes a city.

training to the securing of maintenance funds annually. "At this time the State of Michigan," it is particularly necessary that the State Board endeavor to minimize the expenditure of funds by unworthy persons who imitate the uniform worn by the Salvation Army. The Boards are invited with authority from the State Administrative Salvation Army to do this with the co-operation of the police and the public at large.

Money contributed will help to care for the services rendered by the Salvation Army Home Day every year," Mrs. Wishman said. "There are several cases from this locality being cared for now in

Youth Held For Carrying Weapon

Norman H. Scott, 516 Wadsworth road, 17-year-old high school student, was bound over to Circuit Court on a charge of carrying a concealed weapon when arraigned Tuesday afternoon before Judge Floyd S. Beck. Ball, set at \$500, was not furnished.

The youth was arrested in a garage on South Woodward avenue near Friday morning. Police said he was carrying a revolver which he told them he bought in Detroit and for which he had no permit.

DETROIT SCHOOL AIDES FINED IN BLOOMFIELD Carl E. Gault, 31 years old, 2417 Wadsworth avenue, Detroit, who said he was a transient officer in the employ of the Detroit Board of Education, pleaded guilty to reckless driving in Justice H. A. O'Dell's court Tuesday following his arrest with a companion by Bloomfield Hills police Saturday night. He was fined \$50 and \$5 costs.

The companion, Leonard Jefferson, 35 years old, 2170 East Jefferson avenue, Detroit, also a Board of Education employee, pleaded guilty to being drunk and disorderly and was fined \$15. Both men had pleaded not guilty when they were arraigned. Gault was originally charged with drunk driving.

Pure Granulated Sugar 25-lb. sack \$1.03

Sliced Bread 4c

Cocoon Taffy Bars 2 lbs. 25c

Cigarettes 2 Pkgs.—23c CARTON \$1.12

WISCONSIN CREAM CHEESE 1 lb. 15c

FRENCH BRAND COFFEE 2 lbs. 45c

COUNTRY CLUB COFFEE 1 lb. 27c

DE LUXE PLUMS No. 21 can 10c

COUNTRY CLUB CORN Country Gentlemen 2 cans 15c

BARBARA ANN TOMATO SOUP 6 cans 25c

COUNTRY CLUB TOMATO JUICE 16 oz. Bottle 10c

WINESAP or DELICIOUS APPLES 6 lbs. 25c

GRAPEFRUIT (64-70) 5 for 19c

GREEN BEANS, Fancy stringless 2 lbs. 17c

Meats Kroger Meats

We are repeating with Chickens LARGE TENDER ROASTING Lb. 16 1/2

Chuck Roast POT OR OVEN Lb. 11 1/2

Rib Roast Prime Selected Quality Lb. 16 1/2

Steaks ROUND or SIRLOIN Juicy and Tender Lb. 18 1/2



IT'S COM-FORTING TO HEAT WITH SEMET-SOLVAY COKE Give genuine SEMET-SOLVAY just one trial. You will be impressed at its cleanliness, efficiency, economy and convenience.

LAWSON-ERB LUMBER CO. Phone 111

KROGER STORES Red Letter Sale

Pure Granulated Sugar 25-lb. sack \$1.03

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Cocoon Taffy Bars 2 lbs. 25c

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AUTO LICENSES

State License Bureau Southern Oakland Branch Department of State Washington at Fourth St. Royal Oak, Michigan Office open 8:30 a.m. to 5 p.m. daily except Sunday. Open evenings 7:00 to 8:00 p.m. Licenses are issued for all County and out-State cars.

NO SERVICE CHARGE NO WAITING FOR PLATES

Plates may also be obtained from the Birmingham Police Department at a fee for and fee. These fees are put into the Police and Firemen's Pension Fund. You are assured courteous and efficient attention at all times. Buy your licenses now and spend your money in Oakland County.