

TV Makes Our Johnny Hep Man in Supermart

Before the days of television a housewife had quite a time deciding what to feed her family for the week. She would spend hours in the grocery store checking brands, weights and comparative prices.

Today, thanks to the education offered by television commercials the housewife merely takes along her pre-school moppet and he decides what goes in the grocery cart. He can't read labels but that's no deterrent to making decisions.

With the aid of TV commercials he identifies breakfast cereal by pictures of dancing bears, hardy animals and friendly tigers. He recognizes the difference between washday soaps and detergents and he also knows whether the family prefers oleomargarine over the 75 cent spread. (The word "butter" is never used on television he won't be able to connect this word with the 75 cent spread until he goes to school.)

WITH THE YOUNGSTER so adept at tossing packages into his mother's grocery wagon she has more time to chat with friends. Now and then she will notice that Johnny has goofed and chide him gently. "Put that back, honey, it has to be cooked."

In the old days when a washing machine knocked out it was due to a bum gear or the pump running to a halt. Nowadays according to TV, "educational television," but man, the trouble is never anything me-

chanical—merely excess suits. Remember the days when people used to buy medical books "for the layman" to assist in self-diagnosis? Now, thanks to television we have been taught how to identify draining sinuses and nasal congestion, gastro-intestinal systems and stomach valves.

With so much private viewing of the anatomy these days I sometimes wonder whether I'm watching television or sitting in an X-ray diagnostic room.

IN THE DAYS preceding television apparently girls lost their boy friends left and right without having the faintest idea as to why they never quite made the altar. Now, thanks to the education offered by television we know all about the hazards of unpleasant breath.

Before the invention of the various breath sweetening agents it's a wonder we had any marriages at all.

HOW HORRIBLE it must have been for the Pers who traveled across the country in covered wagons. Without the necessities we have heard about via television their existence must have been grim—and romance didn't have a chance.

People talk about wanting more to a halt. Nowadays according to TV, "educational television," but man, we've got it now.

White Elephant Sale Planned

Bronze figures of armored knights, an antique duck decoy made into a lamp, toys, and a large assortment of furniture are among the items collected for the White Elephant Sale to be held Thursday, May 10, 1962 at 10 a.m., at Christ Church on Grosse Pointe Boulevard in Grosse Pointe.

The sale is sponsored each year by the Planned Parenthood League, Inc.

Mrs. Marshall Fredericks, 100 Lake Park, Birmingham, and Mrs. Julius Gilbert, 31 Arden Park, Detroit have offered their homes as collection centers for Oakland County and the northwest section of Detroit. Mrs. J. W. Sanders, 309 North Woodward, Birmingham, has generously offered his services for collecting items.

Behind the Welcome Mat

by CORINNE ABATT

Many a hostess has wished for an ice-breaker when her party didn't seem to get off the ground. Wonder how many would settle for the one that came this way recently?

The seven children in the family had been told that some of Daddy's business associates and wives were coming for the evening. The house was sparkling, the guests arrived everything was quiet upstairs and down—almost too quiet. Then a little boy voice from upstairs was heard, "Mama, what should I dry my hands on—there's nothing but clean towels up here?"

OUR MENFOLK have apparent-

ly made some kind of a complete circle. As boys they could hardly wait to get out of knickers and short pants and into long ones.

Now, they can hardly wait to get out of their long pants and into Bermuda shorts.

A NEIGHBOR who recently got herself a dandy new like reports that the clerk said more adults are buying bikes than ever before. The saleswoman felt that Dr. Paul Dudley White's strong endorsement of the bicycle as a way to good health and a long life has had a great deal to do with its popularity.

Now if we could get some teen-age idol to rekindle interest in

cycling for that age group, things would be really looking up.

WHY IS IT department. Why is it that a child who couldn't find an elephant in a closet if sent to look for it can locate every mud puddle in a square block area in five minutes time?

THE THOUGHT for the week comes from an old jungle book for children.

Birds of a feather flock together. And so wild pigs and swine; Rats and mice will have their choice.

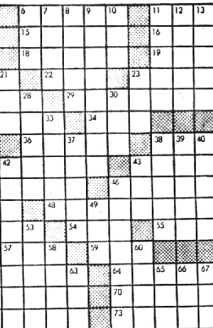
And so will I have mine.

A CHILD saving for a bike, football suit and such may put his nickels and dimes away faster if he has an exact color picture of the article posted on his bank.

It works just as well for the grown-ups who are putting away dimes or quarters for a mink stole, golf clubs or a boat.

Answers to This Week's Puzzle Will Be Found On Page 6-D

1 Texas shine	54 Female deer	13 To produce	46 Dressed
2 Swirl	55 Affirmative	21 Meadow	47 Distress
3 Usually crowd	56 Exclamation	22 Noise	48 Signal
4 Eater	57 Time	23 Part above	49 Part
5 Drawing room	58 Walrus	24 Depart	50 Animal
6 First	59 Spider's	25 Sea	51 To strike
7 Sweet	60 Home	26 Regret	52 Out
8 Liable	61 Immerse	27 Transgression	53 Writing
9 Limb	62 Portion	28 More	54 Material
10 Salt pulse	63 Pointless	29 Rational	55 Skin
11 Insect	64 Berry shrub	30 Hind	56 Tree trunk
12 Sandy hill	65 Over	31 Sprit	57 Pastry
13 (Egg)	66 Poetic	32 Blind	58 Over
14 Ties	67 Sandy drift	33 Goddess of peace	59 Contr.
15 Pleading	68 Church officials	34 Foes	60 Girl's name
16 Bom	69 DOWN	35 Window coverings	61 Oriental coin
17 Weirdest	70 Paid	36 America	62 Bitter
18 Natives of Iran	71 Illuminated	37 By	
19 Source of heat	72 Blackbird		
20 Obscure	73 Viper		
21 Level	74 River in Brazil		
22 Penalties	75 One's self		
23 Persian elf	76 Competitive games		
24 Loyal things	77 Compass		
25 Thick soup	78 Affray		
26 Soda	79 Baking		
27 Indian	80 Cheaters		
28 Weight			
29 Cowardly			
30 Olives an account			



PUZZLE NO. 701

Northland Signs 'Perry Mason'

Kenneth E. Schwartz, Managing house has scored a coup. House has scored a coup. Schwartz announced this week he has signed Raymond Burr, the famous "Perry Mason" of television for a two-week engagement at the Playhouse, June 12-24.

Burr will play four performances, at an estimated \$10,000 a week, according to Schwartz. This would be the highest salary ever paid a star for the Playhouse.

Burr's vehicle has not been selected as yet but it will be a comedy which will be announced within the next two weeks.

The television star opens the season which will run for twelve weeks. In addition to Burr, Schwartz will also present the

Students Visit Groves

Fifteen Rochester High School students will visit Groves to see an organized art room in operation May 2.

The students will be accompanied by their teacher, Blossom Cohoe. Among all states, Michigan ranks fourth in total asparagus acreage, fourth in processing production, and seventh in fresh market production.

The Sign Of "Action"

SOLD
BY
Chamberlain
REAL ESTATE CO.
WOODWARD 1/4 MILE BIRMINGHAM
MI. 6-6000

"Residential Sales" In Excess
Of 2 1/4 Million So Far In 1962!

NEED TO SELL? CALL TODAY
MI. 6-6000



Put your imagination to work up-dating this beautiful

Four Bedroom, 2 1/2 bath home

With 2 Fireplaces—Living Room and Family Room

Eating space in kitchen

Superlatively picturesque hillside lot
on a COURT—Beautiful Blue Spruce Trees

FRED PIERCE INC.
460 NORTH WOODWARD, BIRMINGHAM, MICH.
Midwest 7-1414



IN TOWN \$18,900

One Floor home of Brick representing sensible, pleasant investment. Tip top condition with full basement, family room, 2 bedrooms, separate dining room, kitchen eating space. Carpeting, drapes, fireplace, built-in living room cupboards and bookcases add to the charm. Just two blocks from stores on a generous, fenced site.



NEAR QUARTON SCHOOL \$17,900

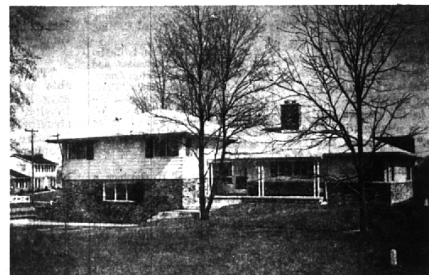
A wonderful environment for children on a tree-shaded lane, free from traffic. Carefully maintained, this sparkling clapboard ranch has a full basement—floor completely tiled. Large screened porch, 3 bedrooms, carpeting, recreation room. Walk to the Chesterfield shops and churches.



Out in the country where you can keep horses. A sound 4 Bedroom, 3 1/2 bath English brick. Screened porch plus a patio for full enjoyment of beautiful landscaping and towering trees. Two car attached garage plus a tool shed and car port. Ample grounds for riding! In the Birmingham School District, unique at \$34,250.



Utopia—summer after summer lounging in the shade beside your own pool in seclusion on a ridge site. Rooms of the gracious New England interior in this 3 bedroom, 2 1/2 bath Cape Cod overlook a ravine, towering trees, and stream. This fine life may become yours immediately, without delay. Newly available, \$55,000.



A Tri-Level assures the space you have been wanting—especially when there are 4 bedrooms and 2 baths all on the upper level. The lower level features a family room with fireplace and bar, also a lav and utility room. The main level includes the living and dining rooms, deluxe kitchen and room-size breakfasting area. Oversized two car attached garage and plenty of extra storage space. Complete at \$38,900.

Weir, Manuel & Snyder, Inc.

298 South Woodward
Birmingham, Michigan Realtors

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