

Savage
 "There are savages in Africa so primitive that, according to reports, they will sign up with the first movie explorer who comes along, without waiting for bids from the others.—Arkansas Gazette.

Right
 "To fly through the country roads in a powerful car at night is to feel as if you had escaped into another world," says a writer. And perhaps to find, in the end, that you actually have.—Passing Show, London.

SCREENS
 Combination Doors - Porch Enclosures - Cabinet Work
Smith Woodcraft Co.
 Grant at Ruffner
 Phone 2218 for Estimate



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

TRUTH about ADVERTISING

By CHARLES B. ROTH

THE RESPONSIBILITY OF SUCCESS

WE OFTEN say when we discuss various things we acquire that it isn't the original cost that counts. It is the upkeep. This is particularly true of success.

The fact is that there is a responsibility of success which failure or mediocrity never knows. The man who is successful, who achieves in whatever line he may enter, has an obligation and a responsibility which requires that he continue to do his very best.

Especially is this true of business. To make a brief success of a business isn't hard. To build a lasting success requires close application and a fine sense of the obligation which success implies and demands.

If advertising served no other purpose than to create the obligation of success it would perform a useful social and economic act, for advertising holds up this obligation of success and demands that it be observed constantly.

Whenever a manufacturer or a merchant begins to advertise he sets self-imposed standards on himself. By these standards he asks others to judge him. By these standards do they also classify him.

He has an obligation to live up to every day thereafter.

If he hadn't advertised, he could give good quality one day and poor quality the next and get by with it. But when he comes out boldly in print and advertising, the die is cast, and he must forever live up to the highest ideal.

Shrewd men have thought that they could controvert this law. By putting quality and good value into a product and then by advertising it, they have succeeded in a short time in building up a big business. And then came temptation.

"Why maintain all this quality?" they ask themselves. "The public will never know. Why not cut the quality but continue the advertising and clean up?" They have tried. But the public does know quality, is quick to perceive deception, and abandons the man or product which tries to substitute inferiority for honest merchandise.

There is no quicker way to ruin a business than to set up a standard and then violate it. There is no better way to build a business than to set up a standard and then live up to it.

Advertising is the great setter of standards in American business life, and advertised goods are the standards by which you spend your income, confident of getting your money's worth every day.

The man who advertises has assumed the responsibility for success. You'd rather deal with a responsible man, wouldn't you?



Charles Roth

Science Speeds Fido's Fleas



Infra red rays from this new lamp kill fleas with a mild glow and affect the dog not at all. Save to improve his disposition by taking fleas off his hide and mind.

PILGRIM ROAD HOME SOLD



This brick Colonial home, located at 384 Pilgrim Road, in Quarter Lake Estates, was purchased by Dr. and Mrs. J. Clark Moloney, formerly of Dearborn. Dr. Moloney is a psychiatrist, with offices in the Fisher Building in Detroit. The former owner, Mr. and Mrs. John E. Bloomston, have moved to Grand Rapids where Mr. Bloomston's business is located. Mr. T. L. Lacombe, Sr. of Snyder, Buck & Bennett, negotiated the sale.

Education: A Family Affair



When George Wild, seated, enrolled in engineering course at University of Oklahoma at Norman, he brought the whole family to school with him. Dad is working for doctor's degree in education; mom is studying for a master's. Sister Mary is after bachelor's degree in music.

Inspiration Compiled by Clarence W. Hamilton
 We all need inspiration to make us improve, think bolder and be more efficient. These messages by men and women who have overcome difficulties are intended as an aid to your success and happiness.

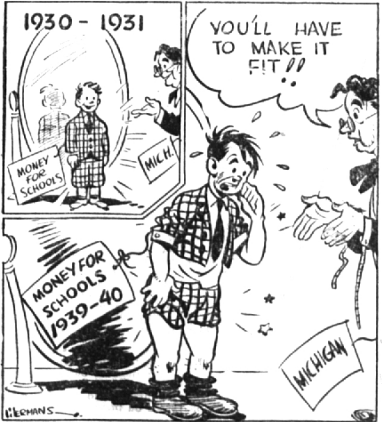
BE ABLE TO GET ALONG WITH OTHERS
 "Since man by nature is a social being and must in all things associate with others, the primary requirement for people in all walks of life is that they be able to 'get along with' others." This sage observation was made by Gov. E. D. Rivers of Georgia. He gained his present high position by winning the respect and friendship of the people who elected him to office and is tremendously popular in his state.

"In doing this, man must first inspire trust and confidence of those with whom he associates," continues Governor Rivers. "He must be co-operative. Our leaders are not followed because they are domineering, but because they are co-operative, because they work with others in achieving what the majority wants."

"In every phase of life, in every type of endeavor, there is no better principle to follow than the Golden Rule. It leads to all the desirable things of life and excludes the undesirable. At times it may seem hard to follow, but those who have followed it all the way have never been wrong."

No man has ever been really successful in private or public life unless he has been able to get along with other people and observe their respect and good will by giving as much or more in return. The advice of Governor Rivers is timely and merits the thoughtful consideration of all who want to make progress.

THE CHILD HAS GROWN, THE SUIT HAS SHRUNK



Public schools in Michigan received \$14,800,000 less for operating expenses in 1938 than in 1930, despite the fact that school enrollment had increased 25,000. In 1930-31, the total expenditure in Michigan for school operation was \$96,700,000, and the total enrollment was 997,000. In 1937-38, the total expenditure was \$81,800,000, and the total enrollment 1,022,000. Even greater decreases have occurred in expenditures for school buildings. The decrease in revenues from the property tax has been replaced only partially through State aid for schools.

What Your City Commission Is Doing—

June 29th, 1939.
 A special meeting was called to consider a proposal regarding the purchase of \$217,340 of 1939 Refunding Bonds of the City of Birmingham. Inasmuch as only four commissioners were present, action was postponed until July 6th. Vouchers in the amount of \$11,415.43, including a two-week payroll of \$6,686.90 and inter-account transfers to close books for the end of the fiscal year.

July 6th, 1939.
 Regular Monday meeting was postponed until Wednesday, July 5th. Bills were approved in the amount of \$1,944.92. Hearings were held on the creation of special assessment districts for the purpose of constructing sewer and water mains in Gordon Court. Proceedings on the sewer construction were discontinued, and the assessor was directed to spread the roll for the district to cover the water main construction.

A proposal of Martin, Smith & Company and Waring, Letcher & Company regarding the sale of \$217,340 Refunding Bonds was accepted subject to the approval of legal counsel.

The manager reported W. P. A. Sewer Construction Project, constructing that part of the sewer from the Old Plant to the New, practically complete.

An adjustment was made on the interest on the account of the Birmingham Land Company.

Blind—But He Writes a Letter



Although he can't see, U. S. Navy Chaplain Joseph Earnest of Vallejo, Calif., is shown writing a letter. He uses the "writing aid," an inexpensive invention of his own. Spring clamp holds paper in place on board. Rubber bands stretched across at even intervals, and fastened into notches on sideboards, form raised lines which guide the writer.

Try an Eccentric Classified Ad for quick results.

World of Tomorrow—In Lights



With the trylon and perisphere silhouetted against the black sky this striking photo shows the New York World's Fair, which opened on April 30, illuminated to provide a brilliant night spectacle. The road at the right, appearing like many ribbons of light, is Grand Central Parkway.

Johnson Milk Depots

104 W. FIFTH ST.—ROYAL OAK
 1621 WOODWARD—ROYAL OAK
 254 EAST NINE MILE—FERNDALE
 22835 WOODWARD—FERNDALE
 217 S. WOODWARD—BIRMINGHAM
 23017 JOHN R.—HAZEL PARK

4% MILK Qt. 7c
STANDARD MILK Qt. 5c
 Whipping Cream . . pt. 30c
 FRESH BUTTER In One Lb. Crocks
 Coffee Cream . . pt. 15c
 FRESH EGGS DIRECT From Our Producers
 HONEST MILK THAT HAS THE BUTTERFAT CONTENT PRINTED ON THE BOTTLE CAP

WE SELL

Automatic Heating
 Toridheet Rotary and Gun Type Oil Burners.
Free-man Long Life Stokers
Sunbeam and Capitol Aire Furnaces

Save money by installing now and avoid the Fall rush. No payments until Sept. 1st.

The Thornton Co.

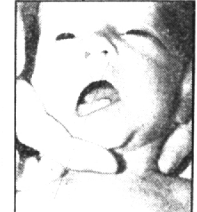
SALES AND SERVICE
 420 S. Woodward Phone 376

SEMI-ANNUAL CLEARANCE of ODDS AND ENDS
 Save Up To 40%
 ON HIGH QUALITY BEDROOM, DINING ROOM AND LIVING ROOM FURNITURE
 Also Summer Furniture, Gas Ranges, Rugs and Carpets
WOLVERINE WAREHOUSE STORE INC.
 Franklin Road at G. T. R. R. — PONTIAC — Free Parking
 Just off Saginaw St.
 FURNITURE RUGS ELECTRIC APPLIANCES
 We Close at 6 P. M. Saturdays 5:30 P. M. Week Days

37c COLGATE 37c SPECIAL
FREE! A Bottle of Cologne
 With every 37c Purchase of Colgate Preparations

JULY SPECIAL
 BUY YOUR **ELECTRIC FAN** THIS WEEK!
 FRIDAY - SATURDAY - SUNDAY REGULAR \$1.49 VALUE ONLY **\$1.19**
Gypsy Santan Oil 50c
 Reduces Danger of Burning While Getting a Good Coat of Tan
Rex-Eme for Sunburn Jar 50c Tube 25c
Gypsy Cream (a Lotion) 50c
 For Sunburn and Poison Ivy
GOGGLES
 That Help . . . Not Hurt the Eyes
 AZURINES in many styles and prices.
Polaroids - with rims \$1.95
 Slip-ons — \$2.75
 THE DAYLIGHT STORE
SHAINSDRUGS
 "AIR COOLED FOR YOUR COMFORT"
 PHONE 61 WE DELIVER

Sprouts Tooth on Tenth Day



Teething time came early for Sigrid Lane of West Palm Beach, Fla. That first tooth pained through 10 days after birth, as shown. It's a once in a thousand incident, say doctors.

Try an Eccentric Classified Ad for quick results.

WHEN IT'S TIME TO MOVE



THINK OF POTTER

The ash man might get away with rough treatment, but rest assured that when you are moved by us our men exercise only caution and care in the handling of ALL your belongings.
PHONE 2112

Buy in July AND DECLARE YOUR INDEPENDENCE FROM OLD-CAR TROUBLES



The model illustrated is the Buick Special, model #1 four-door touring sedan \$990 delivered at Flint, Mich.
WHY let a car that's approaching retirement age be the wet-blanket that spoils your summer fun? Any Buick dealer is ready to deliver promptly a fun-making beauty that will put some real sparkle into your warm-weather parties. Smart looking, smart stepping, smart handling, this honey's the smartest buy of the year—at prices lower than a year ago, lower than you'd expect, lower even than some sixes. See it now and save your summer from old-car headaches.

IT'S THE CAR AND THE VALUE OF THE YEAR at these prices \$894 AND UP
 delivered at Flint, Mich. (state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.)

"Better buy Buick!"
 EXAMPLE OF GENERAL MOTORS VALUE
 SEE YOUR NEAREST BUICK DEALER