

A Message

To Our Friends and Neighbors
from DEAN COFFIN, Inc.

348 EAST MAPLE
BIRMINGHAM

(WESTERN UNION) DECEMBER 6, 1952 DARNING... CANCELLED DATE WITH DEAN COFFIN, INC. CAN'T AFFORD TO SPEND MONEY FOR FREEZER SHALL I MEET YOU AIRPORT WHEN FOR GOSH SAKE LOVE KATE

(WESTERN UNION) DECEMBER 6, 1952 FORGET ABOUT MEETING ME AIRPORT GOING TO BUFFALO TO MAKE EASTERN SWING RE FREEZER LETTER FOLLOWS LOVE JOHN

December 8, 1952

Darling:

It's just too bad a man can't get home for a quiet week-end with his family instead of bog-trotting all around the swamps of America. The trouble with you is you let your company push you around too much. I'd just give them a piece of my mind about having to travel so much. Buffalo! You might just as well be in Africa.

I didn't see any point in talking to the Dean Coffin, Inc. man. After all, we aren't exactly drowning in money and I can think of other things we need more than a deep freeze. When do you get home? We have to get the storm windows on. House is cold.

Love,

Kate

December 10, '52

DEAREST:

Let's get one thing straight right now: I am not interested in increasing our expense one zloty. In fact, I am going to cut it down. I'm fed up seeing us spend \$150 a month for food and I intend to put a stop to it. That Dean Coffin plan is quite simple. Here's how it works.

We are quantity buyers of food, but unfortunately we buy in little dribbles, five or ten pounds at a time. I heard yesterday that a family of four people will average over two tons of food purchased in a year's or 6 months supply, at one crack, we can get a quantity discount. It's the discount, over the months, quantity discount. It's the discount, over the months, that eventually writes off the cost of the freezer.

On top of that, Sweetie Face, with a Ben-Hur or Sub-Zero freezer in your basement, a big one you understand, you won't go to the store very often. Sid Oldberg says his wife goes to the store only about once every seven or eight days now. So you need the car less, you don't have to shop when you feel horrible or the weather is bad, and you are more careful with your grocery money. That's because you don't walk down the aisle of a store so often and pick off all the tidbits and whatisits you never intended to buy. Sid Oldberg says Mrs. O. now goes to the store only once every 7 or 8 days.

Now honey, some things are inevitable. One of the most inevitable things of which I can think is the fact that you and those two moppets and I are going to keep right on eating. Just as regular as breathing, you're going to spend a hundred or so simoleons a month for roasts, hamburger that shrinks in the pan, chops, and vegetables and fruit that have lost all their punch by the time they've spent three or 4 days getting from the farm to our dinner table. Honey, we're spending the money now for this plan but we have no freezer to show for it. I hear the beef on this Dean Coffin, Inc. plan is beautiful. It's aged properly, and the steaks and roasts are cut and wrapped just the way you want them. The vegetables and fruits are of the finest quality. People are crazy about the meat part of it, particularly.

I'm not suggesting we increase our expense. I'm merely suggesting you buy some of our food through a different channel, get a quantity discount on it, a discount which will help us to pay for the freezer. There are just too many families in Birmingham who are now on this plan and enjoying it thoroughly for you and I to have any doubts. It's no longer an experiment. Every other day or so I meet somebody that has it in their home and talks about it.

Come on, honey, let's get smart. Call up Dean Coffin and tell him to get a man over there to show you how the plan works. You obviously have great gaps in your information although you are a very sweet kid.

Love,

Happy Freezing,

John

Dean Coffin Inc.

Freezers & Family Food Plans
348 E. Maple
Midwest 4-8500

We Do Not Have Enough
FREEZER STORAGE SPACE
AND WOULD LIKE TO GET DETAILS
of your
FROZEN FOOD and FREEZER PLANS

Name _____
Address _____
Telephone _____
No. in family _____

People's Column

The Executive welcomed letters for this column. All letters should be signed, but signatures will be kept confidential. Space reserved. Letters must be mailed to 500 words.

To the Editor:

On August 5th the Birmingham tax payer has been invited by our most righteous city government to vote their approval of our City Administration's proposed City Charter Amendment of section 1 of Chapter XII. Their most gracious request is the above title, asks Mr. Birmingham John Q. to forfeit his sovereign right, for forty years, and surrender his authority of determination of public debt which may be accepted by the people of this community for the purpose of constructing necessary sewers and drains.

The present city charter vests this authority with the people, where it should remain. However, the city government must feel that this slow but time proved process is a definite cramp to their style; and that the people to pass their authority to any three-fifths of our City's Commissioners for the next forty years, or if you prefer a blank check to be filed in for any amount, the city government would request our City's Commissioners think the traffic will bear.

It appears to me that every four to six months the Birmingham's city administration dreams up and attempts to sell to the people of Birmingham some unorthodox financial monstrosity, which by way of public indifference could become law and would constitute a very serious financial handicap to the property owners here.

This situation would drive the wiser and more prudent residents away from Birmingham and ultimately force a downward trend on the value of our real estate.

We must either eliminate the cause of these attacks, or allow this financial evil to attach itself to our pocketbooks until we are blind with it.

I'm for a better management and smarter, cleaner city government in Birmingham.
John Brennan
988 Flovd St.
Birmingham, Michigan

Township Changes Water Regulations

Southfield township has changed its law striking regulations to conform with those of the City of Detroit. Detroit had requested that Southfield hold to the same hours as rules called for in Detroit to eliminate confusion.

New speaking restrictions for the township state that no laws can be watered between the hours of 9 a. m. and 10 p. m. daily, Sunday through Friday. There are no controls on either Saturday or Sunday.

FOR GOVERNOR



DONALD S. LEONARD
Republican

He served with distinction as State Police Commissioner, State Director of Civilian Defense, State Fuel Administrator and in other highly responsible posts for State and Nation.

His reputation for fairness is unchallenged.

His courageous leadership is inspiring.

He is an attorney, alumnus of Wayne University and the University of Michigan.

Vote X for

DONALD S. LEONARD

Donated by Friends

Republican Comm. Planning Special Election Services

Richard Van Dusen, 1722 Pine, chairman of the Birmingham Republican committee, presided over Republican rally Tuesday evening in the First Baptist church.

He outlined to those present the plans which the committee has made to get voters out for the primary election next Tuesday.

Block workers will contact residents of their block, probably this weekend, to remind them of the election, inform them of the voting hours and give the location of their voting precincts.

This will be followed, on primary day, with a contact, shortly before the polls close, to remind voters who have not yet cast their ballot.

"We hope, by this system," Van Dusen said, "to contact every eligible voter in the city and still not infringe upon their time. All calls will be brief—just reminders to the folks or offers for a little special service."

"But if the township is ever to have a sizeable water supply, we will be forced to join the authority," Reoser concluded.

At least the eastern portion of the township will be serviced by the Detroit supply if the articles of the Greenfield water main supply out of Detroit.

Reoser pointed out that the township cannot levy special taxes for protection such as this as could municipalities. "If we can pay as we go, once the water system is in operation it will pay for itself," Reoser stated.

No Action On Ordinance

Action of the proposed side yard law ordinance was tabled Tuesday night by Southfield township board members when it was found that no provisions for board of appeals cases, were included in the ordinance. The proposal was referred back to the planning commission for correction.

Legion Schedule

The Birmingham American Legion Post baseball team schedule is as follows:
Fri., Aug. 1—At Berkeley Spn., Aug. 3—Royal Oak here
Wed., Aug. 6—At Clawson.

WE RESPECT THE FAMILY BUDGET

PAN READY FRYING CHICKENS 65¢ lb.	RATH'S BLACKHAWK BACON 75¢ lb.	PRESSEL'S JEWEL PACK SKINLESS WIENERS 59¢ lb.
Armour's 6 3/4 lbs.	DuBuque 7 1/4 lbs.	WARM WEATHER SPECIAL CANNED HAMS 6.99 EACH

FRESH DRESSED & FROZEN SQUAB 2 for \$2.95

SFIRE'S OWN FORMULA PREPARED DOG FOOD 2 lbs. 39¢
BEST FOR YOUR DOG

LAKESIDE SMOKED HAMS
Whole 65¢ lb. Butt 72¢ lb. Shank Half 59¢ lb.

6 JUMBO CORN HOLDERS
ONLY 25¢
CHILDREN LOVE TO USE THEM! KEEPS FINGERS CLEAN (STAIN RESISTANT) PRONGS
WITH END FLAP FROM PKG. OF GOOD LUCK the table margarine
2 lbs. 61¢

U. S. PRIME & CHOICE GRADES RIBS OF BEEF
Whole Racks 73¢ lb. For Your Freezer
6th & 7th Rib Cut 69¢ lb.
1st. to 5th. Rib Cut 79¢ lb.

U. S. Prime and Choice Beef ROUND STEAK 99¢ lb.
U. S. Prime and Choice Beef CUBE STEAKS lb. \$1.06

A LARGE SELECTION OF CHOICE
FRESH FISH
AT OUR SERVICE COUNTER

LIQUID SPRITE
REGULAR PRICE 29¢
EXTRA BOTTLE 5¢
BOTH FOR 34¢

KRAFT'S MAYONNAISE
QUART 65¢ | PINT 39¢

INTRODUCTORY OFFER FRISKIES DOG FOOD
2 CANS FOR 34¢
1 EXTRA FOR 2¢
3 CANS FOR 36¢

TIDE DREFT
LARGE SIZE 29¢ PKG.

MAXWELL HOUSE COFFEE 83¢ lb.

PETER PAN PEANUT BUTTER
SMOOTH OR CRUNCHY 2 JARS 77¢

OLD MONK GIANT RIPE OLIVES
TIN 39¢

VLASIC SALAD DRESSING
2 PINTS 55¢
POT HOLDER AT NO EXTRA CHARGE

BAKED BEANS
2 TINS 29¢

PIE CHERRIES
NO. 300 TINS 2 FOR 33¢

BIRDS EYE PEAS
2 Pkgs. 45¢
CUT GREEN BEANS
2 Pkgs. 47¢

AWREY BAKERY
Chevy Almond Nut Wafers per dozen 49¢
Fresh Fruit Blueberry Tarts 3 for 40¢
Pineapple Filled Danish Sweet Rolls 6 for 55¢
Tasty Date Filled Loaf Cakes each 52¢
Cocoanut Raspberry Pastry Cups 6 for 59¢
Danish Butterscotch Coffee Cakes each 65¢
Extra Tender Twisted Glazed Donuts 6 for 34¢
SPECIALTY BREAD—A DIFFERENT VARIETY EVERY DAY
Cinnamon Sugar Dunkers per dozen 52¢
FRIDAY AND SATURDAY ONLY
Butter Cream Bittersweet Chocolate Layer Cakes each 65¢
FRIDAY AND SATURDAY ONLY
Maple Pecan Chiffon Cakes each \$1.40
SATURDAY ONLY
Peach Pineapple Cherry Cream Layer Cakes each 90¢

Snow Crop FROZEN FOODS
LEMONADE
2 For 35¢
Snow Crop FROZEN FOODS
ORANGE JUICE
2 For 35¢