

# EWS and 3 p

## BEATS RANGERS, SCORING 4 TO 3

### 'Inquiring Reporter' Learns What Seniors Think About Higher Education

By Bill Averill

so many graduates of College that there still is room for scheme, the construction of the young men and from room persist in good college? Can't 'they see add, there is a great number of the young men and good the young men and good college. The young much to offer in the way of a classes in ground the young much to offer in the way of a classes in ground the young much to offer in the way of a classes in ground the young much to offer in the way of a classes in ground the young much to offer in the way of a classes in ground the young the you

### BARNUM SCHOOL NOTES

FOR PROMPT Window Cleaning Service Phone 1162 ACME
Window Cleaning Co.
Oakland County's Oldest Windo SCHEDULE IS GIVEN STUDENTS ELECT

HI-Y CLUB MEETS

Valentine Headquarters

AS USUAL

LaBelle's 137 W. MAPLE

BIRMINGHAN TODAY-FRI.-SAT.
CHESTER MORRIS 'Flight From Glory'

Josephine George Hutchinson Murphy 'The Women Men Marry'

SUN - MON - TUE - WED FRANCES FARMER RAY MILLAND 'EBB TIDE'

> Edna May Oliver 'MY DEAR MISS ALDRICH'

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REG. \$4.00 VALUES AT/\$2.80

WILLIAMS **BOOT SHOP** 117 W. Maple

Ancient History Is Inspiration for Artistically Decorated Notebooks

Since last Tuesday Mrs. Carol had a purple dragon Darling's room has been a vari-cover. He had cellen table art museum.

STYLE SHOW AT **BALDWIN TODAY** 

CLASS TO STAGE

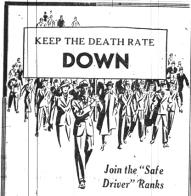


ONCE upon a time, the enterprising merchant felt perfectly secure in advertising the phrase, "If you don't see what you want, ask for it." Today, an up-to-date merchant would laugh at this way of doing business. He knows that people today have to be shown—and he cannot afford to wait until people ask to be shown. He must put time and thought and money into well-lighted displays that make it easy for people to SEE his goods.

LIGHT is the obvious tool for this purpose. But many merchants who use light for seeing fail to seize on the equally important function of light for SELL-ING. The clever and effective use of light can dramatize goods, draw crowds to a display, and actually boost sales of a particular item. Tests have shown that this holds true in all types of retail stores . . . department stores, drug/stores, shoe stores, women's dress shops, etc.

Detroit Edison lighting engineers are able to give Detroit Edison lighting engineers are use to give you valuable advice and assistance on the use of light, for SELLING in your store. There is no charge for this service. A request to have them look at your lighting places you under no obligation whatever. Simply call your Detroit Edison office.

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