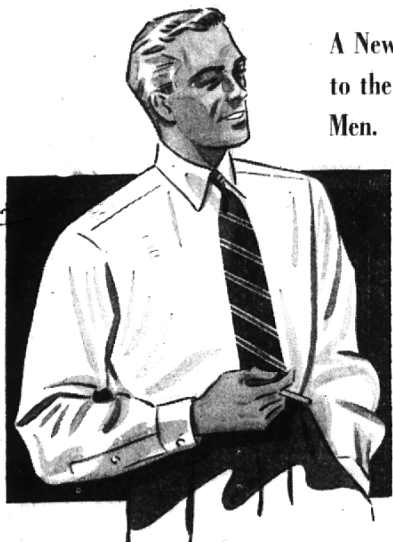


Announcing The FORMAL OPENING Of MORTIMER'S

A New Store in Birmingham Devoted to the Outfitting of Men and Young Men.



YOU are cordially invited to stop in and visit our new store. Saturday will be "Open House" and our efforts will be centered on greeting you and showing you our place of business.

WE have made it a point to stock our store with well-known, representative lines of men's furnishings. In addition to the usual items of toggerly, we will feature a popular line of sports wear.

INCLUDED IN OUR STOCK WILL BE FOUND THE FOLLOWING LINES OF MERCHANDISE:

- ARROW—Shirts, Ties, Kerchiefs and Underwear.
- McGREGOR—Sports Wear, Shirts, Slacks, Etc.
- HOLEPROOF—Hosiery, sizes and colors for everyone.
- HICKOK—Belts, Suspenders and Accessories.

VISIT OUR LENDING LIBRARY

Adjoining the comfortable lounge which we have installed for your comfort and convenience, will be found a well stocked Lending Library containing a fine selection of popular books which will be kept right up to date as monthly releases are made. Mrs. Gena Mortimer, for several years connected with the Cincinnati Public Library, will be in charge of this department of the store, and will be glad to meet the ladies and gentlemen of this community and be of service to them in the selection of their reading material.

From the Women's Angle

By Marjorie Elaine Porter
Birmingham's summer recreation program is well under way, and is proving popular as the enrollment figures show. Parents should feel particularly cooperative toward this plan as it embraces so many opportunities for children. There is supervised play on the city playgrounds. Those who are unable to swim may learn under competent instruction at Barnum pool. There are classes in the valuable art of life-saving in addition to the swimming groups. Those whose interests lie along creative lines, may study music or art.
For those seeking pleasure only, there are street dances, supervised by local P. T. A. groups, tournaments in games and outdoor activities, and virtually every sport approved for young people.
There is no reason for time to hang heavily upon the hands of any age child in Birmingham this summer as long as his interests are those of the average youngster. The program is particularly well rounded, and those who revised it should be congratulated on their foresight.

By Carol Dweley
Have you seen my vacation snap-shots yet? If you don't WANT to see them, you'd better avoid me while you would the bubonic plague, because people who want to show their pictures are noted as much for their determination as for the number of pictures they have taken.

It's too bad that such steadfastness of purpose; such wide-eyed wonder, has to be wasted on a lot of close-ups of the picture taker's thumbs. Because that's another common attribute of these folk—they sometimes remember to take their thumbs off the lens. More often, they do not.

And the long, long stories that accompany each snap-shot? While you're running to catch a bus or trying to finish some important work or even read, you must bend at least one ear towards the saga of someone else's vacation.

"Here's that young couple we met on the boat," they say, showing you what looks like the mob scene from "Birth of a Nation."
"They were from Houston, and just think of it—they had to come almost as far to New York to get the boat, as our trip was going to be—at least he said so. What WERE their names now? They've only been married two weeks—or was that the other couple?"

If you are interested in family histories, the picture takers will be glad to supply you with all manner of current events among members of their own tribes. . . . Like the wealthy aunt who popped in on them out of nowhere and insisted on taking the whole family to the beach for a fortnight.

"Here's dear Aunt Medusa now," they coo. "This was taken while she was asleep on the beach one morning—or is that a sand dune?" And they stretch the picture from your hand and practically compare it with six or seven similar efforts.

So far as you can see, it's all the same. Aunt Medusa makes a pretty good sand dune, and the dune apparently follows the same general outlines as Aunt Medusa.

If only they'd think of some NEW material! Now when WE went away, we decided to snap all scenery from below, and all people from above. You may not get the idea hearing about it, but if you'll wait a second, I'll go get some of the best prints. . . . Oh no—it's no bother—we have so MANY!

By Nellie Hurley Minnie
When New Deal officials set about cutting the tremendous overhead which has been draining our national treasury one of the first items they suggested striking from the federal payroll was the fine art projects. Thousands of music and federal theatre groups were to be dissolved, and hundreds of thousands of these professions were to be penniless again.

Neither politics nor the relative merits of a federal dole system which embraces a huge percentage of this country's people need be discussed at this time. Suffice it to say that subsidization for fine arts is not unique with the New Deal. It is a system which has produced some of our loveliest music—some of our greatest masterpieces.

The greatest ballet that our generation has seen is the direct result of a government's foresight and training. The Russian Imperial Ballet was an institution which dated from the days of the Empress Elizabeth in the middle 1700's. It always enjoyed a full measure of governmental favor and was kept in a state of high efficiency. The formation of the world famous Danzley Ballet shortly after the turn of this century took a troupe of famous Russian dancers on an extended tour of Western European and American capitals and created a favor in artistic circles such as the world had never before seen. It was a great artistic triumph and reached Western civilization because one government—once thought completely lacking in culture—had formed the predecessor of a great school of modern ballet.

Examples could be continued indefinitely. Handel, for instance, who served as court composer to George I of England, and Leonardo da Vinci who painted for 16 years for the Duke of Milan.

Subsidized art is not new. It is not an excuse for spending frivolously the hard earned dollars of the taxpayers. It proved successful in European governments and may be the only answer to the problem of creating an American art. Although not tremendously successful in this country during the short space of time it has been tried, it might be well to bear in mind one of the important reasons for its not proving a complete success in the United States. The sentiment was expressed over a year ago by Karl Weicker who headed the State federal music project in Michigan when he said, "Subsidized music can never reach great artistic peaks until such time as musicians can be chosen from other than relief roles."

THE TREND OF THINGS



SKETCHED BY THE MERCHANDISE MART, CHICAGO, ILL.
Dress accessories for the spring and summer months are to be definitely feminine and colorful. Plastics in the form of magnolia blossoms, metal leaves covered with brightly tinted leather, sea shells of varying sizes, composite vegetables, mesh encased in color, are typical of the trend in costume jewelry. Patent leather is fashion tops in handbags with rosy rests and vines, second to black, as color leaders. Belts from 1 inch to almost girth width are designed as "molesters" with pastel shades predominating. Gloves of 8 button length with combinations of leather and fabric-matching shoes are popular. Perforations in glazed kid and stitchings in diagonal rows are much in evidence.

SOCIAL BRIEFS

Mr. and Mrs. Donald T. Stanton of Meheran avenue returned from the north last night to call for Mr. and Mrs. Spencer C. Stanley of Kennesaw drive, and the two couples returned to their respective summer homes at Osceola for the week-end.

Mr. and Mrs. William E. Ewald and their children, Miss Rheas and William Jr., have deserted their home in Yarmouth road in favor of their summer home at Torch Lake. They will remain in the northern country for some time. Miss Ewald returned just before her family's departure, from Long Island, where she was the guest of Phemie Miller.

Miss Hermine McCormick, popular former resident of Birmingham who has been making a round of visits here, in Bloomfield Hills and in Detroit, has departed for her home in Los Angeles, Cal., after an extended sojourn.

Mrs. Harry W. Taylor and her son, Victor, will depart from their home on Brady Lane today, for an extended tour of the west. At Louisville, Montana, they will be met by Mrs. Taylor's son, Robert. The trio will be house guests of Mrs. Glenn Gorman at her ranch home, near Lowman, for a fortnight, later proceeding to Glacier House, near Helena, Montana. They will return to the Hills early in August.

Dr. and Mrs. Russell B. Stephens of Stanley street are currently entertaining Mrs. Stephens' aunt, Mrs. W. Jones of Columbus, O., as their house guest. Mrs. Stephens will be hostess at an informal dinner for the friends of the visitor, this afternoon in her home. Her guests will include her mother, Mrs. Thome Holcomb of Topeka, Kan., who is making an extended visit here; Mrs. A. F. Stephens of Detroit; Mrs. Mosher, Mrs. Donald K. Wright, Mrs. Forest K. Fowler, Mrs. Wallis R. Kinney, Mrs. Louise Hatch, Mrs. Vern Dierdorf and Mrs. Mercedes Williams.

Mr. and Mrs. Harold W. Shephard of Concord road in Bloomfield Hills are entertaining as their house guests Mrs. Shephard's sister, Mrs. Jack Bachrach and her son, Jack, Jr., of New York City. Mr. Bachrach accompanied his family here to stay over the holiday, after which he returned to New York.

Mr. and Mrs. Arthur L. Genung and their daughter, Miss Sally, of Fairfax road were the week-end house guests of Dr. and Mrs. R. H. Strang, at their summer home near Clare, Mich.

Mrs. Jackson Hardy returned on Wednesday to her home in Palm Springs, Cal., after a month's sojourn here as the house guest of her brother and sister-in-law, Mr. and Mrs. Walter F. Herrick of Baldwin avenue. The popular visitor was the inspiration for many parties during her stay.

The children of Mr. and Mrs. John D. Maynard Jr. will depart on Sunday for a month's sojourn with the Buchanan Memorial Tour for boys and girls. Jerre and Bruce Maynard will attend Camp Maho-Goo-Tab-See, and Carol has chosen Camp Maqua for girls, to which she will go on July 12.

On Monday evening, Mr. and Mrs. Malcolm W. Welby of Yorkville road opened their home to a group of friends who have celebrated the 4th of July together for the past five years. Eleven couples and their children met for an informal picnic supper in the back yard of the Welby home, after which fireworks formed the evening's amusement. Included in the group were Mr. and Mrs. J. Robert Mosby, Mr. and Mrs. Lester L. Colbert, Mr. and Mrs. Richard L. Campbell, Mr. and Mrs. S. Gordon Sanders, Mr. and Mrs. B. W. Thomas, Mr. and Mrs. C. Hugh Whitelaw, Mr. and Mrs. William C. Spruell, Mr. and Mrs. Russell Barnes, Mr. and Mrs. Arch B. Plant and Mr. and Mrs. Legler Paxton.

Of interest to the younger set in Bloomfield Hills is the news that Mr. and Mrs. Edward Aikin Skae Jr., the former Miss Jean Derrick, are now at home on Beverly road, Detroit, following an extended wedding trip to Berkeley.

BATHING... FISHING... BOATING

East Shore Beach & Tavern

Walled Lake
20 Minutes Drive From Birmingham out W. Maple to Wall Lake Village... Turn Left to Shore Road... First Beach Road.
FINE SAND BEACH—PLAYGROUND EQUIPMENT—CLEAN, SANITARY LOCKER ROOMS

Beer... Wines... Lunches... Meals
Picnic Tables... Beach Floodlighted at Night

FREE SUMMER STORAGE FOR WINTER CLOTHES CLEANERS

...FREE CLEANING CHARGE IN THE FALL

MORTIMER'S MEN'S STORE

136 N. WOODWARD— "MEET YOUR FRIENDS IN THE LOUNGE AT MORTIMER'S"