

# CLUB AND PERSONAL NEWS

### Forum To Debate Timely Questions

Four timely topics of wide interest have been chosen by the Men's Forum of the First Methodist Church for discussion at its meetings during the coming month, according to the schedule announced today by W. E. Stiefren, secretary.

The meetings are held at 10 A. M. each Sunday in the Community House, and are open to the public. Increased interest, as evidenced in growing attendance, has marked the discussion of the last seven weeks. Mr. Stiefren said.

The schedule for the coming month is as follows:

Mar. 12—"I believe that 1933 is a better year in which to live than 1929." Leader, Joseph C. Huston.

Mar. 19—"Some things that can be expected of President Roosevelt." Leader, Melvin C. Hart.

Mar. 26—"Are we in the latter days of the church?" Leader, Daniel H. Swartz.

April 2—"Ethics in advertising." Leader, Marshall Morgan.

### BOOKS . STATIONERY . GIFTS

## LA BELLE'S

137 W. Maple Phone 1225

### Women Will Sponsor Suppers At Church

The first of a series of Lenten suppers sponsored by the Women's Auxiliary of the First Methodist Church will be held at the Guild Hall Wednesday evening. The suppers, which will benefit the social service work of the church, are planned to be held on Wednesday evenings, when Dr. S. S. Marshall, pastor, will preach Lenten sermons.

The first supper will be in charge of the ladies, including Mrs. Walter G. Morley, Mrs. G. W. J. Linton, Mrs. Carolyn H. Gray, Mrs. S. S. Marshall, Mrs. Theodore F. W. Meyer.

### Missionary Group To Study Japan At Meeting

Mrs. Harry T. Winter of Riverchase road will open her home for a meeting of Section A of the Missionary Department of the Women's Union of the Presbyterian Church, of which Mrs. James W. Cobb is president, Wednesday at 2:30 P. M.

Miss Hazel Denison will be in charge of the program topic, which deals with Japan. Devotional services on the subject of "Fetters" will be led by Mrs. John Potter.

### Windsor Baritone And Local Artists On Varied Program At Baptist Church

A singer new to Birmingham will be heard at the concert to be given at the local Baptist church Friday evening under the auspices of Mrs. Andrew Lupton, co-op of the Women's Union of the First Methodist Church, of which Mrs. James W. Cobb is president, Wednesday at 2:30 P. M.

Miss Hazel Denison will be in charge of the program topic, which deals with Japan. Devotional services on the subject of "Fetters" will be led by Mrs. John Potter.

### Church Women Plan Lenten Food Sales

The first of a series of Lenten food sales to be sponsored by the Women's Auxiliary of the First Methodist Church will be held Saturday at Sibley Brothers Market on West Maple Ave.

### Church Pilgrimage Will Take Place Of Meeting

In place of the regular monthly meeting held Tuesday, the Women's Auxiliary of the First Methodist Church will sponsor Lenten pilgrimages through the church at 10 A. M.

Reservations will follow at the church on Monday, and requests for tickets should be made at the church office.

### Auxiliary To Hold Baked Goods Sale

Mrs. F. W. Appell, Jr., of Frank street, is chairman of a committee arranging for a baked goods sale to be given under auspices of the American Legion Auxiliary, Saturday, at the Virginia Meat Market on South Woodward avenue.

Assisting Mrs. Appell on the committee are Mrs. F. G. Samuelson, Mrs. Walter I. Johnson, Mrs. W. M. Green, Mrs. Joseph E. MacGregor, and Mrs. Roy Bittland.

At the post-lunch luncheon given by the auxiliary at the home of Mrs. J. B. Minton on Oakland avenue, Tuesday, 21 members attended.

A business meeting followed the luncheon.



Mr. Wilson

### CARILLON RECITAL

Christ Church Cranbrook Sunday, Mar. 12—8:15 P. M.

William Hall Miner, Soloist; Choral, Ursula and Klara Heisterberg; Bach, "The Merry Dances"; Meloy Hart; Hark the Lark; Sullivan in the Hour of Trial; Lane Stand-Up; For Less; Happy and Light of Heart; Balfie

Organ Recital 4:45 P. M.

Horowski, Rhenberger, Verne, Wachs, Hosanna

### Science Talk Postponed

The taxidermy demonstration in mounting a large mammal, which was to have been given at the Cranbrook Institute of Science Saturday, has been postponed owing to the absence of James Wood, the instructor.

### REDUCE

During the Lenten Season of Fasting when special activities are in vogue, it is a good idea to reduce your weight. You can reduce your weight by eating less food. You can reduce your weight by eating less food. You can reduce your weight by eating less food.

### Births

Mr. and Mrs. Milton Bern 677 Woodland avenue, are receiving congratulations on the birth of a daughter, Julia Annette, born Mar. 4, in Ford Hospital, Detroit.

### Obituary

Mrs. Florence Hilliker of Howell; two sons, Alva and Harvey; three daughters, Mrs. Mary Halka and Mrs. Rose Helka of St. Thomas, Ont.; and Mrs. Emma Howe of Windsor; two brothers, Arthur McKenzie, Windsor, and Levi McKenzie, St. Thomas; 11 grandchildren and four great-grandchildren.

### Obituary

Funeral services were held Tuesday morning at her home on Square Lake road, Bloomfield Township, following an illness of seven weeks.

Mrs. Ferguson was born in Canada and had lived in Oakland County for the past 34 years.

Surviving are the husband, Robert A. Ferguson, four daughters, Della Jecuit and Mrs. Elsie Moore of Bloomfield Township; Mrs. Florence Hilliker of Howell; two sons, Alva and Harvey; three daughters, Mrs. Mary Halka and Mrs. Rose Helka of St. Thomas, Ont.; and Mrs. Emma Howe of Windsor; two brothers, Arthur McKenzie, Windsor, and Levi McKenzie, St. Thomas; 11 grandchildren and four great-grandchildren.

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### DEVON GABLES TEA ROOM

W. Long Lake and Telegraph Rds.

## NOW OPEN

LUNCHES DINNERS SPECIAL PARTIES

Now under management of E. M. Connelly, formerly of Shadowlawn Tea Room. Phone 9885 for reservations.

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Use this offer to trade in your old stove, and the convenience of a modern gas range will pay for itself in improved cooking and fuel savings.

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Cooking expenses less, results are better, and real savings are made in the largest item of food costs.

Choice of white or ivory porcelain finish. Other new models also on display.

# CONSUMERS POWER COMPANY

Phone 1174 348 East Maple Ave.

### BIG BEAVER

The Thursday Afternoon Bridge Club will be entertained today at the home of Mrs. Neesha E. Orr, 1000 S. 12th St., at 2:30 P. M.

Saturday afternoon bridge will be held at the home of Mrs. Neesha E. Orr, 1000 S. 12th St., at 2:30 P. M.

### WOODS Dairy MILK

SUPPLIES A PROPERLY BALANCED FOOD FOR GROWING CHILDREN

Woods Dairy Milk is a rich, creamy milk, perfect for growing children. It contains all the nutrients your child needs for healthy growth and development.

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# "BECAUSE IT'S BETTER"

BY HENRY T. EWALD

President, Campbell-Ewald Company, Detroit

Merchandise is advertised because it is better—also, it is better because it is advertised.

That is neither a paradox, nor a wise-crack. It is a truism.

The influence of advertising is two-fold. It reaches out into the world, and sways public opinion in favor of a worthy product. It reaches back into the factory and inspires the manufacturer, the shop foreman, and the humblest workman to build better and better and still better value into the product.

It establishes a standard of quality that leads the buyer to expect much, and that impels the maker to measure up to the expectation.

To this extent then, merchandise is advertised not only because it is a better product—but it actually becomes a still better product because it is advertised.

Consistent advertising is the manufacturer's pledge of quality. It is a visible proof that he has faith enough in his product to back it with his name—and with his money.

People know instinctively that a product so sponsored is worthy of their confidence. They prefer it, naturally, to its unheralded, unsung competitor.

Advertising cannot work miracles. It may sell inferior merchandise for a short time, but it cannot keep on selling it. When you see a motor car, or a breakfast food, or a fountain pen advertised consistently year after year, you know that it is a good product and that it is giving satisfaction. You buy it with confidence, and you are seldom disappointed.

Advertising is educational in its influence. It carries the news of business into the far-flung corners of civilization. It displays the new styles on Main Street the same day that they make their appearance on Fifth Avenue. It makes familiar to millions of people, the names and trade-marks and qualities of innumerable products.

It makes it possible for the woman in Tuscon or Bangor or New York to shop with equal confidence, knowing not only what she wants, and what it will cost, but what she can expect from it, in satisfaction and service.

No time is lost in guessing. The buyer knows from long experience that advertised products must be dependable, or they could not continue to be advertised.