

### 24th Annual Shoot Scheduled Sept. 7

The 24th annual Michigan police shoot, the largest all-police event in the country, will be held Sept. 7 on the 69-target police department range at Jackson.

Competition will be in five classes for perpetual governor trophies and a feature event will be the chiefs' match.

IN ADDITION to team trophies, members of the top three teams in each class will get individual awards with gold, silver or bronze

monograms signifying first, second or third place.

Awards also will be made to the three highest individuals in aggregate score, in rapid, timed and slow fire and in the chiefs' match. A State Police commissioner's award likewise is to be presented.

OPEN TO ALL police departments in the state, the shoot is sponsored by the Michigan State Police in co-operation with the Michigan Association of Chiefs of Police and the Michigan Sheriffs' Association.

The annual State Police department match for the Fletcher trophy will be held Sept. 6 at Jackson.

## JUST A WORD

about Spain. Comparisons are odious so we won't compare Spain in June & July with our own wonderful Michigan. However, we did enjoy 30 beautiful days of 72 to 82, bright sunshine, cool breezes, dining outdoors, superb beer, subtle wines, beautiful women, CLEAN CITIES & TOWNS, happy people, thrilling art and architecture and especially the most colorful flowers in abundance and exquisite fountains in every square and corner—simple fountains providing sparkle, sound and beauty.

- Now, back to our own locale.
- LAWNS—We have studied several lawns lately and have a few questions to pass on to a few interested readers.
1. If you used a PRE-EMERGENCE crabgrass control this spring and still have crabgrass ask yourself:—
    - a) Did I use the best material or simply believed my neighbor or the magazine ad?
    - b) Did I take pains to apply it accurately and at the proper time?
    - c) Did I raise my mower to 2"?
    - d) Did I stop applying 2, 4-D at the end of May?
    - e) Do I feel that I am eligible for the benefits of the manufacturer's guarantee?

(NOTE: If you feel you are eligible write to the manufacturer. Your dealer is not allowed to honor a guarantee made by someone else.) If the manufacturer doesn't honor it we will drop him quicker than you will.

2. To emphasize the importance of proper mowing we report on a beautiful turf which has little chance of maintaining its beauty. It is cut to a height of 1 inch. Strange growths are appearing and the immediate after-effect of mowing is a brownish cast because as many stems as blades are showing.

The grass BLADE is the only part of the plant that can convert the fertilizer you apply into a useful plant food. Could Ford produce as many cars if you removed half of their machine tools? Could a fruit tree produce as well if you removed half of the leaves or half of the branches? Could your child develop normally if you reduced his intake by 50%? Well, what the h—? Why do you expect a grass plant to do something none of these can do?

Oh, we know. YOU LIKE IT SHORT! OK—cut it short. We have plenty of chemicals to remove the foreign growths that the weak grass plants cannot exclude from their company because YOU LIKE IT SHORT.

TERRACES—Not sure there is much to say about these because they just keep little time to enjoy them this year. We breakfasted inside this (last Sunday) morning and were very comfortable. But it was disconcerting to see apples, twigs, leaves and a few weeds in the cracks and wonder if it was worth while to clean it up.

We think it is. A clear, lovely autumn is ahead of us. A bit of HAMMONDS weed killer in the cracks will take care of the weeds. A couple of weeks later a squirt of ALUMINUM SULPHATE will provide a proper medium for moss (which we enjoy) to take over.

STORE—It is a terrible mess with all the remodeling going on but somehow it will get done sometime. In the meantime be assured that the merchandise is not SHODDY. It is simply DUSTY. Also the artistic materials are at low ebb, but will be replenished shortly after Labor Day.

NEW YORK—We must go there to shop on the 23rd of August. If you have any unfulfilled desires (we are speaking only of objects d'art) such as pottery, planters, senoritas, statues, bird baths, fountains, sun dials, etc., let us know before that date.

We will buy also (ugh) Christmas decorative materials (ugh, ugh).

SUN DIALS: If you wish to improve the accuracy of your sun dial here are a few settings that will help you. Your dial shows SUN TIME. So, at 12 o'clock (noon, of course) your dial should read on:—

- August 12th—12:05
- August 17th—12:04
- August 22nd—12:03
- August 29th—12:02
- August 29th—12:01
- September 1st—12:00

#### (RIGHT ON THE SCHNOZZLE)

(On only four days in the year will your sun and clock time agree.)

GRAPES—Get busy IMMEDIATELY (we are a few days late) with a material for "grape berry moth"—just before fruits touch.

METHOXYCHLOR — 2 TABLESPOONFULS per gallon—ONE SPRAY.

If mildew is a problem, another spray may be required BUT NOT AFTER 14 DAYS BEFORE HARVEST.

ADVERTISING:—Does not promote sales when people are not in the mood for shopping. However, we are really giving useful information to people who want good results—so, if we touch you, we are satisfied.

#### WE HAVE IT!

SILICA-GEL for preserving the lovely flowers you have raised this year is available at our shop. (Thank heavens.)

UNIT OF 5 lbs. of 28-200 Mesh and 1 lb. of 6-16 Tel Tale costs \$9.75.

The material can be used for years and it preserves the color and form of the flower indefinitely. (See AMERICAN HOME—AUGUST ISSUE).

#### "SHORT SNORT"

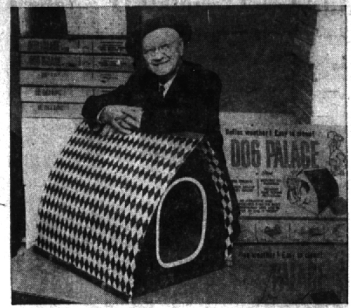
## McCLELLAN-BALL CO.

EVERYTHING FOR THE YARD AND GARDEN

Phone MI 4-4133

850 S. Woodward, Birmingham, Michigan

## Developer Of Quonset Hut Creates A "Palace" For Fido



Carl A. Strand, the man who helped produce thousands of Quonset Huts for the Allied forces during World War II, unveils his newest invention—a pre-fabricated, Quonset-like dog house designed for the space age.

BIRMINGHAM, Mich.—Using only a screwdriver. Just being "in the dog house" will be a pleasure from now on if Carl A. Strand has anything to say about it!

Noting that ready-made dog houses were almost impossible to buy even though America's dog population numbers over 30-million, he vowed to fill this need—and make still another fortune.

The result is Strand's new "Dog Palace," a space age miracle that combines ingenious simplicity, fantastic strength, and fashionably chic styling.

Compactly packaged in a box only three inches thick, the new Strand Dog Palace can be assembled in minutes

Ohio Journal of Science, Dr. Pettit theorizes that the relative importance of events in a person's life is determined by his age at the time the event occurs.

A given event has greater influence on a younger child than on an older child in determining his ultimate destiny, according to this concept.

### Child's Age Makes The Big Difference

EAST LANSING — Elementary and kindergarten teachers exert a greater influence on children than do high school teachers and college professors, contends Dr. Lincoln C. Pettit, "the handsomest rewards of care and prestige should go to teachers of the very young."

Writing in a recent issue of the

## Helium Gas Has Key Role In Space Age

Once used for little else than to keep balloons aloft, helium gas is now playing a key role in the space age.

The versatile gas helps control liquid fuel pressures in missiles and serves as a coolant in atomic reactors.

The nation's first privately financed helium plant is now being constructed by an oil company in Arizona to supply the gas to commercial markets.

HELIUM IS a colorless, odorless, nonpoisonous gas. Only hydrogen is lighter. Not until science was able to liquefy it at 452 degrees Fahrenheit was helium's space age potential realized.

### More Traffic Deaths in West

Believe it or not, the most likely place to die in a traffic accident is in the crowd on the West coast.

National Safety Council statistics based on population show that more people die of highway injuries in the sparsely settled western mountain areas than die in New England.

James M. Hare, chairman of the Michigan State Safety Commission, has related figures which find Nevada, with a yearly average of 60 highway fatalities per 100,000 population, as the "deadliest" state in the nation.

Wyoming, with an annual average of 12.5 deaths recorded for each 100,000 citizens, was the second most highway-death dangerous state.

"ON THE other hand," Hare said, "northeastern seaboard states had the lowest fatality rates; Rhode Island shows 8.6, Connecticut 8.7, Massachusetts 8.5, and New Hamp-

## Broomfield Tells Why He's for Foreign Aid

Cong. William S. Broomfield (R-Royal Ok) outlined in a letter to Birmingham Mayor Florence H. Willett this week the reasons why he intends to support the foreign aid bill now before Congress.

Mayor Willett had written Broomfield on behalf of the city commission seeking additional information on the proposed measure following receipt last week of a letter from Philadelphia's mayor requesting local support.

Besides his letter to Mrs. Willett, Broomfield sent a 30-page booklet with details of the bill to the Mayor said this will be placed in Baldwin Public Library.

Broomfield said he intends to support this bill, as amended in the House Foreign Affairs Committee, for several reasons.

"THE FIRST, and I believe the most important, is that I realize the necessity for an energetic, comprehensive program of foreign aid to our own National security."

"I think that foreign aid has been of great value to us in the past, and that we are now beginning to reap a part of the benefits from programs we have undertaken in previous years, especially in Europe."

Broomfield said nobody can doubt the value of military assistance programs to the country's direct benefit.

These programs, he said, "have been one of the main deterrents to further Communist aggression in the Middle East, parts of the Far East and in many sections of Latin America."

THE CONGRESSMAN said U.S. economic assistance programs are "the most important, is that I realize the necessity for an energetic, comprehensive program of foreign aid to our own National security."

"I intend to do what I can to see that these shortcomings are eliminated on the Floor of the House when this bill comes up for general debate."

He said the bill still has places where waste can slip in and said there has been no significant change proposed in emphasis of the programs.

"WE STILL are doing a poor job," Broomfield commented, "in many instances in getting our aid down to those who need help."

"We still are, in too many cases, not doing an adequate job of get-

ting to the people and informing them of our assistance.

"We still are placing too much emphasis upon political considerations rather than upon economic and social considerations."

"But Broomfield said he still feels the values of this program far outweigh the objections to it."

He said, "The long-term planning called for under this bill... can be the basis for more effective, for more efficient aid to underdeveloped nations, and I am sure that it will lead to greater contributions on the part of those affected by these programs."

Broomfield said changes have been made in committee to provide effective investigation of the programs.



Birmingham  
Park Free! We Stamp Your Ticket!

# 2 DAY

# WONDER SALE

TODAY AND FRIDAY!  
Final Close-Out

IF YOUR SIZE IS HERE,  
IT'S LESS THAN HALF PRICE

- Summer Dresses, were 17.95 ..... now \$7
- Two-Piece Cottons, were 14.95 ..... now \$5
- Summer Dresses, were 29.95 ..... now \$10
- Summer Dresses, were to \$55 .... now \$15-\$20
- Half-Size Dresses, were to 34.95, now \$10-\$15

### COCKTAIL DRESSES

Values to 49.95 ..... now \$10 to \$20

### BLOUSES—SHIRTS

- Values to 5.98 ..... now \$2 to \$3
- 10.95 Orlon Cardigan Sweaters ..... 6.99
- 14.95 Trimmed Cardigan Sweaters ..... 8.99

### SPORTSWEAR

- 6.95 Summer Skirts ..... now 2.99
- Summer Skirts, values to 10.95 ..... now 3.99
- Summer Skirts, values to 14.95 ..... now 5.99
- 8.95 Bermuda Culottes ..... now 4.50

### SWIM SUITS

- Entire stock, values to 22.95 ..... now \$5 to \$10
- 2.00 Summer Sailor Hats ..... now 79c
- Summer Bags, were 10.95 ..... now \$4
- White Evening Bags, were 3.00 ..... now 1.59
- 5.00 Summer Straw Bags ..... now 2.50
- 5.98 Muu-Muu's ..... now \$3

### COATS—SUITS

- 22.95 Wool Toppers ..... now \$10
- 39.95 Silk and Cotton Suits ..... now \$15
- 17.95 Raincoats ..... now \$9
- 49.95 Spring Coats ..... now \$20
- Just 3 Suits, size 10-14, were 89.95, now \$35

# ADVERTISING

Power, magic, wizardry, enchantment—to the amateur no word seems strong enough to describe the undeniable accomplishments of advertising.

But from a professional viewpoint, advertising merits somewhat more sober terms. As a matter of fact, the making of successful advertising is a difficult business requiring both skill and experience.

It is true that advertising will speed up sales and secure a larger volume in a shorter time for a manufacturer or merchant with foresight, courage and financial resources to carry definite business policies to completion.

But no amount of advertising can keep selling a product that cannot be sold without advertising.

It is certain that advertising can and does create valuable good-will for a brand, trademark or store. Witness the actual money value of any well-advertised name.

But it is equally certain that back of that name there must be honesty, fair dealing, and full value for the price asked. Advertising an unworthy product simply means that a larger number of people will presently discover its disadvantages.

But the greatest value of advertising is not to the advertiser but to the public.

Practically everything you buy would cost you more if there were no advertising. Because without advertising to inform the public, there couldn't be mass production as we know it today, with all its economies and advantages.

Imagine what would happen if all advertising stopped!

Many stores would be forced to cut or cancel orders through lack of demand. This would carry back to the manufacturers and they would begin laying off people.

Newspapers and magazines would cost you more, be much thinner, or go out of business because there would be no advertising to help pay the costs of publishing. And you wouldn't be able to get your favorite radio or TV programs because they would be off the air.

There's no doubt that advertising has been a part of the great growth of this country. In the years to come, it will help to make it a better, more prosperous country for everybody.

N. W. AYER & SON, Philadelphia.

## The Birmingham Eccentric

"The Prime Medium In The Blue Chip Birmingham - Bloomfield Market"