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Local Boy Was There When U.S.S. Iowa Blasted Tokyo Environs

Football Squad Is Now Hard At Work

# Strictly Fresh

CONGRESSMAN CERLER of New York sharply criticized the National Baseball Congress for its decision to Invite's Japan to its global baseball' course. The conference of the Congress was proposed to the New York sharply criticized to the New York sharply congresswan problem who was to be a construction of the New York of New Yor

It is said that sharks will not bite a swimmer who keeps his legs in motion. The difficulty is to keep kicking longer than the shark can keep waiting.

Offered Trial Job?



# Late Summer Plantings with Scotts Seed Builds Lasting Lawns



Huston Hardware Co.

MAX BROOCK INC.

"THE HEIGHTS"

112 S. Woodward

Birmingham 1212



my new conveniently arranged Kitchen I won't have to do lot of unnecessary walking back and forth. A modern Gas age will cook the meals quickly and efficiently, And a big as refrigerator will put an end to countless marketing time to an ording of the average and red delightful dishes fill be able to serve. A dependable automatic Gas water heater will make my kitchen work easier and faster, I'v a real joy to plan and dream about this kind of living and just as-moon as this terrible war is over, my war Bonds are going to help me shipy living by making my dream a reality.

\* BUY WAR BONDS NOW FOR YOUR NEW \* FREEDOM GAS KITCHEN AFTER THE WAR \*

CONSUMERS POWER COMPANY

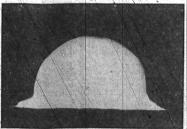
## First Test of Atomic Bomb



This photo of the initial test of the atomic bomb in New Mexic made with an automatic camera at six miles, shows the fit blooming of the explosion—a cloud that, rose to 40,000 feet is the minutes. Black center is hery core, brighter than the survivales with the control of the



Here the explosion grows bigger, taking the shape of an egg as the intensely bright center scatters.



And here it looks like a huge white derby as it climbs toward the stratosphere,

# HOW TO CHOOSE

Choose an advertising medium that will make your Advertising as EFFICIENT AS POSSIBLE . . . a medium that will enable your advertising dollar to do a dollar's worth of work. ... a medium that will give you maximum returns on your investment ... a medium that has proven profitable for successful merchants for more than thirty years.

# FOR EFFICIENT ADVERTISING

Choose A Medium That Will Enable You To-

- 1. Reach the largest number of your potential customers.
- Concentrate your efforts on markets that offer you the best opportunity.
- Time your advertising to meet changing conditions in a fast changing world.
- Tell your story to any member or all members of
- the family reading circle.

  Build good will as you build sales.
- Tie your message to the news of the day.
- Give your ads a local touch, a home town flavor.
- Get quick results when you want them and need
- 9. And do all this at the lowest possible cost .

THE MEDIUM THAT GIVES YOU ALL OF THESE AD-VANTAGES IN THIS AREA IS THE-

Birmingham Eccentric