

ADVERTISING -- A PUBLIC PLEDGE

By Earl D. Babst, Chm., American Sugar Refining Company

Whoever goes to the market through the use of advertising submits himself and his wares to the rejection or acceptance of the individuals in that market.

Business, no matter of what nature, character or size is the outgrowth of some service to mankind. Acceptance and recognition of this service is spoken of broadly as good-will.

Good-will, as a balance-sheet asset, ranked in for a great deal of discussion in the American business years ago, when stockholders gave it very definite recognition as a capital asset, sometimes referred to as "watered stock."

In other words, the item of good-will has come to have a value greater than the manufacturing properties. All the buildings of the National Biscuit Company might burn today, yet Uneseda Biscuit and Nabisco would still be among the great trade mark properties of the country.

Advertising reminds customers of the old place and invites all to retrace its steps. Trade names and trade marks are the stepping stones for returning customers.

Advertising in today's market is quite unlike that there would be advertising. But our home market—especially that of the nation—grows too fast for monopoly to survive. At least

NOTICE OF HEARING ON THE CONSTRUCTION AND IMPROVEMENT OF THE OAKLAND COUNTY, MICHIGAN

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C. DONALD KENNEDY, Deputy State Highway Commissioner

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NIPS BOB, GETS NIPPED

Nips Bob, Gets Nipped. Los Angeles, Cal.—While playing croquet at the club, Charles Fellows, 11, crouched, groveled at him and then nipped the croquet ball. The boy nipped the croquet ball with his foot, and Charles was taken to the hospital with a gash on his head.

37TH FRACTURE

37th Fracture. Francesville, Ind.—When Melvin Schoonover, 11, bumped into a bed, he snapped the bone in his right arm. It was the thirty-seventh time this boy had many fractures. He has suffered a broken bone.

PROTECTION BY NIGHT CONVENIENCE BY DAY

Protection by night. Convenience by day. An extension telephone at your bedside is a powerful protection in moments of emergency. To preserve these quiet joys within arm's reach of the doctor, the police and the fire department.

IN BIRMINGHAM AN EXTENSION TELEPHONE COSTS ONLY 75¢ A MONTH

Michigan Sell. Telephone Co. Give your home the added protection and convenience of an extension telephone. The service connection charge is low. Call, visit or write the Telephone Business Office today.

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For help in preparing your printing requirements, just telephone The Printing Co., telephone TR 1-1000. Keenly: the number is 11.

OLD CARS OUT ALREADY!

Old cars out already! Nowhere else can money buy so much! With two new style leaders for 1938, both six and eight offering the automatic safety transmission!

NOWHERE ELSE CAN MONEY BUY SO MUCH!

Body features. Safety dash with safety instrument. Safety dash with safety instrument. Safety dash with safety instrument. Safety dash with safety instrument.

CHASSIS FEATURES

Keen-Action Wheel. Super-Gratic. Dual Side Stabilizer. Inertia-Preventive Brakes. Low-Pressure Drive Shafts. Power End & Sumpless Headlamp.

ENGINE FEATURES

85-Horsepower Six. 110-Horsepower Eight. Air-Cooled Rotary. Electro-Torqued Aluminum Body. Semi-Flashed Connecting Rods.

THE 1938 Cars that have Everything

Pomeroy-Lynch Co.

1204 S. Woodward Ave.

LIBERTY CLEANERS

Liberty Cleaners. 213 East Maple. Shoe Shine. Hat Cleaning. Shoe Repairing.



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Dress Up the Kitchen With a Modern Gas Range



- 1 THE OVEN HEAT REGULATOR eliminates temperature guessing and oven watching. 2 HIGH-SPEED OVEN heats quickly, holds any temperature indefinitely, and shortens baking time. 3 SWING-OUT BROILER does away with tiresome stooping, smoky kitchen, burns from spattering fats. 4 These and many other exceptional advantages make Modern Gas Range a pleasure to use. See for yourself. Come in today.

FREE TRIAL

You'll marvel at what this modern automatic featured range will do for better cooking, a brighter kitchen and more freedom from the stove.

We'll put one in your home with no obligation whatsoever. Just try it for yourself, then if you desire to keep the range you can pay for it as little as 10¢ a day.

Consumers Power Co.

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