

### Emergency Phone Nos.

Clip and Post

|   |               |
|---|---------------|
| <b>Fire</b>                                   | <b>Police</b> |
| MI 4-5555 B'field Township                    | MI 4-5555     |
| 682-1111 W. B'field Twp.                      | 682-1555      |
| St. Joseph Mercy Hospital, Pontiac, FE 4-3511 |               |
| Beaumont Hospital, Royal Oak, LI 9-4400       |               |

### WORDS FROM THE WISE about advertising

"The codfish lays ten thousand eggs,  
The homely hen lays one,  
The codfish never cackles  
To tell you what she's done—  
And so we scorn the codfish  
While the humble hen we prize.  
It only goes to show you  
That it pays to advertise!"

—ANONYMOUS

"Given a good product, the American advertising industry does an efficient, imaginative and essential job of information and promotion and makes an important contribution."

DWIGHT DAVID EISENHOWER

"Advertising nourishes the consuming power of men. It creates wants for a better standard of living. It sets up before a man the goal of a better home, better clothing, better food for himself and his family. It spurs individual exertion and greater production. It brings together in fertile union those things which otherwise would never have met."

WINSTON CHURCHILL

"Advertising has induced progress in the use of manufacturers of new materials, new tools, and new processes of manufacture by calling their attention to economies which could be achieved and to the new uses to which they could be put. Without such advertising, information of this kind would take years to reach all of those who might benefit by it and progress would be delayed."

HARRY S. TRUMAN

"The pre-eminence of America in industry, which has constantly brought about a reduction in costs, has come very largely through mass production. Mass production is only possible where there is demand. Mass demand has been created almost entirely through the development of advertising."

CALVIN COOLIDGE

"If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other. This is because advertising has come to cover the whole range of human needs and also because it combines real imagination with a deep study of human psychology. Because it brings to the greatest number of people actual knowledge concerning useful things, it is essentially a form of education. . . . It has risen with ever-growing rapidly to the dignity of an art. It is constantly paving new paths. . . . The general raising of the standards of modern civilization among all groups of people during the past half century would have been impossible without the spreading of the knowledge of higher standards by means of advertising."

FRANKLIN D. ROOSEVELT

"The advertising profession is an integral part of the life of a free nation. It has helped create markets where markets did not previously exist. It has not merely sold products which the public wanted, it has sold products which the public did not know it wanted. More important still, it has made possible the only free method for the large scale manufacture of goods on a mass basis."

THOMAS E. DIWET

The  
Birmingham  
Eccentric

### First Battle of Manassas Re-enactment Scheduled

Plans for the re-enactment of the first battle of Manassas, billed as one of the greatest spectacles of its sort ever staged in this or any nation, are now nearing completion. Practice sessions for the event, which is to be repeated on successive days, July 22-25, have been held for the last two months under the direction of Major General James C. Fry, World War II hero and executive director of the First Manassas Corporation, non-profit organization formed nearly two years ago to plan the program. A significant development in support of the undertaking occurred recently in the passage by Congress of a bill permitting members of the National Guard to participate in the re-staging of the battle and to receive training credit for their efforts.

NEARLY 2,000 MEN, including Guardsmen and members of the North-South skirmishers Association, will charge across Henry House Hill, scene of the closing stage of the battle when the re-enactment reaches its height. They will be clothed in authentic uniforms and will use authentic weapons. The highlight of each day will be a re-enactment of the artillery duel between Confederate and Union batteries that took place on the brow of the hill during the afternoon of the battle. Twenty-four authentic cannon, carriages for which were acquired at a cost of \$35,000 will be used in a mighty roar symbolic of the bloody engagement that took place on the same ground a century ago.

THE CANNON WILL be pulled into position by horses especially obtained for the purpose. For months they have been undergoing training at the corporation's stables near the Manassas Battlefield Park, one of the major areas maintained by the National Park Service.

Each animal has been carefully accustomed to the sound of gunfire to guard against the possibility of its becoming frightened when the re-enactment is in progress.

AS NOW PLANNED, the program will begin each day at 10 a.m. with the opening to the public of the grounds as a part of the commemoration. At 10:30 a.m., the demonstrations, one part of which will be a series of representative groups from each of the 23 states with troops participating in the original battle, will take place in front of the stands. An hour's recess will be called at noon, and the re-enactment proper will start at 1 p.m., continuing for two to two and a half hours.

No admission will be charged. Seats will be available at a price of \$4 each for the grandstand, \$3.50 for bleachers, and \$2.50 for chairs. These may be obtained from the First Manassas Corporation, 1129 Vermont Avenue, N. W., Washington, D. C., or 110 North Battle Street, Manassas, Va.

ESTIMATES ON the daily at-

### B'ham Youths Leave For Alaska Friday

Four Birmingham youths will join five others tomorrow on a three-week, 5,000-mile trip to Alaska.

They are John Jassy, 13, son of Mr. and Mrs. David Jassy, 2651 Lone Pine; Ward Kuhn, 11, son of Dr. and Mrs. Robert Kuhn, 16066 Saxon; Jerry Murphy, 14, son of Dr. and Mrs. Gerald Murphy, 1414 Brookside Blvd.; and Paul Pawlus, 11, son of Mr. and Mrs. Frank Pawlus, 1272 Lenhill.

The trip, the purpose of which is to teach the boys to save for things worthwhile in life, is being conducted by Edward J. Kuhn, social studies teacher at Hazel Park High School. This year's excursion marks Kuhn's fifth annual trip.

### Machus Receiving Officer Training

Cadet Robert J. Machus, son of Mr. and Mrs. Harris O. Machus, 1178 N. Glenhurst, Birmingham, is receiving six weeks of training at the Army Reserve Officer Training Corps (ROTC) summer camp at Fort Lewis, Wash. His training will end July 28.

During this training Cadet Machus is receiving practical experience and instruction in tactical, technical and administrative subjects, with special emphasis placed on the duties of a second lieutenant in an infantry unit. Machus is a 1956 graduate of Cranbrook High School, Bloomfield Hills and a student at Sanford (Calif.) University.

### Glover Receives Award for Writing

George H. Glover, Jr., 1144 N. Cranbrook Road, was awarded a major Avery Hopwood award in field writing at the annual awards ceremony held recently at the University of Michigan. Glover attended Cranbrook School and was on the dean's list at Yale University where he graduated in 1958. He is working at the present time on his master's degree at the U. of M.

### My Neighbors



"They're mighty glad to see me after I've been away a week."

tendance vary. General Fry reported that plans are being made at the park to accommodate a crowd of 100,000.

Seats, he said, have been reserved by people all over the United States in Europe and in Canada. Several sessions have been held by state, county and park police to work out traffic and parking problems.

Special guests will be seated in the grandstand, among them Governors of other states especially invited by the Governor of Virginia. A party in their honor will be given in the late afternoon of each day at the home near Manassas of Robert L. Garner, president of the International Finance Corporation.

THE RE-ENACTMENT will be the outgrowth of efforts by local committees which have been in progress for more than three years. It is expected to be the outstanding event of the entire Centennial period and will be staged through the cooperation of the National Centennial Commission, Virginia Civil War Commission, Defense Department and National Park Service.



Save up to \$500 on a new piano played in the Michigan Music Festival

STILL A GOOD SELECTION!



SPINETS  
PRICED  
FROM: **\$449**

A Rare Opportunity to SAVE on Our Finest Brand Name Pianos  
STEINWAY • STECK • KNABE • GRINNELL • LEONARD, ETC.  
Grinnell's, 1961 Brand Names Award Winner • EXTENDED ACCOUNTS AVAILABLE • 299 W. Maple

## TOP VALUE'S 6th ANNIVERSARY GIFT

# DOUBLE

## Top Value Stamps

### JULY 5th, 6th, 7th and 8th ONLY

WITH COUPON BELOW

U.S. GOV'T INSPECTED — WHOLE  
**FRESH FRYERS . . LB. 23¢**

LEAN AND TENDER—HYGRADE'S  
**Smoked PICNICS . . LB. 29¢**



Tender-Fresh Tenderloin, Rolled, Tied and Ready to Roast. All Bone and Excess Fat Removed. Just Enough Fat Left in for Savory Flavor. A Big Value in the World's Tenderest Fresh Beef.

**BONELESS ROTISSERIE ROASTS**  
NO FUSS! NO MUSS! JUST SLICES OF GOOD EATING

- BONELESS RUMP ROAST
- BONELESS SIRLOIN ROAST
- BONELESS ROUND ROAST

LB. **89¢**

**TENDERAY STEAKS FOR THE GRILL**  
Cube LB. 99¢ Chuck LB. 59¢ Rib LB. 89¢

**COUNTRY CLUB ICE CREAM**  
or BORDEN'S SHERBET

1/2 GAL. CTN. **29¢**  
WITH THIS COUPON AND 1ST 1/2 GALLON PURCHASE AT 49¢—TOT. 78¢  
Coupon Valid at Kroger in Detroit and Eastern Mich. thru Sat. July 8, 1961. Limit One Coupon.

WITH THIS VALUABLE COUPON ONLY  
U.S. NO. 1 CALIFORNIA—LONG WHITE  
**POTATOES**  
10 LB. **39¢**  
Coupon Valid Thru Sat. July 8, 1961 at Kroger in Detroit and Eastern Michigan. Limit One Coupon.

SUNGRAND NECTARINES 2 LB. **29¢**  
CALIFORNIA SUNKIST—113 SIZE ORANGES . . . DOZ. **59¢**  
FROM THE LAND OF SUNKIST LEMONS 1 1/2 DOZ. **49¢**

WITH THIS COUPON  
**DOUBLE**  
**Top Value Stamps**  
JULY 5TH, 6TH, 7TH, 8TH  
On Your Total Purchase of Merchandise Except Baked, Wine or Cigarettes.  
Coupon Valid at Kroger in Detroit and Eastern Michigan Thru Sat. July 8, 1961.

**KROGER BAKED**  
SAVE 15¢ ON 2 LOAVES OF SLICED RYE BREAD . . . . 2 LOAVES **39¢**  
SAVE 10¢ ON HUNGARIAN RING COFFEE CAKE . . . . EACH **39¢**

**PINCONNING CHEESE**

|                |                               |
|----------------|-------------------------------|
| SAVE 10¢ POUND | MILD . . . . LB. <b>49¢</b>   |
|                | MEDIUM . . . . LB. <b>59¢</b> |
|                | SHARP . . . . LB. <b>69¢</b>  |

SAVE 4¢ ON BORDEN'S BUTTERMILK . . . 1/2 GALLON **43¢**

BORDEN'S — HOMOGENIZED 1/2-GALLON MILK GLASS PLUS DEPOSIT **39¢**

**FROSTED FOOD SALE**  
REALEMON LEMONADE 6-OZ. CAN **29¢**  
MURCH'S GRAPE DRINK 6-OZ. CAN **29¢**  
FRENCH FRIES 5-OZ. PPK **29¢**  
HARVEST WAFFLES 5-OZ. PKG. **29¢**

STOCK YOUR FREEZER **10¢ EACH**

