

I WITH LUIN II	Un	VI n	9 8 8	m L	b.	7	1
Cup up Ready for the Pan-Fully Drawn				127	1994	The proper	-
FRESH FRYIN	IG	CHIC	KEN	15	Lb.	7:	30
Only One Grade. FRESH	***	Sweet and Ten				35	-1227 - 100 (4)
Ground Beef	59°	Sliced	Bacen			Lb. 5	90
Armour Star AFIGNA			4.120				36
Thuringer Sausage	69°	Vein-X	Shrimp		¥	ь. 8	7¢
SMOKED 1	- al	Tasty, Economic	al			, per	
Liver Sausage	59°	Cod Fi	llets .			Lb. 3	5°
Tiny Links		Delicious Meal I	Favorites			3"	
Greenfield Sausage	55°	Rosefis	sh Fille	ts.	ő.	LD. 3	7°



KROGER	BREAD .	b.,	2 1/4-Lb. 27°

Rroger Marshmallow Sandwich Cookies Pkg.	19c	Corned Beef	12-02. 49c
Fig Mello rkg.			
Crackers 18.			

Enriched for That Finer Texture in Baking

Cheese Food 2.	Load 95° Kroger Flour
Large Eggs	
Margarine 15. 33c	Cider Vinegar Gal. 59s
Spotlight Coffee. Lb. 40c	Ball or Kerr Pis., Doz. Gio
Beverages	Dill Pickles 12-Gal. 396

Chimes Assessed the our eve
Mason Jars Coz. 75c
Dill Pickles 15-Gal. 396
Frepare with Chill: Kidney Beans 2. No. 2 276
Tissues 2 200 Ct. 27c

SUPERCHROME

COUPON WORTH

Baby Food3 tan 28c Cigarettes ctn. 1.69

Great on Bread, Toast, Crackers			For Hot-Summer Days-Krog	
Welch's Grapelade.	Lb.	25°	lced Tea	V2-Lb. 43°
WELCH'S	LIBERTY	4	NEW ENGLAND	DELRICH

GRAPE	JUICE 49c
IVORY	SNOW

Lge. 33c

Orange Juice 46-0z 25c Wieners 14-0z. 49c

> IVORY Medium Size Bar 2 Bars 21c

Maraschino Cherries 8-0z. 29c

Gets Dirty Hands-Clean Quickly 3 Bars 29c

14-0z. 27c Gillette Blades Pkg. of 5 Blue Blades 25c

PANCAKE SYRUP

12-Oz. 27c

X-PERT

WHITE CAKE MIX

DELRICH MARGARINE _{Lb.} 45с

LUX FLAKES Fine for Undies Pkg. 33c

> BATH SOAP 2 Lge. 27c

WALNUT LAKE NEWS

By NORINE McKAY Phone: LONGACRE 5-2375

Buclid drive started their vecation by attending a family pienie July 20 at the home of Mr. Osterbeck, accretion, the started of the started

arrived Tuesday and expect to remain till this coming weekend.

Mr. and Mrs. John K. Woodman of Popilar lane were boats to Mr. and Mrs. Walter P. Bebhart of the 17th.

This last weekend they also entertained Mr. and Mrs. R. A. Sandeen and children Ann and Perform Mt. Prospect, III.

Remodeling of, the Finnish American club house an Puttam drive is finished. An open house will be held Saturday, July 31, at 8 p.m. to celebrate this weent and members and their friends are invited.

home and remain for a short visit.

Housequests of the Don Luthers
of Edgewood blvd, are Mr. and
Mrs. H. M. Wolwen of Poughkeep
ing a moving picture record of
their stay here and plan to visit
Cranbrook for this purpose.

The program committee of the
Walnut Lake School PTA met last
Smoday evening at the Edson
Rodrad vening at the Edson
read-to discuss and plan events for
the coming year.

e coming year. W. E. Kendall of Comfort drive

ROTC Cadet Attends Summer Camp at Ft. Monmouth, N. J.

FORT MONMOUTH, N. J. — John W. Main, son of Mrs. Frank L. Main, 435 Linden rd., is attending the state of the

MON TAILS. Armly reconstruction of the Workship of the Workshi

J. A. FREDMAN GENERAL CONTRACTOR

INDUSTRIAL and COMMERCIAL

Construction and Alterations
Grading • Excavating • Fill

IMMEDIATE SERVICE COMPLETE INSURANCE COVERAGE

735 South Paddock St. PHONE PONTIAC 2-5010 - 4-7162

Around the Cracker Barrel

A few years ago a Maine merchant ran an advertisement in the local weekly which went something like this:

is good, you have to make it so. You just can't stay in business if you say one thing and do another. Advertising forces men to build good reputations if they want to remain.

About a quarter century ago Alvan Macaulay, then president of the Packard Motor Car Company, wrote a most outstanding advertisement which was entitled "Reputation". In it he said, "We sometimes apeak of winning a reputation as though that were the final goal. The truth is contrary to this. Reputation is a reward, to be sure, but it is really the beginning, not the end of endeavor. It should not be the signal for a let-down, but, rather, a reminder that the standards which won recognition can never be lowered. From him who gives much—much is forever after expected. Reputation is never completely earned; it is always BEING earned." So if advertising helps a person establish a good reputation, it takes something more than advertising to continue to earn that reputation. But even while that reputation continues to be earned through the years, advertising is the constant watchdog. Advertising forces the doing of those things which the advertising boasts of. Yes, advertising is a fine art; it is also the continual and constant insurer of high standards. I think this very crude explanation of our conception of advertising makes it very plain why Campbell's Village Store handles nothing but National Brands. We know that a house which has sold its wares since 1777, and which has publicized its standards through all those years, makes good products. We know a house which is being operated now by the fourth generation, and which has told the people for almost 100 years what kind of merchandise it makes, haan't lasted if it lied. We know, and you know, that no manufacturer can make shoddy stuff and continue to tell the people it's pure silk.

You and I both want to get the most for our dollar. It doesn't take too much figuring to know that value lays in that product made by a man whit is continuing to earn a reputation for good merchandise. When you

ROSS S. CAMPBELL, Proprietor.

PIERCE ST.

Campbell's Village Store Birmingham Michigan

PHONE

ICED TEA AND COFFEE SERVED ON SATURDAYS

Use The Eccentric Want Ads