

# A Message

To Our Friends and Neighbors  
from DEAN COFFIN, INC.

Ever since the second pair of Coffin twins was born, the Mother and Much of Michigan and I have been trying to beat down the high cost of living. My four twin boys now eat like Dipose-alls. They're the only people I ever saw that could get sparks out of a knife and fork.

Now we've never believed in stinting on the quality or amount of food served in our home. We like butter in ten pound gobs, jelly and marmalade all lined up on the table in platters, and meat and vegetable servings a man will remember. The only place we've stinted is on the money it takes to pay for it all.

When home freezers came into existence, we bought one. We thought we'd save money by buying in large quantities and storing it. It didn't work out that way at all. First, we seldom have enough cash lying around to buy large quantities of meat, vegetables, and fruit at one time. Second, I couldn't get much of a discount, even when I offered to buy 3 or 4 hundred pounds of food at one crack. Third, the salesman sold us a small freezer, too small for boys that eat meat in slabs.

These are undoubtedly your problems, partly or entirely. That's why this month we formed a new corporation here in Birmingham called Dean Coffin, Inc. We are now installing fine quality freezers in folks' homes, and delivering to each freezer a 3-6 months supply of QUICK-FROZEN (not just frozen) meats, fruits, poultry, fish, and vegetables at QUANTITY DISCOUNT PRICES. The beef is U.S. Graded PRIME or CHOICE, whichever you prefer, lamb, pork, and veal, properly aged and hung, cut and handled in a clean, modern freezing plant. It's cut to your personal specifications: the size steaks and roasts you want, packaged in the most convenient way for your family. AND, we not only will deliver this food to your home in frozen condition, BUT YOU MAY FINANCE YOUR FOOD ORDER over 18 months time. You need not cash in the children's savings bonds in order to find the cash to use your freezer space right. So, YOU PAY FOR THE FOOD AS YOU EAT IT.

In fact, the savings on these quantity discount prices, plus good use of your freezer in putting up asparagus, strawberries, corn, bread, cake, can cut your family bill enormously. Have you noticed the price of frying chicken in the chain stores recently? This week it's selling for 45 cents. Why pay 65 or 70 cents next Fall or Winter when you can buy them now for 45 cents in our local stores. TAKE A DOZEN OR TWO HOME AND DROP THEM IN YOUR FREEZER. Many months later they'll still taste delicious. The opportunity for savings is limitless.

In addition, on the Dean Coffin, Inc. food plans, you'll be invited to attend our Freezer Forums, where we will help you learn to use your freezer right. With the help of an experienced Home Economist in our Company, you'll be shown how to buy, blanch, wrap, freeze, and cook frozen foods. The first forum is June 19 in the Community House.

We believe that the local families who have already gone ahead on our food plans have made one of the finest investments a family can make. We know that YOU NEED NOT SPEND ANY MORE MONEY EACH MONTH ON OUR FINANCE PLAN FOR FREEZER-AND-FOR-FOOD THAN YOU ARE NOW SPENDING EACH MONTH. Maybe you are paying for a freezer right now and not having one. WHY NOT LET YOUR SAVINGS IN FOOD COST PAY FOR YOUR NEW FREEZER?

If you have inadequate, or no, freezer storage for your home, fill out the coupon below, call us at Midwest 4-8230, Midwest 4-7265, or stop in at our new office at 348 E. Maple Road after next Monday. We'll show you our Food Plans and our freezers.

Yours for better living at lower cost.

Dean Coffin, Inc.

See TIDE magazine, May 9:

"The home freezer-frozen foods sales tie-up is particularly logical. It offers housewives a way to combat high food costs. Housewives can look forward to a new way of life via such plans: less shopping, fewer bundles, easier work, lower prices, more convenience.

Here is a New System for Buying Food. If you now have inadequate home freezer storage and want the benefits of this plan, We invite you to mail this coupon to us.

Dean Coffin, Inc.  
FAMILY FOOD PLANS  
877 GORDON LANE, BIRMINGHAM

I am interested in your Family Food Plan; kindly give me more information

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone No. \_\_\_\_\_ Number in family \_\_\_\_\_

Dean Coffin, Inc.  
Family Food Plans  
Midwest 4-8230  
Midwest 4-7265

## EARLY NEWS AND ADVERTISING COPY NEXT WEEK, PLEASE

Because of the Memorial Day Holiday The Birmingham Eccentric will be closed both Friday and Saturday, May 30 and 31.

News sources and advertisers are urged to advance the submission of their copy accordingly.

## South America's Potentialities Are Rotary Topic

Progress and potentialities as well as some of the little known characteristics of South America were brought to Birmingham Rotary club members Monday noon by Harry H. Lichtwardt, executive secretary of the Detroit committee on alcoholism.

Lichtwardt went to South America in 1916 as a YMCA representative and while there helped organize the Rotary club in Rio de Janeiro.

He mentioned the tremendous resources of Brazil, saying there were huge oil reserves, practically

every known mineral quantities of iron, gold and diamond mines and in the Amazon forests alone wood enough to supply the world's needs for many years.

HE SPOKE of the ways in which air travel is aiding the development of South American countries and cities. In spite of the progress of the continent he said educational facilities in most countries were sadly lacking.

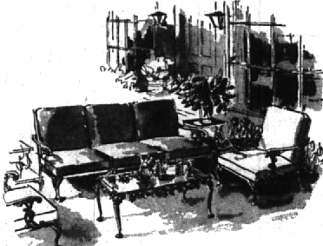
## Public Hearing Date

Birmingham commissioners have scheduled June 9 as the date of a public hearing on a special assessment district created for the collection of delinquent bills.

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## Gun Club Ready For Memorial Day

The Birmingham Gun Club is hurrying finishing touches on its annual Memorial Day Shoot, Friday, May 30, at the Porritt property.

The morning program will include 100 16-yard targets, 4-25 target events, 50-16-yard targets and 50 handicap targets. In the afternoon there will be 100 handicap targets 16 to 25 yards, a trophy jack pot winner, and the awarding of the Frank E. Vignoe Memorial trophy, given to the shooter with the highest score in the handicap program.

## City And Country School Discussion Groups On Radio

Students at the City and Country school, Bloomfield Hills, are participating on two radio programs broadcasted by radio stations WDR and WJLB.

A discussion group of third graders led by Mrs. George R. Roeper related hospital experiences of the children on Wed., May 1, WDR-FM, Fri., May 16, WDR-FM and on Mon., May 19, WJLB.

Members of the sixth and seventh grade discussed their observations in the nursery school broadcast Wed., May 21, WDR at 1:45 p.m., Fri., May 23, WDR at 11 a.m. and Mon., May 26, WJLB at 1:45 p.m.

Use Classified Ads—They Sell!

## Off To Great Lakes

PVT. KENNETH WORDE, USMC, left last week for duty with a Marine detachment aboard the aircraft carrier USS Oriskany. A graduate of Baldwin high school, Pvt. Worde enlisted last November. He is the son of Mr. and Mrs. A. J. Tait, 380 Catalpa, who have returned after spending a week with him in Bayonne, N. J., and New York City.

Lawrence A. Fisher, son of Mr. and Mrs. Coyle Fisher of Derby road, enlisted in the U. S. Navy and left Monday for recruit training at Great Lakes Naval Training Station, Great Lakes, Ill. A 1949 graduate of De LaSalle Collegiate high school Detroit, Fisher completed two years at the University of Detroit before enlisting.

# Hey, Gang!

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Midwest 4-2735

CROWD LEAVES TO GO HOME to supper at 5:40 p.m. after seeing and hearing General MacArthur during his 57th 10-min-

ute stop in Birmingham. State police car at right was the end story on Page One, Fort Cim- (Joe Wheeler Photo)

## MEN IN SERVICE



## MSC Alumni Club To Hear Address By Hear Director

The Michigan State College Alumni club of Oakland county will hold its annual spring meeting and election of officers at 8:00 p.m., Tuesday, May 27, in the Birmingham Community House.

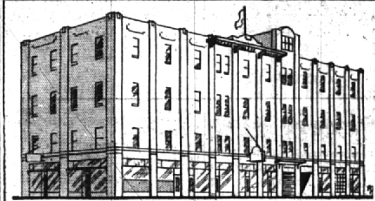
Speaker will be Dr. Edgar L. Harden, director of the Michigan State college continuing education service.

A specialist in counseling and guidance, Dr. Harden directs a program that provides practical aids to more than 250,000 Michigan residents annually.

## WE HEARD IT SAID BY—

RICHARD DEWEY, Birmingham GOC head—"Unpleasant as it may be, to have to devote four hours a week or more to airplane spotting, the people of Birmingham surely realize that it is for their own good. Other groups, in the same job for their protection and I know our residents are just as anxious to do their part as any other group. To state our volunteers have been slow in signing up, but if I know Birmingham, this present emergency will find them ready to do the job at hand."

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