

In the final answer, it really doesn't hurt TRUTH if every human being fails to perceive it. TRUTH is the mathematical law, will always exist in the Universe.

SIXTIETH YEAR—NO. 7

D'MOLAY PROGRAM AIDS ROLL CALL

Detroit Entertainers To Be Featured At Benefit Affair, May 23

Colored "movies" and vaudeville acts by Detroit entertainers will be featured at the Hassberger DeMolay Chapter benefit program that will be given to aid the Community House Roll Call, Friday evening, May 23, at the House.

ette and a 16-piece accordion band under the direction of Henry Wilson.

Sleight-of-hand tricks will be done by "Mac The Magician" to conclude the evening's two-hour program.

NEW JUSTICE BLIND Springfield, Ill.—Although blind, Paul Farthing is to be the next chief justice of the Illinois Supreme Court, effective at the start of the June term.

GOLFHURST MEETS POPULAR DEMAND

Real Suburban Homesites of 108 Ft. Frontage—Ready to Build on Now! YOUR CHOICE - - \$800.00

Sewer, water, electricity, graded and graveled streets, sidewalks. No city taxes. LOCATED at southeast corner of Southfield and Fourteen mile road opposite the Birmingham Golf Club and adjoining Beverly Hills on the south and Birmingham on the north.

NEW HOME—OPEN FOR INSPECTION Popular Quanton District EARLY AMERICAN TYPE, 4 bed rooms, 2 baths, first floor laundry, recreation room, library, air conditioner, water softener, rock wool insulation, air conditioned. F. H. A. Mortgage—Attractively priced.

BROADFIELD ORGANIZATION, INC.

1711 W. MAPLE PHONE SEVEN-ELEVEN

BLOOMFIELD HILLS Vaughan School

SITES: 2 1/2 acres; rolling and scenic. Lake and stream frontage, \$850 down. 1 1/2 acres, sloping hillside. The well is drilled 5 minutes from school, \$5,000.

HOMES

6 Bedrooms, 4 Baths. Cottage type, 2 1/2 acres, hilltop, beautiful evergreen planting, 40 prime fruit trees. 5 owners. Bedrooms and 2 Baths; additional swimming rooms. 3 acre hillside, attractively landscaped, \$25,000. Unusual terms.

MAX BROOK INC.

ESTABLISHED 1895. 1738 W. MAPLE ROAD BIRMINGHAM 1512 3087 W. GRAND BLVD. MADISON 8782

This Beautiful Home

Will be shown by appointment only

Located in one of the most unique settings in Birmingham. The landscaping is lovely and the natural trees could not be reproduced. A real quality home, with 4 bedrooms and 3 baths.

COLGROVE REALTORS MORTGAGES KLINGENSMITH INC. REALTORS INSURANCE 139 WEST MAPLE AVE. Birmingham, Michigan Phone 501

The Birmingham Eccentric

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN THURSDAY, MAY 20, 1937

PART THREE \$2.00 PER YEAR—SINGLE COPIES, 5c

WAR AUTHOR WRITES AGAIN

Erich Remarque's Book On Germany Of 1928 Now At Library

The same tremendous power, realism and insight that made "All Quiet On The Western Front" by Erich Maria Remarque so popular, marks his new "Three Comrades," the outstanding novel of this weeks collection at Baldwin Library.

"Three Comrades" is of the Germany of 1928 in which three boys returning from war struggle helplessly with little but the shirts on their backs to call their own.

Family life through the eyes of children is revealed quite remarkably in "Whom Maxwell's 'They Came Like Swallows' one of the most popular books of the day.

A distinctive first novel is "The Outward Bound" by Robert T. Stanton. It is a story of a 20 year old young lady recovering from the manic depressive cycle into an acute emotional shock made reality too unpleasant.

His first novel in three years, "Ludwig Lewishon's 'Trumpet of Jubilee' is a dramatic novel about the fate of a family in the modern life of the German dictatorship.

The following article concerning the new issue of Advertising Age, a weekly trade magazine.

Baptists Subscribe To Building Fund

Without initiating a financial drive or personal solicitation Birmingham Baptists rallied to Dr. F. A. ...

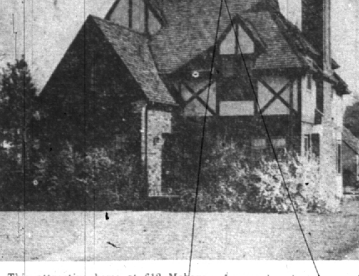
It was announced that 20 persons comprising ten teams will complete the budget drive by Sunday when the \$11,400 budget for lock and masonry work is to be subscribed.

Politeness Appreciated An Irishman had been thrown over a fence by an enraged bull. He had just recovered when he noticed the bull pawing the ground and furiously tossing his head.

Current Rate on Savings FUNDS AVAILABLE FOR LONG-TIME, LOW-COST MORTGAGE LOANS BIRMINGHAM FEDERAL SAVINGS AND LOAN ASSOCIATION 243 EAST MAPLE AVE. U. S. Government

ATTRACTIVE MOHEGAN AVENUE HOME SOLD

This attractive home at 612 Mohegan Avenue has just been sold by Colgrove-Klingsmith, Inc. for Smith & Poppleton to R. E. Bradley, Mr. and Mrs. Bradley formerly lived at 347 Greenwood and have just moved into this new home.



Robert T. Stanton, 88 Years Young, Always Is Ready To Discuss Advertising Field

Robert T. Stanton, for years connected with Century Magazine as Western manager in charge of advertising, arrived in Birmingham the past week to visit with his son, Donald T. Stanton, 815 Mohegan Ave. Mr. Stanton, Sr., came here from Charleston, S. C. where he spent the winter.

Mr. Stanton, Sr., who is 88 years of age, sees no reason why anyone should lose contact with his past in the business world just because they carry a few extra years on their shoulders.

Through eighty-eight years old, Robert T. Stanton who is wintering in Charleston as usual, is an avid reader of advertising news, and the only indication that Dad, as he is known, is getting old, is his contention that the news in advertising did more outstanding work than the newer crop.

"The leading copywriter of the time was the late John E. Kennedy, originator of 'reason why' copy, with little illustration and no advertising comment.

Mr. Stanton is spending his eleventh winter in this city, which he calls the most beautiful and happy in the United States. Many advertising men make Charleston one of their winter resorts of call during the winter, recent examples of this being a visit paid to Mr. Stanton by Frank Brancher of Crowell, and his wife; and by Colonel William H. Rankin.

"Tell advertising men they are all doing a fine job," Mr. Stanton told the reporter, "and not to take my criticism too seriously. As Harry Hawkins used to say, 'Repetition makes reputation.' Advertising men are spicing their advertising with news and human interest with if copy is somewhat less potent than of yore, the mechanics of advertising have improved to the point where results are almost certain. Improvement in window display, store material and other point-of-sale advertising, he says, must be credited to the modern generation.

Mr. Stanton leans heavily on Advertising Age for news of what's going on in the field in which he spent so many years as

LEADER GIVES TALK ON BOYS

Rotarians Hear Flint Camp Director Monday On 'Knowing Boys'

Frank Farry, director of the Mott Foundation Camp for underprivileged boys at Flint and a member of that city's Rotary Club, addressed local Rotarians at their Monday luncheon on the problem of understanding boys.

In explaining his conception of the average boy, gleaned from long experience with youths in scouting and camp work, Mr. Farry stated that the part of a 12-year old boy's mind that is the most interesting to him is the part that is the most difficult to understand.

Defining a boy as "the dimly remembered part of man," Mr. Farry pointed out that one of the greatest crimes committed against youth by parents is that the latter do not let their children talk enough. "How are you going to understand a boy and what he is thinking about if you don't let him talk?" he asked.

"I see. Scenarists are adding 50,000 controlled circulation. More power to them. 'American Tobacco Takes CBS Day Spot.' That headline would have been a foreign language twenty-five years ago. They might have concluded that George Washington Hill was invading Spottsville Town.

"I am glad to see Sasulio came back in powdered form and I hope Jake Fraser may write a 1937 version of 'Shless Tavi singles.' 'Bowling Is Doing a \$300,000 Business.' More evidence of the new leisure and high buying power.

Mr. Stanton, while liking photographs, sees a danger signal in their popularity. "Years ago," he said, "we found that when too many advertisements are doing the same thing, it's time to change. There may be an idea for artists in this reflection.

Mr. Stanton was born in Canada, but came to the United States as a young man and is interested loyal to American institutions. He is fond of discussing the personalities he knew during his nameless years in Lesan, Charlie Spaulding, Everett Sisson, Thomas Palmer, Charles Artale, Jim Verree and George H. Hazen run through his conversation like a thread.

FORRENT Well located 3 bedroom, 1 bath home. Lavatory on 1st floor. 2-car attached garage. Newly decorated throughout. Phone 7020 F4 (Evening Only)

INSURANCE BONDS THE BIRMINGHAM AGENCY CHAS B. RANDALL OSCAR P. PETERSON Insurance for Every Need PHONE 840 106 S WOODWARD - BIRMINGHAM

stated that every youth has a natural desire to achieve something and a little encouragement from adults works wonders in stimulating this desire.

Dismiss Case Against Mrs. Barlow On Friday A charge of uttering and publishing, lodged against Mrs. Gladys Barlow, local resident, the past week, was officially dismissed by Judge Forbes S. Hasall in Municipal Court Friday due to failure of the complaining witness to appear and prosecute the case. It was learned that restitution had been made by Mrs. Barlow to the complainant, a Highland Park man.

These subdivisions were selected by for the greatest number of Birmingham home builders last year

When you purchase a homesite you buy more than mere land. Neighborhood, environment, proximity to school, good taste in architectural design of surrounding homes, all tend to make values and influence desirable families to demand these essential features when choosing a location for their future home.

SNYDER BUCK & BENNETT

Unusually Attractive New House

At just the right stage to see the fine construction and plan details to suit your color scheme Recreation room, paneled library, screened porch 5 bedrooms and 3 baths

Bloomfield Hills Vaughan School District, stream, large trees, high site, \$3,800. 70' Lot near Quanton School, in trees, \$1,000 115' Lot near Quanton School, only \$2,200

Always Consult Walsh, James & Wasey Co. DETROIT, BIRMINGHAM, BLOOMFIELD HILLS, NEW PLYMOUTH, LANSING Main Offices New Plymouth Bldg. BIRMINGHAM 1250



HIS VALUABLES were IN A BUREAU DRAWER

If fire strikes your home, will you look for your valuables among the ashes, or simply unlock the door of a safe deposit box? The answer is up to you. It takes but a few minutes' time, and a few cents a week, to rent a safe deposit box and end this menace of fire.

The Birmingham National Bank

"Birmingham's Community Bank" MEMBER FEDERAL RESERVE SYSTEM

BEVERLY HILLS Just South of B'ham Golf Club Buy and build in this restricted home community Low taxes - Choice sites \$750 to \$2200 25% discount for cash. F. H. A. Approval Call Mr. Springer week days—Evd. 1264 On property Sundays from 11 to 5 KNIGHT-MENARD CO. 500 UNITED ARTISTS BLDG.—DETROIT