

- 1 Rage
- 6 Bolo out
- 11 Was seated
- 13 Dies
- 15 Routed
- 16 GHI's name
- 17 Bread
- 18 Legend
- 19 Expert
- 20 Decay
- 21 Definite article
- 22 Vital fluid
- 23 Halo
- 24 Fire residue
- 27 Chemical suffix
- 29 Soft shoe
- 31 Remaining erect
- 34 Group of Greenland eskimos
- 35 Satisfies
- 36 Operates
- 38 High
- 41 Toward
- 42 Shattered side
- 43 Diced
- 44 Kind of fruit
- 45 Affirmative word

Answers to This Week's Puzzle Will Be Found On Page 5-D

- 11 Sweet
- 12 Liquid
- 13 Love
- 14 Turkish
- 15 High priest
- 16 This
- 17 Analysis
- 18 Not fresh
- 19 Detests
- 20 Boredom
- 21 Possessive pronoun
- 22 Rom
- 23 Type of roof
- 24 Pauses
- 25 Furnished nest
- 26 Endures
- 27 Before
- 28 Hunts
- 29 Sorrowful
- 30 Encompasses
- 31 Exonerates
- 32 Followed
- 33 Self
- 34 Lamprey
- 35 Broome
- 36 dim
- 37 A pointed arch
- 38 Horseman
- 39 Chairs
- 40 Woody plant
- 41 Epitaph
- 42 High hill
- 43 Craft
- 44 Past
- 45 Oriental cola
- 46 Before

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PUZZLE NO. 722

Outdoor Art Show Set for Saturday

On Saturday afternoon, there will be an outdoor exhibit of paintings by eight area artists at the home of Mr. and Mrs. Paul Schaffer, 736 Southfield Road, Birmingham, to which the public is invited. Those whose works will be shown are Mrs. Kate Cook, 1011 Kenesaw, Birmingham; Mrs. Ernest Baumgarth, formerly of Birmingham, who now lives in Indian Village; Mrs. Raymond Smith, 725 Lincoln Road, Birmingham; Mrs. Fred Neiman, 5781 Snowshoe Circle, Bloomfield Hills; Mrs. Emil Isaacson, of Pleasant Ridge; Mrs. R. McLaughlin, 808 Watkins, Birmingham; Mrs. Donald Kuschell, Birmingham Road, Bloomfield Hills, and Ron pounds.

Mrs. Paul Schaffer. Most of the work in the show will be in oil and watercolor, both landscape and still life. Mrs. Schaffer will exhibit some works done with a technique she has developed using both watercolor and enamel on the same canvas. The \$11-million Portage Lake Bridge was opened to traffic in December of 1959. The span, linking Houghton and Hancock in the Upper Peninsula, is a world's heaviest vertical lift bridge. Its center span, which is raised 100 feet to allow ships to pass, weighs 4.5 million pounds.

GIL JORDAN SAYS

Cartons Become Larger, Their Contents Lesser

If you have a sneaky suspicion that certain cartons and containers are getting bigger while the contents are getting smaller you're a pretty sharp cookie. Of course you aren't supposed to notice this new trend because the packaging experts have been paid to throw you off the track.

Now just in case you have the idea that just anybody can come up with a giant size package containing little or nothing, you've got the wrong idea. This job requires a steady hand, cool nerves and a fair amount of trickery. If you hatch the job the customer will blow his top and demand his money back, and worse still, he'll never buy the product again.

The idea then is to design the package so cleverly that even when the customer opens it and discovers he didn't get much for his money he won't be knocked back on his heels too much. If the package is cleverly designed the customer will be so impressed he'll want to try the package again and again just out of sheer curiosity.

FROZEN FOODS is one area where the package designers have been most successful. The ice frozen into the package gives it the weight, an oversized carton giving it a feeling of bulk and a picture does the rest.

I bought a peach pie recently which appeared to be roughly the size my grandmother used to make for her six farm hands who gorged themselves each noon when they came in from the fields. When I removed the pie from the carton, I could hardly believe my eyes, for that pie was just big enough to feed a chipmunk.

"The designer has scored again," I laughed as I tossed it into the bird feeder.

THE PRESENT day candy bar is another area where the package designers have to be the same old heavy hunk of chocolate we used to slip to the teacher when our grades were slipping.

Each bar not only contained enough candy to keep our grades up to snuff but it also added a few pounds to the teacher's middle by the time school closed for the summer.

Today's chocolate bar certainly looks the same as it did in days gone by. It has the same wrapper and it appears to be about the same size. But when you remove the extra wrapping ("to insure freshness"), you find you've got a pretty pathetic piece of candy staring you in the face.

HOW ABOUT today's brands of toothpaste we see on sale. Now here's a spot where cartons have become really big while the tube itself has remained very modest in size.

Although I've been through this thing a good many times in recent years I still can't adjust myself to the fact that the Giant Economy tube of tooth paste which appears to be at least a foot long is actually about the size of a ball point pen.

The experts who design this package have done a truly outstanding job.

THE DESIGNERS of packages containing breakfast cereals also

are doing themselves proud. I recently brought home a giant package which was so big I struggled to get the thing through the store's revolving doors.

To prove just how big the package was, the maker had a picture on the carton showing an entire baseball team enjoying a hearty breakfast out of one package of cereal.

Far be it from me to deny that this can be done, but I will go so far as to say that nine baseball players wouldn't get much of a breakfast out of my super giant package. In fact, my parakeet seemed worried when he saw me dump it into a bowl. He didn't think there was enough to last him over the week-end.

DON'T misunderstand me. I'm not knocking the packaging experts as they are only doing their job.

We all know that today's buck has been battered and bruised by inflation and we can't blame the manufacturer who is trying to get his fair mark-up without being too obvious. If he can hide the stark realities of rising prices by deducing us a bit he's doing us a favor. This is his way of protecting us against peptic ulcers and hypertension.

Remedial Arithmetic Offered Youngsters

Saturday morning classes in remedial arithmetic for grade-school children will be offered at Marygrove College beginning Sept. 29. The classes are open to youngsters from the second through eighth grades.

Under the direction of Sister Gilmory, I.H.M., associate professor of education, trained college seniors tutor small groups of children who need additional help in arithmetic. The purpose of the thirteen week course is to help each child attain to his own grade level through the use of manipulative devices and individualized instruction.

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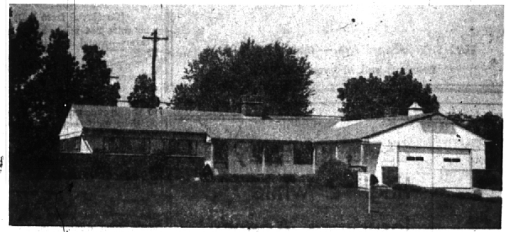
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