

BARKER—U. S. fighting word for heavy artillery gun. To provide guns and ammunition, keep up production schedules and buy War Bonds regularly with an added \$100.00 Invasion Bond in the 3rd War Loan.

How's That?
Extract from a hood's letter home—"I am getting fat, I weigh 125 striped. Of course the scales at the drugstore may not be so accurate, but that's what they register." U. S. Coast Guard Magazine.

"KEEP 'EM SMOKING"

CIGARETTES

50c per Carton

The AMERICAN LEGION—Charles Edwards Post No. 14 is the local sponsor of the cigarette fund for our men serving overseas. . . . With the cooperation of the manufacturers of popular brands of cigarettes, and the Federal Tax being free, they can purchase cigarettes for five cents per package, or fifty cents per carton, which is distributed to our men overseas. . . . Your nickels, dimes or dollars will be appreciated. . . . You may leave your contributions to this fund in the jar on the cigar counter of the

WILSON DRUG Woodward at Maple

or you can use this coupon and mail your contribution direct to the Post.

THE AMERICAN LEGION
CHAS. EDWARDS POST NO. 14
BIRMINGHAM, MICH.

Money enclosed is for the purpose of purchasing cigarettes to be distributed free to men serving in our armed forces overseas.

Name of individual or Organization making Donation

Address

Amount Cash Check Money Order

Please make checks or money orders payable to the Post.

IMPORTANT: This Blank Must Accompany Each Donation

Hunters Will Get Shells This Fall

LANSING, Sept. 8.—H. D. Ruhl, chief of the state conservation department's game division, revealed today that the War Production Board has approved release of 6,250,000 shotgun shells, 800,000 rounds of center fire rifle ammunition, and an undetermined quantity of .22 calibre cartridges for Michigan hunters for this fall's hunting season.

Although Ruhl admitted that some type of rationing of ammunition to hunters is likely, he stated that the method of rationing has not yet been decided upon. It is probable, he stated, that the amount of ammunition to be allowed each hunter will not exceed one box of shotgun shells and one box of 20 center fire rifle ammunition.

The Michigan allotment of shotgun shells based on the number of hunting licenses sold in each state, was the largest assigned to any state. Only California exceeded the Michigan allotment of rifle ammunition, which was based on the size of each state's big game population.

Ruhl, who is a member of the Ammunition Committee representing state game departments which advised the WPB on apportionment of ammunition, explained that jobs will get about one-sixth of the amount of ammunition which they sold last year. The method by which jobs will ration the ammunition to hunters has not yet been settled, he said.

WPB approved release of a total for the entire country of 82,250,000 shotgun shells, 12,000,000 rounds of center fire rifle ammunition, and an as yet undetermined quantity of .22 calibre cartridges.

Ruhl pointed out that the major portion of the shotgun ammunition is being made with steel bases and does not require critical brass, and that the manufacture of a reasonable quantity of ammunition for civilians will not interfere with production for war use.

What Your City Commission Is Doing . . .

August 30, 1943

Bills approved totaling \$4,230.

Victory Garden Committee, and Mrs. Francis McCallum, who serves as chairman, completed for work on the project, and permission granted the committee to make city owned property available for gardens in 1944.

Manager authorized to install additional 600 street light at Holland and Terry intersection.

Taxicab drivers licenses issued to Misses Boyle and Melton Metz.

Request from Blue Star Mothers of Big Beaver to hold Tag Day solicitation for funds, tabbed.

Robert DeLoe, designated counsel for City of Birmingham in matter of bus fares at the hearing to be held before the Michigan Public Service Commission.

Resolution passed expressing good wishes to John H. Harwood, former Managing Editor of the Birmingham Eccentric, who has returned to duty on the Navy Department.

IRENE E. HANLEY, City Clerk.

September 7, 1943

Bills approved totaling \$27,601.87, including two week payroll in the amount of \$23,281.00.

Old Lady Who Lives in a Zoo

After a serious illness, Miss Jim returns to the scene of her triumph in the St. Louis Zoo—taking children for a ride on her ponderous shoulders. Only a few at a time for a while, however, Doctor's orders.

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Church News

Holy Name Catholic Church
Harmon at Woodland.
Rev. Fr. David L. Duncanson, Pastor.
Rev. Fr. Ralph V. Burton, Assistant Pastor.
Sunday Mass, 11:30, and 12:30.
Daily Masses from 8:00 to 8:15 a.m.
Holy Hour every Friday evening, 8:00 o'clock.

First Baptist Church
W. Hill at Station.
Rev. W. H. Spivey, Pastor.
Mr. Frank H. Nelson, Minister.
Mr. J. H. Hester, Organist.
Mr. J. H. Hester, Organ Director.
10:40 Church School. Classes for all ages.
11:00 Morning Worship. Sermon for all ages.
Mid-week Prayer Service Wednesday evenings at 7:15.

United Brethren Church
Pierce School near 14 Mile Road.
Rev. Frank Boyer, D.D., Pastor.
Sunday School, 9:30 a.m.
Worship, 11 a.m.
Here You Are Not a Stranger.

St. Hope of the Hills Church
Oxley Road.
Rev. Daniel T. Whelan, Pastor.
Sunday School—9:30 a.m.
Worship, 11 a.m.
Credentialed, Undergraduate, and eight grades under competent teachers.
Luncheon service at 8:00, 10:00, 11:45 and 12:30.

Southfield U. F. Church
Rev. Max O. Moore, Pastor.
11 a.m. Morning worship.
12 noon Sunday school.
Young People's Hour, 7 p.m.
Sunday Evening, 8:30 p.m.
Family night every Friday.

Birmingham Spiritualist Church
Rev. Daniel T. Whelan, Pastor.
The Church will be closed during July and August. It will reopen in September.

First Presbyterian Church
Rev. Max O. Moore, Pastor.
Miss Julia K. Kagin, Director of Christian Education.
David Curry, Sept. Sabbath School.
Sunday School, 9:30 a.m.
Morning Worship, 11 a.m.

Christ Church Cranbrook
Rev. Charles H. Cadigan, Rector.
Miss Evelyn Graves, A.M., Minister.
Miss Evelyn Graves, A.M., Minister.
Holy Communion, 11 a.m.
Church School, 11 a.m.
Holy Communion the first Sunday of each month, 8 a.m.

Embury Methodist Church
Birmingham and Woodward.
Rev. Max O. Moore, Minister.
Lea Weldon, Church School Supt.
11:30 Church Service.
7:00 Youth Fellowship.

St. James Episcopal Church
Rev. Max O. Moore, Rector.
Dorothy H. Robinson, Assistant.
Parish House, 2314 Parkhurst.
8:00 a.m.—Junior and Senior departments of the Church School.
10:30 a.m.—Morning prayer and service of the Church School.

First Church of Christ, Scientist
Chester and Willet Streets.
Church service Sunday at 10:30 a.m. Wednesday at 8 p.m.

Griffith Issues Smoke Warning

Fire Chief Vernon W. Griffith issued an unusual Tuesday to all residents of the city to follow a simple rule before starting fires. Although the danger of fire is obvious, Griffith said, it is in the wide open position, combustion can have collected in the basement of the house. Chief Griffith, in a letter to all city residents, said that three sheets of newspaper and roll them into the shape of a cone. Light the open end of the cone and then hold it as far as possible up the chimney. If smoke is still backing out, repeat the process. This is one of the easiest and surest methods of guaranteeing a clear flue chimney, Griffith said.

This message comes as a result of a call on Saturday, August 28, to the home of C. J. Hollock, 691 1/2 W. 3rd Street. The basement was found full of smoke due to the trouble mentioned above. Contention in the flue had forced the smoke to back up into the basement.

The Fire Department was called out also at 7:05 a. m. on Wednesday, August 25, to the home of J. J. Wagner, 1121 1/2 W. 3rd Street. The basement was found full of smoke due to the trouble mentioned above. Contention in the flue had forced the smoke to back up into the basement.

Cranbrook Art School To Reopen Tuesday

The Cranbrook Academy of Art, Bloomfield Hills, will begin fall term on Tuesday, Sept. 7, following the morning given over to student registration, according to Mr. Eliel Saarinen, President of the Academy. Student registration is expected from all over the country.

The summer session of the Academy was completed Aug. 6 and enjoyed one of the most successful summer terms in history.

One of the featured courses of instruction at the Cranbrook Academy of Art is the study of civic design and town planning, internationally recognized as a leader in the fields of architecture and modern city beautification, and author of the recently published book, "The City." This volume, which many thousands have already been sold to leading libraries and reference rooms, throughout the country, was originally conceived and planned by Mr. Saarinen as a textbook for architectural students at the Cranbrook Academy of Art. Sculpture will be under the direction of Carl Milles. Zoltan Sepechy will direct the department of painting. Other members of the faculty include: James DeCoux, Marianne Strengell Ernsberger, Majja Grottel, Frans Secherer and Harry Christy.

MAE WEST—is U. S. war slang descriptive of a tank with two turret also a life preserver worn high under the armpits. Millions of us won't ride tanks or cross the ocean so we must do our part on the home front and buy War Bonds to the limit to back the attack of our invasion forces.

MICKEY MOUSE—is U. S. war slang for the lever that releases the load on a bomb rack. It costs plenty to pull that lever over the dictator nation. Do your part to help. Buy an extra \$100.00 War Bond in the 3rd War Loan.

CHRISTMAS GIFTS

for Men Overseas

MERRY CHRISTMAS

Moderated by LAKE General Chairman American Economic League

Folding SLIPPERS
Army or Navy
69c to \$1.95

Sewing KITS
Army or Navy
\$1 to \$1.95

Shoe Shine KITS
Army or Navy
69c to \$1.95

MONEY BELTS
Army or Navy
\$1 to \$2.50

Toilet KITS
APRON STYLE
Army or Navy
Not Fitted \$1.75

Gifts for servicemen overseas must be mailed between September 15th and October 15th . . . November 1st, for the Sailors. The earlier you mail your longed-for gift, the more certain you can be of its arrival before the Holiday. So, dash to our Servicemen's Gift Post and make your selections now. We've scores and scores of WANTED gifts that fit into the regulation package—under five pounds in weight and not exceeding 15 inches in length or 36 inches in combined length and girth.

FITTED KITS ARMY OR NAVY Waterproof, Draw-string Style **\$5.00**

CARRY ALL BAG WACS OR WAVES Waterproof, Draw-string Style **\$3.25**

SNACK KIT Mailing carton of heavy cardboard complete with wrapping. Meets government regulations. **25c**

BACK TO SCHOOL NEEDS

Fountain Pens \$1.25 and \$1.95
Loose Leaf Covers 25c
Quink or Skip Ink 15c and 25c

CANVAS CARRY BAG
Suitable as lunch box, amply big for sandwiches and fruit. After lunch fold it up and tuck it in pocket. **ONLY \$1.00.**

WE DELIVER DRUG PHONE 2500

"WAKE UP AMERICA!"

Would Grade Labeling Lower Quality Standards?

As debated by Paul S. Willis, President, Grocery Manufacturers of America, Inc.

DR. FRANKLIN OPENS: How can anyone argue that labeling according to standards will lower standards? The objection to grade labeling is not an objection to actual trade use of grades based on standard specifications. It is already an established practice. The objection is to letting the consumer-user know the grade of product already known to the producer-distributor. Grade labeling would: (1) raise quality standards by making consumers more quality conscious and asking the consumer's voice to existing demands for quality; (2) assure premium prices for quality products; (3) protect the consumer's established firm; (4) place producers back on a genuine competitive footing in which quality is tied closely to price. Brands would continue to compete but on a basis of quality as well as price. In a scarce market, wherein competitive prices are not a quality deterioration, nothing but grade labeling will tie quality to price. If producers must sell their products through ballyhoo, at least they must stay within the grade range if their products are grade labeled. Standards are the backbone of efficient business practice. Why should the housewife's use of the quality yardstick lower quality when industrial and business practice is already an established instance upon it has produced steady quality improvement? Her insistence for grade labeling rises from a desire to participate and share in the nation's business and industry enjoy from buying tested, identified goods.

MR. WILLIS CHALLENGES: The American housewife knows that the Pure Food and Drug Act guarantees purity. Beyond that point "goodness" is largely a matter of taste. Brands are important because they enable customers to buy the "tastes" they like and avoid buying those they don't like. Grade labeling infers that differences in aroma and flavor mean nothing. To start a first-class upsurge in America, just try replacing brands with government grade labels implying "All these are equal. You don't have to know the brand." Our best famous foods would become as the humble nut—no pride of ancestry or hope for posterity.

DR. FRANKLIN REPLIES: The issue is not brand vs. grade but whether labels shall also show grade. So the consumer may know steadily range within which brands fall. A producer advertising XYZ brand as sweetest or best grade tea on the market, and making the claim good can get a premium price within B range. Issue is not consumer vs. producer but small producer with excellent products vs. producers of "leading brands" with respectivity manufacturing reputations. Will an unpedigreed horse have a chance to show he can run, or a pedigreed animal be pained if wild and hidden defects. Most important issue is whether price control will be undermined by hidden quality change.

MR. WILLIS OPENS: Why should the food industry, which depends so completely on the good will of the American housewife, be subjected to a proposal which is as simple, plausible and appealing as the arguments for grade labeling appear to be at first blush. The answer is that competition would force all manufacturers to back down to the grade established by the government. The food business is so highly competitive that profits are figured in small fractions of a cent. No one could stay in business and still supply the extra quality factors and better flavor, bouquet or leading qualities which distinguish the customer? Yes, and so have one struggle to improve and enrich products than those of the grade which made these quality factors possible? A floor under quality to protect the customer? Yes, and so have one ceiling on competition and progress? Emphatically no!

DR. FRANKLIN CHALLENGES: How about a case of a rival with minimum quality. The increasing number of canners who grade label because it is good and will pack down to grade but receive "A" prices for "A" products though not "leading brands"? Consumers know that leading brands have repeatedly found nationally advertised "leading brands" to be "A" products at "A" prices and reputations. Now housewife find countless new brands obviously designed to conceal price increases and quality changes. Industrial standards have not stifled competition in industrial raw materials. Do grade labeling opponents claim that right to deceive the ultimate consumer is essential to economic progress?

MR. WILLIS REPLIES: Congress, under organized pressure, has repeatedly, open-mindedly considered compulsory grade labeling.

Dr. Franklin's arguments seem to boil down to the alleged wickedness and deceit of national brands and know no deceit on the part of either large or small manufacturers. It is against the law of the U. S. and against the law of common sense. The deception comes not last long and, when detected, would destroy the value of the brand.

Isn't it reasonable that the brands representative of the largest investment would be the first to jealously guard quality and public good?

Grade labeling is a mere attempt to ham-string successful business. It would remove all incentive to improve quality by penalizing the public.

RECIPES for Your Books, Cooks!

RECIPE OF THE WEEK
This is a good meat substitute dish—

Baked Bean Croquettes
2 cups baked beans
1 medium onion
1 teaspoon salt
1 egg beaten
2 tablespoons water
Cracker crumbs, sifted
1 teaspoon pepper

Mash beans with a fork, add onion, salt and pepper and shape into croquettes. Mix egg and water. Roll croquettes in crumbs, then in egg, in crumbs again and fry in deep fat (375 F.) until browned. Drain. Serve 4.

Some Day

"DON'T WAIT"

Read the classics you've long intended to read. There's a wealth of pleasure and intellectual enrichment awaiting you. And you'll find that the meeting of great minds is one of the most steady of pursuits amid today's confusion. It is one of life's experiences which you owe yourself. In case you need a bit of "coaching" as to selection, Command us!

La Belles
137 WEST MAPLE
Birmingham's Shop of Books and Gifts

Don't forget your soldier boy overseas! You'll find a suitable Christmas Gift for him in our store and we will wrap it suitably for you . . .