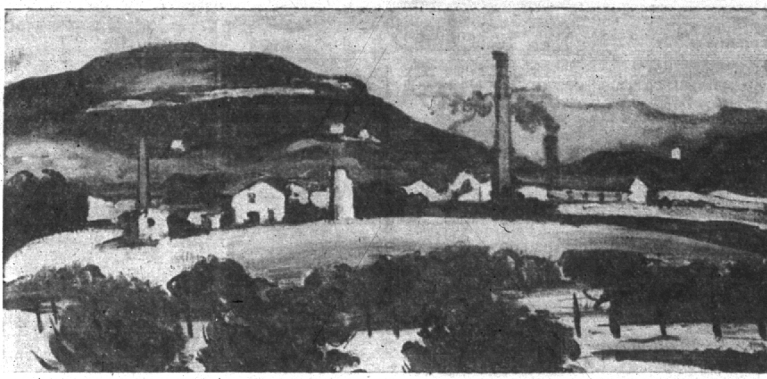


WANT ADS BRING RESULTS

A suburbanite was sitting at his window one evening when he casually called to his wife:
 "There goes that woman Bill Jones is so terribly in love with."
 His wife, who was in the kitchen, dropped a cup she was wiping, hurrying through the door, knocked over a lamp and a bowl of goldfish and craned her neck to look out the window.
 "There," he pointed, "that woman with the tweed coat on the corner."
 "You idiot," she hissed, "that's his wife."
 "Yes, of course," he replied smoothly.



"LIGHT AND THE PAINTER" will open at the Cranbrook art museum Sept. 6, showing the treatment of light and shadows to dramatize painting from the 16th century onward. The above work of Cezanne, noted French artist of the 19th century, has been chosen by Miss Eva Goffing, curator, as one of the finest illustrations of this technique to be included in the exhibition.

Paintings of many other noted artists will be shown, although the exhibition makes no claim to include all the greatest of those painters who have been concerned with light. It does, however, give a representative selection of the various approaches and solutions to the problem.

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A Message

To Our Friends and Neighbors from DEAN COFFIN, Inc.

348 EAST MAPLE BIRMINGHAM

This is all about Letters and Letter Writing. We've written our share of them this summer and gotten back what we consider not-quite our share. This is the usual attitude of letter writers. Some of these letters were requests for money. Others were two sentences long and written by small boys in order to get into a Dining Hall in some far-off camp.

We like the kind of letter that gives you something in addition to facts such as "it's been hot here" or "I'm over-drawn again, honey." We like Truth, with a capital T. We like to read a letter which passes along some observations about life (with a capital L) . . . things the writer has learned in his travel through this vale of sunshine and shadows.

We got one letter this summer which you will get a kick out of. This is from a man whom we never knew before he became a Dean Coffin, Inc. customer. We will tell you who this man is if you want to call us on the phone. He was a perfect stranger to us, but is now a warm friend. He wrote the letter because he had already told us these ideas, and we asked him to write them to us. So this is a semi-solicited letter from a stranger-neighbor converted to friend by our freezer and frozen food plan. Read:

ROBERT D. XXXX
 Manufacturers' Representative
 Fisher Building
 Detroit 2, Michigan
 August 27, 1952

Dean Coffin Inc.
 Birmingham, Michigan
 Dear Dean:

I am writing to express our appreciation for the manner in which you folks handled the sale and delivery of our new BEN. HUR Freezer. The freezer and the food were delivered promptly as you promised they would be.

Further, we would like to tell you that we can't say enough in favor of the whole idea of having a freezer in our home. The convenience of not running to the grocery store is important to my wife as she has children to take care of and can't leave them just at any time. Then to actually buy food at such a saving and at the same time improve the quality of the food is certainly a step in the right direction. It just shows what right thinking people can do to overcome this upward spiral in prices and at the same time enjoy the benefits of better produce.

We would be only too glad to tell any of your prospective customers how satisfied we are with your plan. My wife joins in wishing you best of luck.

Sincerely,
 (Signed) Robert D. XXXX

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FRESH—Rib End
Pork Loin Roast 52^c lb.
STANDING
Rib Roast Beef 79^c lb.

KEEP THEM HEALTHY

RICHIEU RAGGEDY ANN PEACHES
 No. 2 1/2 can 51c

BROADCAST Corned Beef Hash
 1 lb. can 35^c with

CRISCO
 3 lb. can 78c

Gold Medal FLOUR
 5 lb. bag 47c

Cane Sugar
 5 pounds 47c

FARM FRESH FRYERS 49^c lb.

Fruits and VEGETABLES
 Home Grown CARROTS
 2 bunches 15c

Tender Celery Hearts 2 bunches 29^c

PEABODY FARM—HALE HAVEN PEACHES 4 pounds 29^c

QUALITY FOODS

CALIFORNIA JUICE ORANGES
 2 dozen 59c

Carther's Farm Fresh, Grade A EGGS Med. Size Dozen 66c

KEY-KO OLEO 25c lb.
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We're quite proud of this letter. Unfortunately, the writer of it is away at the time this message is printed so we don't know whether we can print his name or not. But—call us up. We'll be happy to refer you to him and to a lot of other families just like his. We think our customers are just about the most Pleased People on earth. You can be, too.

Cordially,
Dean Coffin Inc.
 Freezers & Family Food Plans
 348 E. Maple
 Birmingham
 Midwest 4-8500

(COUPON)
 We have inadequate freezer storage space and would like to know more about your quality, discounts on frozen food and your freezer.
 Name _____ Address _____
 Telephone _____ No. in Family _____