

Jots in Jest

LOCAL gardeners wouldn't mind the neighbors' chickens. If the birds would leave an egg for every seed removed.

Pitcher Buck Newsum says he's mighty valuable to the St. Louis Browns. No reflection, Buck, but that doesn't mean much.

While farmers are being urged to develop new crops, many sons are doing their part with wild oats.

The government has filed charges against a manufacturer of long spaghetti. It will probably be a string-out case.



MODERN STORAGE
FIREPROOF CONSTRUCTION
GAUKLER
Local and Long Distance
MOVING
B'ham 10240
GAUKLER
Storage Co.
9 Orchard Lake Ave.
PONTIAC

Notice to Taxpayers of the City of Bloomfield Hills

A Public Hearing on the Proposed City Budget for the Fiscal Year 1939-40 will be held in the City Commission rooms on East Long Lake Road on Tuesday, May 23, 1939, at 8:00 p. m.

A summary of the Proposed Budget may be obtained at the City Clerk's Office.

GEORGE C. BOOTH,
City Clerk

TRUTH about ADVERTISING

By CHARLES B. ROTH

MEMORY COURSE IN 1,000 LESSONS
THE German psychologist, Ebbinghaus, a careful, scholarly observer of the workings of the human mind, has said that we forget 90 per cent of what we learn within 24 hours. From your own experience you know that what he says is true.

The business man, noting this, understands why he must advertise, not occasionally nor sporadically, but all the time. It's the only way he can be of the greatest service to his customers. His advertising reminds us of him and of the things he sells, and though we may forget him and those things, every advertisement he publishes renews the impression and creates recognition of his business.

His problem is to find the most economical way of reminding us that it is to our advantage to trade with him. He discovers soon that nothing is so economical a medium for this purpose as the newspaper. There he advertises. We read. Both he and ourselves benefit by his repeated advertising. He benefits in the obvious way, by winning us as steady customers. We benefit in an equally obvious



Charles B. Roth

THE ANSWERS

(Questions to Answers on Page 6)
1. At the Atlantic end of the Panama Canal.
2. The redness of the Red Sea is caused by certain tiny forms of algae, as well as the "red snow" reported by Arctic explorers.
3. Not every 100 years as commonly supposed, but depends upon the vigor of the plant and the conditions under which it is grown.
4. The antelope, often attaining a speed of 60 m. p. h.
5. The Andes Mountains of South America, which extend a distance of 4,500 miles.
6. In the Colorado in the region of the Grand Canyon.
7. In 1704, in Boston.
8. Up to 40 to 50 miles from the earth.
9. Approximately 100,000,000.
10. About \$1,100,000,000.

Try an Eccentric Classified Ad for quick results

Church News

First Baptist Church
Walter A. Baker, Pastor
9:45 Hour of Meditation and prayer for teachers in the church school.
10:30 Church School. Classes for all ages. Bible classes for adults.
11:00 Morning Worship. Mother's Day Service. Music by the Church Choir.
11:30 Junior Church for children ages 6 to 12 years.
5:30 Girls Chorus rehearsal.
6:30 High School B. Y. P. U.
7:30 Evening Service. Sermon topic: "The Measuring Line." Special music. Old hymns will be sung.
The Community is cordially invited to attend.

Christian Science Church
Chester and White Streets
Church school 10:30 a. m. on Wednesdays at 8 p. m. on Sundays.
"Mortals and Immortals" will be the subject of the Lesson-reading in the Christian Science Churches throughout the world.
The Golden Text (11 Corinthians 5:1) reads: "We are made new creatures." The subject of the lesson is "The human character as designed by God." The lesson is designed to help us to understand the true character of man and God.

First Methodist Church
Minister: John Edward Martin, D. D.
Organist: A. Stanley Rogers
Sunday School 10:30 a. m. Sunday Morning 11:00 a. m. Sunday Evening 7:30 p. m.
The church school will begin at 9:45. All ages will find classes to welcome them. The church school is a place where the children of the church can be trained in the Christian faith. The church school is a place where the children of the church can be trained in the Christian faith.

United Presbyterian Church
John W. Moore, Minister
Sunday Services:
Church School 10:30 a. m. Sunday Morning 11:00 a. m. Sunday Evening 7:30 p. m.
The church school will begin at 9:45. All ages will find classes to welcome them. The church school is a place where the children of the church can be trained in the Christian faith. The church school is a place where the children of the church can be trained in the Christian faith.

First Presbyterian Church
North Woodward at South Street
Rev. W. L. Moore, Pastor
Miss Katherine E. Grether, Director of Christian Education
"Mothers of Distinction" is the theme of the Pastor's morning sermon. The service of worship begins at 10 o'clock. At 10 o'clock parents will be present of the Intermediate School. "The Friendly Family" is the theme of worship and discussion led by Nancy Prosser. Mrs. P. A. Prosser will sing "My Task." A special service will be held at 11 o'clock. The church school will begin at 9:45. All ages will find classes to welcome them. The church school is a place where the children of the church can be trained in the Christian faith. The church school is a place where the children of the church can be trained in the Christian faith.

Holy Name Catholic Church
Harrison at Woodland
Rev. James W. Cotter, pastor
Sunday Masses at 7:30, 8 and 11 a. m. and 12:30 p. m.
Daily Masses at 7 and 8:30 a. m.
Redemptor Ey. Lutheran Church
Lincoln near Woodward
Rev. Theodore G. Wiggarter, Jr., pastor
Sunday Masses at 7:30, 8 and 11 a. m. and 12:30 p. m.
Morning Worship—11:00 a. m.
Nether Day Service and School.

Christ Church Cranbrook
Rev. Charles H. Cadogan, Pastor
Rev. Robert H. Cadogan, Jr., Assistant Pastor
Sunday School 10:30 a. m. Morning Prayer and sermon, 11 a. m. Vespers, 4 p. m.
Holy Communion the first Sunday of each month, 11 a. m.
Church school, all grades, 11 a. m.

Franklin Methodist Church
Rev. Howell C. Gilm, Pastor
Morning services 10:30 a. m. and 12:30 p. m.
The Rev. Daniel T. Whollan, pastor
Masses at 7:30 and 11:15 a. m. and 12:30 p. m.
Troy Presbyterian Church
Livestock Road
Reverend John Reith—Minister
Mrs. Edna M. Reith—Organist and Director of Music
Sunday School 10:30 a. m. Grades classes for all ages.
Morning Worship 11:00 a. m.

Bridge To Benefit Chinese Sufferers
A bridge to benefit Chinese war sufferers is being planned by a group of prominent matrons in the Birmingham-Bloomfield Hills region, as the first opportunity for local residents to make contributions to the cause through a social event. Details will be announced in the near future.
Mrs. O. F. Achtenhagen is serving as general chairman of arrangements. She is being assisted by Mrs. George T. Hendrie, Mrs. Robert F. Watt, Mrs. William C. Howe, Mrs. Harold H. Corson, Mrs. Charles J. Shain, Mrs. Bruce B. VanDusen and Mrs. Harold H. Shuart.

KROGERS

Learn from the girl who **HOLDS HER HUSBAND**

SHE SAVES MUCH BY BUYING KROGER'S COUNTRY CLUB **FRESH BUTTER**

Demand your Butter be 90 Score—You're sure to get it at Krogers—Every pound is guaranteed 90 Score

lb. roll **25c**

GUARANTEED NONE FINER AT ANY PRICE

KROGER'S DELICIOUS—BAKERY FRESH

COOKIES . . . lb. 10c

DELUXE SANDWICH, COUNTRY COOKIE, OATMEAL CRISP AND WAFFLE SANDWICH

COFFEE HOT-DATED SPOTLIGHT BRAND **3 lb. 39c**

KROGER'S B-D-G VITAMINS BIOLOGICALLY STANDARDIZED 30 DAYS SUPPLY **50c**

PILLSBURY'S GOLD MEDAL CRACKERS 5 lb. sack **21c** 24 1/2 lb. sack **74c**

AT ALL KROGER STORES

COUNTRY CLUB SANDWICHES 1 lb. **25c**

SODAS or GRAHAMS GET ONE OF EACH

SALTED PEANUTS FRESHLY ROASTED lb. **10c**

TWINKLE . . . 6 PURE FRUIT FLAVORS 3 pkgs. **10c**

GRAPEFRUIT COUNTRY CLUB FANCY WHOLE SECTIONS No. 2 can **10c**

SPICES ASSORTED SUDAN BRAND GUARANTEED BY KROGER 3 pkgs. **25c**

SHREDDED RALSTON TOM MIX DELICIOUS CEREAL 2 large pkgs. **25c**

WHEAT PUFFS KROGER'S COUNTRY CLUB—PUFFED 8 TIMES NORMAL SIZE 2 large pkgs. **13c**

FILMS . . . KROGER'S ANTI-HALO SUPER CHROME 20 and 25c

CHIPSO PROTECTS COLORS AND MATERIALS small pkg. **8c** large pkg. **19c**

SUNKIST ORANGES THESE JUICY CALIFORNIA ORANGES 252-288 SIZE A BIG BUY—BUY A BAG FULL 3 DOZ. PER BAG **49c**

IDEAL FOR SLICING—**OUTDOOR TOMATOES** lb. **10c**

NON-JUICE VARIETY—150 SIZE **FLORIDA ORANGES** doz **29c**

JUICY, SUGAR SWEET, 30 SIZE—CUBAN **FRESH PINEAPPLES** each **10c**

TENDER, GARDEN FLAVOR **ASPARAGUS**, FAMILY SIZE bunch **10c**

SAVE ON KROGER'S FRESH MEATS

RIB ROAST STANDING . . . LB. **25c**

FRESH BROILERS . . . lb **25c**

CHOICE CHUCK ROAST . . . lb **23c**

KROGER'S SLICED BACON . . . lb **23c**

RING BOLOGNA . . . lb **17c**

KROGER'S SMOKED PICNICS . . . lb **19c**

PREMIUM Skinless Weiners . . . lb **21c**

LEG OF LAMB . . . LB. **29c**

Guaranteed EGGS . . . doz. **20c**

FRESH LAKE PERCH . . . lb **25c**

SCOT TISSUE 4 rolls **25c**

SOFT as OLD LINEN—1000 SHEETS IN EVERY ROLL

SCOT TOWELS roll **10c**

YOU TAKE NO RISK!
It's amazing! Kroger Brands cost far less than many other well-known brands. Actually, you'll prefer them. You can prove it as millions are doing. Get FREE samples in any Kroger store. See for yourself how Kroger Brands are so well liked. Buy any Kroger Brand item. Like it as well as you like. Return it to any Kroger store. Get your money back. No questions asked. This is the only brand Kroger sells, regardless of price. Use to your advantage during this great sale. Many special offers are good only quantities last.

And Now . . . GOODYEAR FIRESTONE and FISK TIRES ON OUR BUDGET PLAN

NO RED TAPE . . . NO FINANCE CHARGE . . . 5 TO 8 MONTHS TO PAY . . . SENSATIONALLY LOW PRICES

Fisk WINDSOR	Goodyear G-100 All Weather	Firestone SENTINEL
4.40 x 21 . . \$5.14	6.00 x 16 . . \$ 9.99	4.40 x 21 . . \$5.85
4.75 x 19 . . 5.86	6.50 x 16 . . 12.60	4.75 x 19 . . 6.65
5.00 x 19 . . 6.35	A Complete Range of Sizes in Stock.	4.50 x 21 . . 6.43
6.00 x 16 . . 8.32		6.00 x 16 . . 9.24

Oak Gasoline

FREE! 8 gals. \$1.00 for 10 gals. \$1.00

Saturday Only
2 lbs. of Sugar
With Each Purchase
of 8 Gals. or More of Gas

ALL TAX PAID

OAKLAND GAS & OIL CO.
BIRMINGHAM—WOODWARD at LONDON
ALSO STATIONS AT—Royal Oak . . . Romeo . . . Ferndale . . . Mt Clemens