THE MOST RECENT FIRE of omparable destructiveness in Bir-mingham was last April 24 when an incinerator set the roof of a house at Willow Lane and Reddings road ablaze, said Fire Marshal Seath Seager and her daughter will be living with friends in Troy until the home is ready for occu-nancy.

Summer Institute in ...
Industrial Communications.

Van Sickle will speak on the "Administration of the Technical Publications Group" at the four-law institute which opens Monday,



# Planning a Big

Don't let those 100 & 1 details get you down. We welcome the opportunity to serve you.

Hunter's Whip

# Party At Home?

MA 6-3131

Downtown Walk Repairs Going Out for Bids

The city will pay for the step. Abutting property of will be assessed for other which needs replacing.

Birmingham's Shop of Gifts, Stationery and book

## and Outdoor Living

Northern Summers are heightened immeasurably by outdoor living. After all, 'tis the outdoor weather we journey far to find in Winter, even for a brief respite.

Enjoy your Summer outdoors all the more with

137 WEST MAPLE gham's Shop of Gifts, Books and Stationery

## Summer

the many accourrements this complete Shop affers, such as efficient Ice Buckets, Pottery, Hibaches (large and small), Iced Tea and Tall Highball Glasses, Paper Napkins, Place Mats (for outdoors and "in.") hurricane lamps, luau lights and trays for all occasions. These outdoor conveniences have a way of adding many a Deasure to this delightful Season.



Birmingham's Shop of Gifts, Stationery and books

summer shoe

CLEARANCE

25% to 50% off and more

Entire stock of summer casuals, made in Italy. Imports. Were to \$14.95.. \$7.90

spectators. High or Med. heels. Were to \$14.95 .. \$8.90 & \$10.90

While they last . . . Hurryl . . . Values to \$12.95 . . . \$4.90 & \$5.90

Allure and Penaljo Wedgies casuals. Were to \$14.95 .....

Our own custom shoes. Were \$19.95 to \$22.95 .....

Tweedies, White pumps, Lustre calf and spectators. Were to \$19.95 ...

Valentine and Custom shoes. Also Foot Flairs, white pumps, slings and

Summerettes and Kedettes canvas all one price .....

Golf Shoes Crafted To Perfection Spiked type in tan and white or blue and white . . .

\$7.90

\$14.90

\$9.90

\$8.90



Collaboration

Oakland county and Michigan officials of the Democratic and Republican parties are chairman. More than 50 classes, consisting are shown reviewing study materials being used in Ford Motor company's Effective Citizens of cight two-hour sessions on the workings are Ford of cight two-hour sessions on the workings are Ford of cight two-hour sessions on the workings of cig

## Is Happiness Goal Of Education?—'No'

By RUTH VOGT Special Writer

especial writer

I thought the purpose of education was to make children happy," said a confused (but intelligent) woman recently who heard an Educator speak.

'In that case," he retorted in humor, "why not feed 'em tranquilizers with their morning oatmead?"

Why not, indeed?

Who ever dared say that 'education' would guarantee, (like

who ever dared say that "emeation" would guarantee, to a laxative) somplete freedom from drudgery? Or from pain or strain!

Education? It never was meant to be gained with ease. That's why many laugh and turn to other things...

It's for the ones who love it.

The surface? It's against the surface? It's assily scratched and discovered with no effort at all. The subtle items? That's where the pain becomes delight, Socrates' students? None of 'em'ever took 'notes',

Socrates students: None of the ever to But, it's from them we take heart, And they lived not in 'happiness'; Sometimes they existed in acute pain...

Just give us Education.
That's what America really needs!

### No Answer Yet

City engineers still are studying ow to solve a vacant lot drainage roblem at Edgewood and Davis. A recommendation is expected for the Birmingham city commission's onsideration at the July 11 meet-

# 2 Happy Hams On a Holiday Thousands of bours of planning. Thousands of bours of planning.

Thousands of hours of planning, millions of dollars, and even the best seientific brains can't prevent all traffic problems.

And probably the most unlikely and the problems of the problems

AFTER A BRIEF struggle, in hich Michigan's finest suffered one embarrassing moments, the igs were captured. They were taken to a local vet-inary clinic, where they were reated for shock, or whatever pigs re treated for a fixed, or whatever pigs retreated for a fixed struggle suffered such a goldestrian problem. Some of the struggle suffered such a fixed struggle suffered such as fixed to the suffered such as fixed such as the sum of the

# Theatre Guild Schedules 3

Performances

THE FERFORMANCES will all the stanfall instructed directed, and presented by members of the Young People's guild. The post-tions such as director, stage management of the work of the work of the young People's guild. The post-tions such as director, stage management of the work of the young People's the young People and the young People and the young people and the young people and young people and young people and young people's Theater Guild, helping Moiting Theater Guild, helping Moiting The Young People's Theater Guild, helping Moiting The Young The Young The Young The Young The Young

Missile Man

CSU Speaker

Evergreen.

(Continued from Page 1-A)



## Here's 'Y'—on Swimming

". and don't forget these other important YMCA water safety rules," says Birmingham "Y" secretary Owen Manchester. "They are: 1) Pick a safe place to swim: 2) Keep within the limits of your swimming ability; 3) After hard exercise, relax a bit before you hit the water; 4) Always race toward shore or parallel to it, never away from shore; 5) If you can't swim, istay out of small boats; 6) Don't take a sailboat out unless you understand sailing; 7) Avoid swimming during electrical storms."

You, the Merchant...

You advertise.

Why? . ),

To talk with people about your merchandise? To keep your store name before people as a reminder of your services? To create store traffic?

Whatever your objective, your advertising message must be exposed to a responsive audience to be productive.

Our circulation audience? Well, people in our audience pay to get a copy of the paper-1 that's an indication of voluntary response,

Just how responsive are the readers of our paper? Our A.B.C.-audited circulation figures will tell you how many copies are sold, where they are sold, how much readers pay, and a host of other information.

Ask to see a copy of our latest A.B.C. report.

## The Birmingham Eccentric

