"JOYTIME" IS HERE!

BIRMINGHAM
BIRMINGHAM, MICH. • Phone BIRM. 1860 • A UNITED DETROIT THEATRE

OPEN MONDAY THRU FRI. 6:45 P.M. SAT.-SUN. HOLIDAYS 1:30 P.M.

NOW SHOWING - THRU NEXT TUESDAY

THUNDERING INTO AN EMPIRE OF VIRGIN SILVER!

PLUS || CARTOONS — NEWS AND "TOBACCO LAND"

(USE ECCENTRIC WANT ADS FOR BEST RESULTS)

The Land of the Vacationist, That's Beautiful Wisconsin

By the Old AAA Traveler

The Indians called it Wish-Kon-Sing . . . Land of the Beaver . . . but today that magnificently beautiful Wisconsin might logically be called Land of the Vacationist, for certainly America's beauty-lovers troop into its forests and along its lakes and streams in vertiable armies.

It is the ideal vacation playplace—outside Michigan of course—for the state has 500 miles of shoreline on the Great Lakes, 6,138 inland lakes, most of them teeming with fish, and 10,000 miles of fishing streams meshed over the state like a giant cobweb.

Add to those advantages a score or more of state parks, a number of almost virgin forests, eight Indian reservations and more than 12,000 of the noble red men to add color, and you have—well, you have Wisconsin!

Jean Nicolet was the first white man to see Wisconsin. That was when he beached his high-bowed canoe at what now is Green Bay way back in 1634. At that time there was a great Indian settlement at what was first called La Baye, and there were only three other sizeable settlements in this country—Jamestown in Virginia, New Amsterdam, which was to become New York, and Plymouth. In 1673 two more stout-hearted whites rolled into Wish-Kon-Sing—saintly Pere Marquette and Louis Joliet, who were seeking a shorter route to China.

Marquette, the missionary, and Joliet, the fur trader, are credited with being the first whites to see the Mississippi River, and the route they traversed took them up the Fox River, through Lake Winnebago and on to Portage, where they crossed the new Wisconsin River and eventually arrived at what now is Wyalusing State Park.

Through the years there were numerous immigrations from Europe, including German and Scandinavian, Swiss and English, Polish and Hungarian, and it has been said that even today the visitor will find traces of these countries all over Wisconsin—the reason, incidentally, why Wisconsin has been described by some as "a little bit of all the world".

Of couse one of the most enthralling sections of all Wisconsin is the famed Dells, where the rushing waters of the Wisconsin River have cut a great gorge through sandstone—forms in strange likenesses of animals, human beings and objects familiar in our everyday lives.

The Dells are in the very heart of the land once the empire of the Winnebagos, and until today the Indian lives his primitive life little changed from the days when Wisconsin was the "land of the beaver".

In the great natural amphitheatre at Stand Rock the Winnebags carry on their summer ceremonials within sight of the white visitors, something comparatively new, for the Indians guarded their tribal secrets and their tribal rituals for many, many moons. In the amphitheater, with its magnificent acoustics, the visitor can hear every shading of the wild war song and the singing chant-prayer for rich harvest and good hunting, and there before your very eyes you watch the dance that the Winnebagos were doing centuries before Jean Nicholet arrived.

In the Dells it would be difficult to list the places of interest to the visitor, for the entire section is a vast panoramia of the unusual and beautiful—Chimney Rock, Hornets' Nest, Turtle Rock, Devil's anvil, and a score of others equally appealing to the lover of the beautiful and unusual.

Not all of the beauty is in the Dell proper, please believe, for ancient streams tumbling their waters into the mother river have cut deep canyons into the adjacent rock—caves and grottos and along the cascades you'll find strange mosses and flowers familiar only to the indians.

There are two other routes into Wisconsin, of course, one via Chicago and the other through Michigan's magnificent Upper Peninsula, either one parading its own particular eye-appeal. Most Michiganders, I rather imagine, go via the Upper Peninsula, and rightly so, for that great stretch of almost virgin country is one of the most beautiful areas in all of this beautiful America. Many off-the-mainroute points of interest are open to the vacationist going via the Upper Peninsula, notably the famed Tahquamenon Falls and the Pictured Rocks at Munising, and it would be well to budget out a little additional time to see them.

Navy coffee roasting plants at Brooklyn, N. Y., and Oakland, Calif., each have facilities to vacuum-pack 28,000 pounds of coffee per eight-hour day.

Chief Yellow Thunder stands on "High Rock" in the Wisconsin Dells. As a background see "Romance Cliff".

No Activity Or Event Is Complete Without HARVEY CROZE *Photographer* JUST CALL Birm. 5100—Ext. 105 or Birmingham 510-W

Hotels Cannot Be Compared to YORBA LINDA

This gorgeous estate has sleeping quarters to suit particular people. Only 5 minutes by bus or car to this paradise.

Moderate Rates

DIRECTIONS: 2 miles South of Birmingham on Woodward Ave., near 13 Mile Road. Watch for sign:

"YORBA LINDA TOURIST ROOMS"

CRANBROOK THEATRE SCHOOL
Carl G. Wonneberger, Director
PRESENTS A DUAL BILL
THE SLEEPING BEAUTY
and
LITTLE BOY BLUE
for its seventh annual children's program

Thurs., July 29 Fri., July 30 at 3:00 p. m. — In the Greek Theatre Lone Pine Road in Bloomfield Hills

Tickets at Shain's—85c, children 40c

EVENING PERFORMANCES

Aug. 3-4, "Cradle Song" . Aug. 6-7, "Stage Door"

BRIDGE AT THE COMMUNITY HOUSE

By James C. Gray

(A report on the duplicate bridge tournament held every Wednesday evening at 7:45 at Cranbrook. You and your partner are cordially invited to participate.)

The evening of July 14 was one of those rare, coolish ones for midsummer, a welcome relief from a week of sticky, oppressive heat, and a fine evening for bridge. As a consequence, when the weekly tournament finally got under way the room was filled to capacity. Some forty hopeful embryo Culbertsons riffled the cards and straightened the boards and quietly repeated to themselves, "Second hand low".

The winners? In the north and south division—pass that for a moment. C. W. Churchill and son and protege, George, took second place. Susie Davidson and George Spelvin Kinney were third. In the east and west division, Jean Heugh and Bo Guy won the top position, with Chuck Crandall and Tom Cookerly second and Arch and Mr. Bogue third.

* * *

Serious bridge is a serious business. It requires a peaceful atmosphere and an opportunity to concentrate. Could you, reader, play a sharp game if you had to leave your chair every few minutes to route the boards through ten tables and make sure that Susie Davidson didn't play the same board twice?

Mac McElhaney did it.

Could you play practically errorless bridge if you had to lift your attention from the hand you were holding to settle a rule dispute between May Esch and Mary Fletcher?

Mac did it.

Could you complete a tricky no-trump involving a double reverse squeeze with the one-eyed jacks wild if you had to stop in the middle of it to correct Jim Fenwick's scoring?

Mac did it.

Could you (Mac did it) win first prize in a tough tea table tournament with a partner who does things like this?

NORTH (Mac)
S—J x x x
H—x x
D—J 10 9 8 x
C—x x

WEST (Tom Cookerly)	EAST (Chuck Crandall)
S—A Q x x	S—K x
H—Q x x x	H—A K J 10
D—x x x	D—A Q x x
C—K x	C—A J 9

SOUTH (A guy who just weft along for the ride.)*
S—x x x
H—x x x
D—K
C—Q 10 x x x x

The auction: East, two no-trump; West, three spades; East, four no-trump (Blackwood convention); West, five diamonds showing one ace); East, five no-trump; West, six diamonds (showing one king); East, six no trump.

South opened his fourth high club and East gratefully gathered in the trick with the nine spot in the closed hand. East now counted his winners: three spades, four hearts, one diamond, three clubs—one trick shy. Must finesse the diamonds. He led a small diamond from the dummy.

"Stop!" shouted South (a sharpy who knows the rules and always demands his rights). "You're leading from the wrong hand. Now you've got to lead a diamond from your own hand."

East led the ace of diamonds.

Naval Aviation Cadet Enlistments Are Open

To supervise the enlistment throughout Michigan of Naval Aviation Cadets in the newly reactivated flight training program, Lt. Comdr. Arthur J. Schultz has been ordered to Detroit as Officer-in-charge of Naval Officer Procurement in the Book Bldg., it was announced by local naval authorities.

The new Naval Aviation Cadet Program," Schultz said, "has been activated to provide a steady flow of trained aviators for Fleet Air Groups, whose expansion has been authorized by recent legislation."

The program is open to young men between 18 and 25 who have completed two years of college and who are unmarried.

Have You Met . . .

Mr. and Mrs. Robert H. Cadwell and their children Janet and Thatcher? Formerly of Detroit, they are now residing at 619 Westchester Way. Mr. Cadwell is with Holcroft and Company.

Have You Met . . .

Former Philadelphians, Mr. and Mrs. R. M. Neyhart and their children Sandra and Sella? They're making their home at 687 Oakland. Mr. Neyhart is with the advertising department of Nash.

BLOOMFIELD
BIRMINGHAM, MICH. • Phone BIRMINGHAM 3730 • A UNITED DETROIT THEATER

A UNITED DETROIT THEATRE

MONDAY - THURSDAY DOORS OPEN 6:45 | SATURDAY & SUNDAY DOORS OPEN 1:45

FRIDAY ONLY — DOORS OPEN 5:45

. . . STARTING FRIDAY . . .

. . . PLUS . . .

William Eythe and Barbara Britton in

"MR. RECKLESS"

BOYS AND GIRLS!

Special Matinee Wednesday, July 28, at 1:30

2 — Super Bang Up Westerns — 2

PLUS CARTOONS

All Seats 25c

HURRY! HURRY! HURRY!

FROZEN FOOD SALE

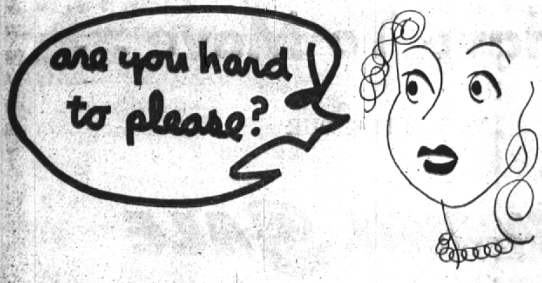
Thur. Fri. Sat.

PEAS	Gold-Seal Packed-by-Birdseye	2 12-oz. Pkgs.	39c
12-OZ. PKG. COLOSSAL ASPARAGUS	Spears	41c	Cuts and Tips 12-oz. Pkg. 27c
CARROTS	Fancy Diced	2 12-oz. Pkgs.	25c
FORDHOOK LIMA BEANS	Lge. Butter	12-oz. Pkg.	37c
Cloverleaf Rolls	Ready to Bake	Pkg.	23c
Corned Beef Hash		Serves 4 Lb. Pkg.	29c
Turnovers	Chicken	29c	Beef 19c
CONCENTRATED Orange Juice		Makes 1½ Pints	19c
Scotty's Fish and Chips		Serves Two	49c
VEGETABLES	Large Size	At 25% Savings	

COMPLETE SUPPLY OF LOCKER NEEDS

FROST MARKET

We Deliver Phone 1386



If you are—then you'll like The North Chevrolet service department. Pleasing people — easy or hard—has been a standard policy. Everyone must be pleased or we do the work over.

No service sale is final at The North Chevrolet Co. until the customer is pleased. We value our service business but one-time service customers are of no value to us. If you want good service that's guaranteed, then come on in . . . we want you!

AMERICA'S FASTEST GROWING CHEVROLET DEALER

The North Chevrolet Co.

1000 S. Woodward Ave. Phone Birmingham 3202

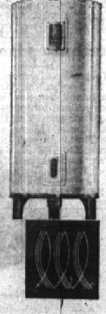
I'm Dollar-Wise About Water Heating!

No more old-fashioned, expensive water heating at *our* house—not when we can have *so much* hot water convenience *for so little* with our TOASTMASTER Automatic Electric Water Heater! For only a few pennies a day, we have all the *perfect* hot water we can use—plus all those wonderful TOASTMASTER features that mean BETTER SERVICE — Longer! Every TOASTMASTER Water Heater is equipped with that famous *non-liming*, Life-Belt element and the amazing Ionodic system of rust-control! What's more, *every* TOASTMASTER Water Heater is GUARANTEED for 10 years! Let us show you the many advantages of a TOASTMASTER Automatic Electric Water Heater—today!

HERE'S THE LIBERAL 10-YEAR TOASTMASTER GUARANTEE!

If your TOASTMASTER Water Heater fails within five years, you can replace heating element, tank OR GET A NEW WATER HEATER at no cost to you!

If your TOASTMASTER Water Heater fails after the fifth year (up to 10 years) you may replace heating element, tank or GET A NEW WATER HEATER on an elapsed service basis!



TOASTMASTER *Automatic* ELECTRIC WATER HEATER

"Toastmaster," "Ionodic" and "Life-Belt" are trademarks of the McGraw Electric Company.

Hawthorne Electric

122 W. Maple Phone 299-W