

LINOLEUM COUNTER TOPS ARE A SPECIALTY WITH US

McBRIDE'S 116 S. Woodward Ph. 255-256



DOGS Boarded and Trained JAGERSBO KENNELS 3520 N. Adams Phone 246



An Advertiser in the SATURDAY EVENING POST I'm equipped with the SEXUAPER PORTABLE SYSTEM of STANDARDIZED REPAIR SERVICES that permits me to do the job while on the job. NEXT TIME YOU NEED A PLUMBER for any kind of plumbing work, call me.

W. H. MILLER 259 E. MAPLE Phone 532

FREE SUMMER STORAGE FOR WINTER CLOTHES RIDLEY CLEANERS PAT CLEANING CHANGE IN THE FALL

SEMI-ANNUAL CLEARANCE of ODDS AND ENDS Save Up To 40% ON HIGH QUALITY SUMMER FURNITURE Bedroom . . Dining Room . . Living Room. Also Gas Ranges, Rugs and Carpets. 10% Discount on Blankets Purchased During July. Use Our Lay-Away Plan. WOLVERINE WAREHOUSE STORE INC. Franklin Road at G. T. E. R. PONTIAC—Free Parking FURNITURE . . RUGS . . ELECTRIC APPLIANCES We Close at 6 p. m. Saturdays 5:30 p. m. Week Days

Golden Guernsey Milk The Council of the City of Birmingham has, and rightly so, passed an ordinance forbidding the sale of any milk within its limits unless it has been pasteurized. We are complying willingly with the terms of this ordinance, as we realize that it is intended to prevent disease and add to the general health. But remember, pasteurization that kills germs does not remove them or other impurities from the milk. We have a pure-bred herd of Guernsey Cattle all in perfect health and all bred and raised on our farms. Our milk is the same price as the best grade sold by other distributors. Would it not be a health measure that would be worth while to inspect the barns, cattle and dairy with our modern pasteurization plant? Guernsey milk is the ideal table milk and is about 20% higher in butterfat than any other milk at the same price. We sell only our own milk. ENDICOTT FARMS Phone B'ham 716

TRUTH about ADVERTISING By CHARLES B. ROTH

BUT IT'S JUST AS GOOD You have had the experience, haven't you, of going into some stores and asking for an advertised brand of goods, only to have the clerk hand you another brand and inform you, "But it's just as good." Sometimes, to your regret, you bought the "just as good" item but sometimes you walked out of the store and searched until you found the merchandise you had asked for in the first place. When you got it you were satisfied. You had confidence in the advertised goods, because you read in the honest pronouncements of the advertiser what you might expect his product to do for you. This gave you assurance. You bought because you had confidence. But when that clerk palmed off something different on you, you had fears, you had doubts, you had fears, you had lack of confidence. Maybe they were justified. Maybe they were not. It doesn't matter. The fact remains that advertising has invested the advertiser's goods with a confidence which made your buying a pleasant in place of a fearful duty. Usually, but not always, these "just as good" goods are not as good as the advertised goods. What most people wish is hard-ly music; it is rather a drawn-out reverie relieved by nervous thrills. —George Santayana.



Charles Roth

PETERS

(Continued from Page One)

the dean of Detroit artists, under whom, in his earlier days, Mr. Peters had studied. Occasionally the two artists went on joint excursions. Among Mr. Peters' most successful canvases were those he painted in Maine, particularly on Monhegan Island, a favorite locale of his. He also did considerable painting in New Hampshire, and in the region of Woodstock, New York. Admirer of Corot He greatly admired the work of the French master, Corot, which served as a life-long artistic ideal. Critics at various times have commented on the Corot-like "feeling" that was apparent in much of his work. In addition to painting in oils, Mr. Peters engraved testimonials and memorials, many of which were beautifully illuminated and elaborately bound. This work was done for leading citizens, fraternal groups, banks, and financial houses of Michigan, and much was done for the benefit of the City of Detroit. In June, 1929, he resigned as secretary of the railway company, and devoted his full time to engraving and painting. He was for many years an active member of the Detroit Exchange Club, and continued to attend until about six months ago when failing health kept him at home. He is survived by his wife, Mrs. Birdsell Lillibridge Peters; a daughter, Mrs. Rex S. Clark, of Birmingham; and two sons, Arthur L. Peters, a senior at the University of Michigan, and Albin L. Peters, who is engaged in editorial work in Chicago. He is also survived by a sister, Mrs. William H. Aston, of Detroit; and three brothers: R. W. P. Peters, of Detroit; Fred C. Peters, of Birmingham; and John F. Peters, of Chicago. Funeral services were held Tuesday from the Bell Funeral Home, with the Rev. Charles H. Cadigan, pastor of Christ Church, Cranbrook officiating. Burial was in White Chapel Memorial cemetery. His Where They Live If, as an unimpaired estimate, 72 per cent of the American people are suffering from eye-strain, it probably is due to looking for a while to park.—Macon Telegraph. Report of condition of The Birmingham National Bank of Birmingham, in the State of Michigan, as of June 30, 1939. (Published in response to call made by Comptroller of the Currency, under Section 5211, U. S. Code (Statutes).) ASSETS Loans and discounts, 806,709.42; United States Government securities, 30,301.12; Obligations of States, and political subdivisions, 611,865.90; Corporate stocks, including stock of Federal Reserve bank, 6,130.00; Cash, balances with other banks, including reserve balances, and cash items in process of collection, 196,276.56; Bank premises owned, 23,257.48; Furniture, fixtures and other, 13,029.92; Other, 738.23. Total Assets, 1,628,414.59. LIABILITIES Demand deposits of individuals, corporations, and other, 998,042.58; Time deposits of individuals, partnerships, and corporations, 1,140,438.41; Deposits of United States Government, including postal savings, 1,821.22; Deposits of States and political subdivisions, 56,541.15; Other deposits (certified and cashier checks, etc.), 21,221.76. Total Liabilities, 2,218,072.16. Other Deposits, 82,578,248.92. Total Liabilities, 2,300,650.44. Capital Accounts: Clean A preferred stock, 100,000.00; Retainable value, 313,000.00; Retainable value, 125,000.00; Common stock, total par, 197,400.00. Surplus: Undivided profits, 73,900.00; Reserves (paid retirement benefits), 47,999.45; Other, 6,033.62. Total Capital Accounts, 256,972.31. Total Liabilities and Capital Accounts, 2,557,622.75. MEMORANDA Fledged assets (and securities) (including United States Government securities) pledged to other depositories and other liabilities, 137,641.54. Other assets pledged to secure deposits and other liabilities (including notes and bills, real estate and securities sold under purchase agreements), 179,250.79. Total pledged assets, 316,892.33. Secured liabilities: Deposits secured by pledged assets pursuant to agreements of law, 27,116.12. Total secured liabilities, 27,116.12. State of Michigan, County of Oakland, do hereby certify that the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief. Correct—Attorney: G. BURNETT, Cashier. JOHN E. JAMES, JOHN E. MARTIN, GEORGE R. AYRELL, Attorneys.

Shocker



Bearded, bedecked Albin Lofstrand, Chicago inventor, brings new shock to the grain business. He is shown with model of grain shocker which he designed, patented. Machine takes bundles of grain from binder, deposits them in shocks as it moves across field.



Evelyn Keyes of "Gone With the Wind" is one of the many stars of Hollywood whose names appear on the Pontiac owner roster. Miss Keyes, who is playing Scarlett O'Hara's sister in the film version of "Gone With the Wind," drives her own car, like so many Southern California co-eds her own age.

Where's Elmer?!



at MIL-PEX COFFEE SHOP . . . knocking dissatisfaction for a goal by parking at our Lunch Bar for a tempting "Hot weather" salad and sandwich. My Commission Expires June 14, 1940

Inspiration Clarence W. Hamilton

We all need inspiration to make us improve, think bolder and be more grand. These messages by men and women who have overcome difficulties are intended as an aid to your success and happiness. HEALTH AND SUCCESS "Without health there is no happiness. The human being who suffers with pain or disease soon finds that this is his leading interest in life. If he suffers with the fear of pain, disease or death, he can accomplish little toward making a success. Health is an asset which must be guarded carefully." The author of the above statement is Dr. Morris Fishbein, editor, the Journal of the American Medical Association and Hygeia, the health magazine, who has achieved world fame as an editor and writer on subjects pertaining to health and the prevention of disease. He is recognized as an outstanding authority in his field. "Nowadays by means of the application of modern medical science, it is possible to give every human being at birth a life expectancy of approximately 61 years," says Doctor Fishbein. "With suitable attention at the onset of degenerative disease, he may lengthen this expectancy some five to seven years. If his health were an asset like jewels or money, it would be carefully guarded. "Even a motor car is given a reasonable amount of attention. Yet the human body, largely because it is a self-regulating mechanism, is frequently permitted to break down and to be destroyed simply because of a careless attitude. "A physical examination at least once a year is the means of detecting chronic and degenerative disease in their earliest stages. This is a small price to pay for health, the greatest asset that any human being can have."

Driving as a School Subject It's four "R's" at Highland Park, Mich., high school—and "road-work" is the new one. City Police Chief Dan Patch conducts special session of new driver training class, to be installed as part of curriculum next fall. Student's "check" is behind wheel. Flashboard panel indicates pupil's reaction to traffic problems, thrown on screen by motion picture projector.



Random Remarks James B. Conant, President, Harvard University, reviewing the last quarter-century: "A war, an armistice, a boom, a crash, and a series of question marks." Winston Churchill, War Lord of the British Admiralty: "The time has come when further acts of unprovoked aggression must be resisted." Fiorella La Guardia, mayor of New York: "The prosperity of the farmer means prosperity to the workers in the city." Hallett Abend, American correspondent, home from China: "Once again the younger officers' group of the Japanese Army is defying the authority of the Tokyo Government." Robert Gordon Strout, president, University of California: "The sciences need a perennially renewed supply of 'know men'—the only factor for peace in the Pacific."

Random Remarks

Carlton K. Matson, public relations director for a large glass company: "We had better quit putting our last son on a conservative political counter-revolution." Sidney Hollander, Baltimore philosopher: "The heaviest burden of relief is borne by those who are on relief." Talulah Bankhead, actress: "Shakespeare lives in the hearts of all men, but who can remember the name of Shakespeare's book-keeper?" John M. Bankhead, U. S. Senator from Alabama: "These city fellows in Congress never do us anything for the farmers." Nathaniel Peffer, Columbia University: "The United States is

NewsOddsities . . . by Squier

America... LAND OF ICED DRINKS THE U.S. CONSUMES MORE ICED BEVERAGES THAN ALL THE OTHER COUNTRIES OF THE WORLD COMBINED. ONE ICE DRINK COFFEE IS UNIQUELY AMERICAN. ONLY AMERICAN MADE ICE BEVERAGES ARE SO POPULAR AS 'SUMMER COOLERS'! THE WORLD'S MOST FAMOUS COFFEE DRINKERS NEVER TASTED ICE COFFEE. BUT THEY WOULD PROBABLY ENJOY NATIONAL ICE COFFEE IF THEY HAD THIS MONTH! NEWEST MACHINERY DEVELOPED IN AMERICAN HOUSEHOLDS. ICE FREEZES COFFEE AND COOLING ICE COFFEE TO ADD DELICIOUS FLAVOR TO YOUR COFFEE. COFFEE IS A MUST IN ALL LIFE LADERS... REFRESHING AND SAVORING TO THE MERRY-ON LONG FLIGHTS... WHO WOULD AVOIDABLE ASSET TO COMFORT HOT AIR LINES. COFFEE IS NOT USED IN THE TEMPERATURE CIRCLES.

YOUTH LEADER



Miss Burkinart Miss Burkinart has been appointed as director of religious education of the First Presbyterian Church to succeed Miss Esther E. Grubler.

Right Girl for Wrong-Way Doug



Doug Corrigan's companion on flight into matrimony: 32-year-old Elizabeth Marvin, San Antonio, Tex., school teacher, who has known Doug since childhood. Wedding July 15 marks anniversary of Corrigan's wrong way flight to Europe.

Historic Hoaxes

Lord Kitchener's Body IN AUGUST, 1926, all of England was thrilled by an announcement which indicated that one of the mysteries of the World War had at last been solved. This was the mystery surrounding the death of Lord Kitchener, first commander of the British forces in France. A sign article by "Frank Power" which appeared in the London Referee declared that his body had been discovered in a graveyard in Norway. Kitchener had been lost at sea May, 1916, when the ship, taking him to Russia on a secret mission, had disappeared and there had been all sorts of rumors about the case. An especially ugly one was that the government, which had wanted to get rid of Kitchener, had sent him on what it knew would be a fatal trip. "Power" announced that he was bringing the body back to London. When he arrived there with a coffin, it was immediately seized by the police. When it was opened in the presence of high government officials, it was discovered that the coffin was not only empty, but that it had never held a body. The whole affair was a publicity stunt for a new moving picture on the life of Kitchener in which "Power," whose real name was Arthur Vestis Freeman, and others were interested. Instead of proving by what they had hoped a government investigation which was immediately launched and popular indignation over the hoax, did them considerable damage and discouraged further publicity stunts of that kind.

A Better Design For Living

A NEW HOME 550 W. LINCOLN OPEN SATURDAY AND SUNDAY P. M. Five rooms . . . Oil heat . . . Air conditioned . . . Celotex and Rock Wool Insulation . . . Copper Water Pipes . . . Tiled Bath . . . Bruce Stream-Line Flooring . . . U-Type Kitchen.

CHAS. E. BRADY CONSTRUCTION CO. Builders

SHOP AT SHAIN'S in "Air-Conditioned" Comfort!

TAMPAX THE INTERNAL NAPKIN IN A NEW ECONOMY PACKAGE 40 FOR 98c

PENNSYLVANIA CHAMPIONSHIP Tennis Balls Economy Package 3 for \$1.15 DE WETTS WATERPROOF Tooth Brushes Regular 35c Value 2 for 49c TRY OUR NEW CHARM Cold Cream Soap Generous Size Cake . 10c MAX FACTOR Pancake Make Up A Shade For You \$1.50 There's a shade for you.

HARRIET HUBBARD AYERS Newest Cosmetics Pink Cream Powders . . . Lipsticks . . . Bath Powder . . . Colognes

DON'T START YOUR VACATION WITHOUT A GOOD CAMERA . . . We are still selling a good Eastman Folding Type at \$3.00. Falcon—Minicam Senior . . \$3.98 Takes Pictures on Vest Pocket Size Film THE DAYLIGHT STORE

SHAIN'S DRUGS "AIR COOLED FOR YOUR COMFORT" PHONE 61 WE DELIVER