

The Grosse Pointe Review

THE GROSE POINTE
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THE HOME NEWSPAPER OF GROSE POINTE AND THE FOURTEENTH CONGRESSIONAL DISTRICT

VOL. 12—No. 8

L. B. OLDHAM, Publisher

GROSE POINTE, MICHIGAN, THURSDAY, OCTOBER 14, 1937

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COMMUNITY FUND DRIVE OPENS NOV. 1

News Digest

The G-men are clipping the whiskers of gangland again bagging three killers early this week at Bangor, Maine.

George Deets treated the members of the Grosse Pointe Rotary Club to a special fish dinner last Monday, it being the new meeting day of the club which formerly held its meetings on Thursday.

The Japs took pot shots at British cars flying the British flag early this week, evidently voicing their contempt for this powerful nation.

France and Britain are moving in on Spanish territory in the seizure of a Spanish Island according to plans set forth in recent dispatches.

No more will you hear Father Coughlin's voice ring out over the radio in fearless attacks on the government, for his writings must first be censored before broadcasting. Consequently all contracts for radio time have been cancelled.

It seems that wage laws set up at Washington are responsible for the recent drop in the stock market, at least so it has been inferred by a National writer.

We heard some interesting news lately, that Goose Goslin may become manager of the Boston Bees, in fact he is considered one of the outstanding candidates for the job.

Winter can't be very far off, the Red Wings are preparing for a busy season and snow is in the offing.

We hear that Harold Miller has taken that crucial step in that mysterious sea, matrimony.

Richard Parent-Teachers to Meet Tuesday Evening

The Parent-Teachers' Association of the Richard School will meet at 8 o'clock next Tuesday evening, October 19. Dr. S. M. Brownell, superintendent of schools, will be the speaker of the evening. He will discuss present problems of the Grosse Pointe schools. Mr. W. J. Watkins, director of music, will conduct community singing.

The matter of the Richard school playground will be taken up in the business meeting which will be presided over by Mr. J. Randolph Kennedy, president.

Refrigerator Repair Service Available Here

Duncan & MacNicol have been established in this vicinity for several years at 14927 Charlevoix avenue, but their experience with refrigerating plants dates back a good deal further. They thoroughly understand refrigerators and how to repair them satisfactorily from knowledge and experience acquired during years of intensive training with one of the leading manufacturers of refrigerators.

If you have any difficulty with your refrigerator call these capable repair men for expert conscientious service, reasonable.

Former Wichita Man Writes Vital World Affairs Story After Tour of 48,000 Miles

In next week's issue of the Grosse Pointe Review begins what we believe to be one of the most interesting and instructive series of articles on world travel ever published in Grosse Pointe. The articles will appear every week for about a year.

The author is W. R. Lence, formerly assistant to the president of the Orient Railway Co. Mr. Lence is now managing director of the Louisiana Taxpayers Association in New Orleans. He is visiting in Grosse Pointe for a few weeks. Recently he returned from the cruise around the world, during which he visited 30 different countries, and about 125 of the leading cities, traveling about 37,000 miles by ship and 11,000 miles by train and automobile.

For the past 20 years, Mr. Lence has taught men's Bible classes. He writes of Bible lands especially in connection with their relation to the Bible.

Dr. Warren Returns from Health Meeting

Dr. Warren, Health Commissioner of Grosse Pointe, who represented this district at the American Public Health Conference in New York last week has returned.

Many phases of public health and problems of vital importance in the maintenance of public health were discussed at this special meeting of public health officials.

Precautions for Fire Prevention

Chief Ledger Chauvin, head of the City Fire Department, in calling attention to the State-wide observation of Fire Prevention Month during October, review some of the hazards frequently found in the ordinary household and which, because of their apparent insignificance, can result in a disastrous fire. Among other items stressed by the Chief were the following "DON'TS":

DON'T allow rubbish, to accumulate in your basement or on your premises, the City maintains a collection service for its removal.

DON'T pile paper, wrappings, wood, rubbish or other combustible material under basement stairways. The stair opening is an ideal flue through which an accidental fire can be communicated directly to the upper floors of a house.

DON'T hang bags or rubbish containers on wooden partition walls, under stairways or directly under the first floor joists. Place receptacles on basement floor.

DON'T store fireplace wood, kindling or other combustible material near oil burners or under tanks.

Chief Chauvin asserted that many fires could be prevented by the observation of the above "Don'ts," together with a few added rules for the safe handling and disposal of household wastes. He particularly emphasized the importance of using covered metal containers for rubbish and wastes and recommended that every household be provided with one or more of these receptacles as needed. Another matter the Chief called attention to was the importance of residents using the fire alarm boxes located conveniently at nearly every intersection, rather than depending upon a telephoned alarm in the event of a fire. He pointed out the fact that, in the excitement and turmoil of a fire, most people are inclined to give a confused message, call incorrect numbers, the wrong municipality, or otherwise garble the call. He said that there are sixty-five fire alarm boxes in the City practically one on every street intersection and said that it was highly important that residents familiarize themselves with the location of the alarm box nearest their place of residence. However, and in the interest of fire prevention and safety he requested The Review to publish the number of the City Fire Department located at 17145 Maumee avenue, which is Niagara 2950.

Hunters Note Nearness of Hunting Season

With hunting season almost here it is interesting to note the many pedestrians who stop to view the splendor of a cabin in the north woods with rod and gun as pictured in the display of Bill's Hardware at 12888 E. Jefferson avenue.

This scene reproduced from the wild-woods reminds us that this shop has the finest and most complete line of hunting equipment to be found anywhere in Detroit's Eastside. Hunters seek this establishment because they have everything you need for that hunting trip.

Barney Besso was elected Commander of Alger Post 995, Veterans of Foreign Wars. The other officers elected were as follows: Senior Vice Commander Schmitt, Junior Vice Commander Raven, Quartermaster Bariteau, Chaplain Hotelling, and Surgeon Dr. Neumann.

Alger Post Activities

The following were elected delegates to the Wayne County Council: Mauer, Kane, Brown, Wells, Martin and Salada; and the following were elected as alternates: Siebert, Chamberlain, Burlinger, Caffery, Isel and Maloney.

A big party is being planned by the Post, particulars of which will appear in next week's issue of the Grosse Pointe Review. Watch for it.

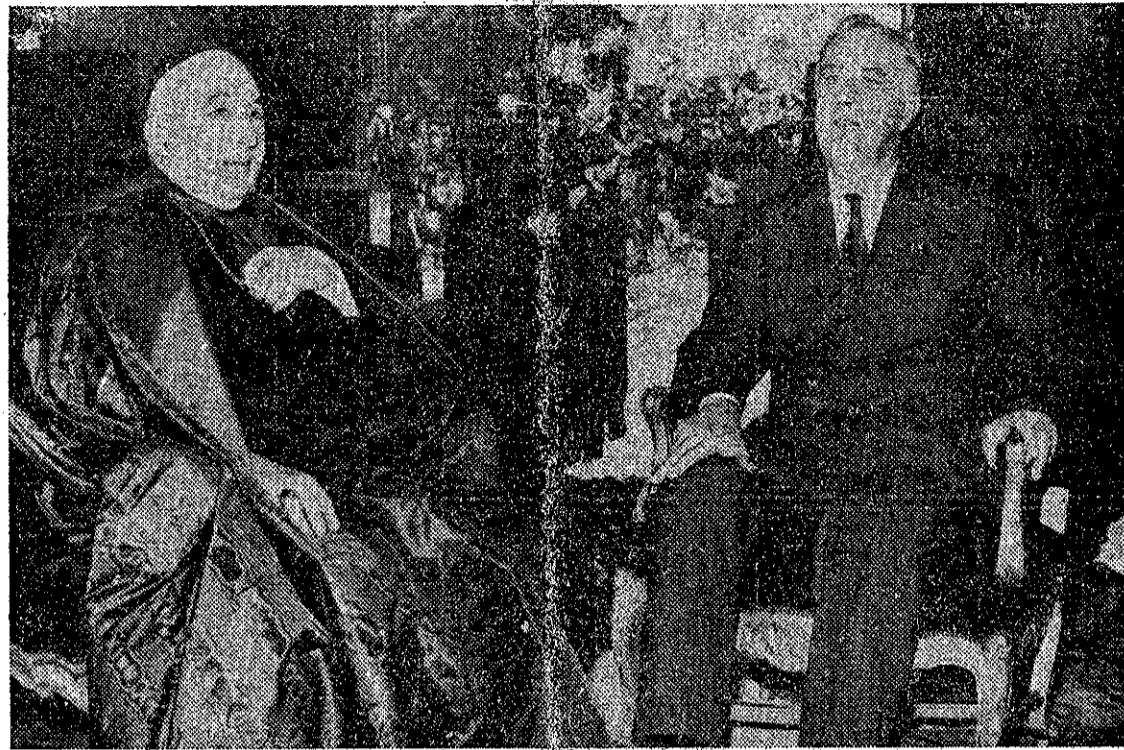
Former Wichita Man Writes Vital World Affairs Story After Tour of 48,000 Miles

Modestly he says that he has discovered new confirmations of two Bible stories, including the account of the children of Israel crossing the Red Sea. Also he located the traditional Nine Arched Vault of Enoch.

He attended a Masonic meeting in King Solomon's Quarries, under Mount Moriah, Jerusalem. He was led by a young Italian to a place in the ruins of Pompeii where all the principal Masonic emblems are carved in stone. These are known to be more than 1858 year old, because Pompeii was destroyed in 79 A. D. Mr. Lence was the first to report them.

He visited Italy twice during the past two years, and lived five months in Germany, aboard a Hitlerized German ship, suffering the inconveniences of these two tyrannical governments, including censorship of the press. He deals with actual conditions now existing under dictators.

President Pays Call on a Cardinal



President Roosevelt is pictured as he chatted with George Cardinal Mundelein in the prelate's Chicago home, where the President was a luncheon guest on the occasion of his recent visit to Chicago. The President and Cardinal Mundelein have been close friends for a number of years.

Liquor Vote Likely in Grosse Pointe City

Petitions requesting that the matter of the sale of liquor by glass for consumption on the premises within public places in the City of Grosse Pointe are being circulated, and, if a sufficient number of signatures are secured, the matter will be required to be voted upon within sixty days from the date of filing the petitions with the City Clerk.

If the petitions are so filed a sufficient time in advance of the date of the regular City election, the matter will be placed upon a special proposition ballot on Tuesday, November 2, 1937, the date of the regular election, thus the expense of a special election will be avoided. The matter was last voted upon in November, 1934 and defeated by a vote of 963 "NO" and 574 "YES."

At present there are no establishments within the City of Grosse Pointe licensed to sell liquor by the glass.

James Couzens rendered an untold amount of service to the children of Michigan and our aim is to honor his memory during this week," Dr. Elliott declared.

Other members of the committee are: William J. Norton of Detroit, chairman of the Children's Fund of Michigan, a Couzens sponsored organization; Frank Cody, superintendent of Detroit schools; Dr. C. C. Slemons, state health commissioner; Webster H. Pearce, president of Northern State Teachers College, Marquette; and John A. Crawford of Travers City.

Detroit Garden Center Lecture on October 21

The Detroit Institute of Arts, Woodward avenue lecture hall, Thursday, October 21, at 2:30 o'clock Dr. Donald Wyman of the Arnold Arboretum, Harvard University, will lecture on "The Flowering Trees and Shrubs in the Order of Their Bloom," illustrated with slides in natural color.

The Arnold Arboretum is the largest and most beautiful garden in America, and the trees and shrubs described and pictured by Dr. Wyman are unusual and beautiful ones brought from all over the world which are all hardy in the northern part of the United States.

REVIEW LINERS GET RESULTS

The new tennis courts at the Lewis E. Maire school are open to the public, announces Mr. A. C. Nicholas, principal. Permits to use them may be obtained by telephoning or calling at the school office.

IT PAYS TO BUY DIRECT

When you desire something special in the line of fresh fish it pays to buy from George S. Deets Fish Market, 15124 Mack avenue, for he maintains direct connections with leading fisheries in various parts of the country to assure fresh fish and sea foods for Grosse Pointe tables.

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Memorial Week for Senator Couzens October 17-23

The week of October 17-23 has been set as James Couzens Memorial Week, when the work of the late United States Senator from Michigan will be honored throughout the state.

A committee composed of prominent educators and civic leaders assembled here, instituted the movement, selecting Congressman Albert J. Engle of Lake City as chairman, and Dr. Eugene B. Elliott, state superintendent of public instruction as secretary.

The committee's aim is to make the organization permanent. The committee will be enlarged and the scope of the work extended considerably, Dr. Elliott announced. Special programs for the schools are being arranged.

Other members of the committee are: William J. Norton of Detroit, chairman of the Children's Fund of Michigan, a Couzens sponsored organization; Frank Cody, superintendent of Detroit schools; Dr. C. C. Slemons, state health commissioner; Webster H. Pearce, president of Northern State Teachers College, Marquette; and John A. Crawford of Travers City.

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Monroe and Blue Devils to Meet Here Saturday

After a week's layoff, the Grosse Pointe High School football team will return to action Saturday when the Monroe Trojans come to town for the Blue Devils' second Border Cities League encounter.

Monroe has always been a problem to Grosse Pointe gridmen, and the last time the home team was able to defeat the Red and White was in 1931 when the Blue Devils managed to come out on top 6 to 0. In 1932 the teams did not play, and in 1933 Monroe reversed the 1931 score. The following year the Trojans were victorious 27 to 13. Perry Mason, colored Monroe ace, came to Grosse Pointe in 1935, and scored 25 of Monroe's 44 points, while the Grosse Pointe boys were being held scoreless. Last year the score was 13 to 0 in favor of Monroe, but the game might easily have been a scoreless tie. The Blue and Gold team had the breaks against them. Mason again led the Trojans to victory, scoring one touchdown, and was instrumental in the making of the other.

Mason is back again this year, but it appears that the fine blocking given him in the past has vanished. The Trojans have lost league games to Fordson 25 to 6, and Mt. Clemens 18 to 0. With all its injured back in shape to play Grosse Pointe has a chance to topple the Red and White team for the first time in six years.

The new tennis courts at the Lewis E. Maire school are open to the public, announces Mr. A. C. Nicholas, principal. Permits to use them may be obtained by telephoning or calling at the school office.

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Oysters are secured direct from certified oyster beds and for this week they have acquired select Cape Scallops from Rhode Island as a special treat for Grosse Pointers.

City of Grosse Pointe Warns Residents About Taking Dogs in Stores

Numerous complaints have been received relative to the practice of patrons of the various stores taking their dogs into the business places in the City of Grosse Pointe. Board of Health will co-operate to eliminate this nuisance.

Storekeepers have been asked to refuse any customer who insists upon bringing their dogs into stores. Would again like to call your attention to Section 34.D of An Ordinance in relation to Nuisances. "It is hereby declared a nuisance for the owner of any dog to allow the dog within any store in the City of Grosse Pointe." This ordinance will be strictly enforced. (Signed) THOMAS V. TROMBLY, Chief of Police.

Grosse Pointe Post to Hold Fall Party Saturday, Oct. 16

Grosse Pointe Post, American Legion will hold a fall party at post headquarters, Saturday evening, October 16. Dancing, refreshments and lunch are the offerings. The price of admission, which is 25 cents, is very nominal for the enjoyment we offer. Our post headquarters are located at 17512 Mack at Neff. The public is cordially invited. Our post, the only established post in the township, has a membership drive on that will end November 11. Any veteran who might be interested in joining up may by calling Niagara 5555, or Arlington 1227, be contacted by one of these members.

U. S. Daughters of 1812

The annual card party of Gen. Alexander Macomb Chapter, United States Daughters of 1812, will be a dessert-bridge, to be held Tuesday, October 26, at one o'clock, at Fyfe's auditorium, Woodward avenue at Adams. Tickets may be obtained from Miss Dorothy E. Chandler, chairman, or from any member. Proceeds are devoted to the philanthropic work of the chapter.

Birth Announcement

Twin girls were born to Mrs. Edward Snell at the Cottage Grove Hospital Monday morning at 1:30. The Snells reside at 475 St. Clair avenue.

OFFICERS and DIRECTORS Grosse Pointe Lions Club 1937-1938

- | | |
|--------------------------|--------------------|
| President | JACK GAGNON |
| Immediate Past President | NELS L. KORTE |
| First Vice President | NORBERT F. DENK |
| Second Vice President | WALDO J. BERNES |
| Third Vice President | VICTOR H. DEBAEKE |
| Treasurer | WILLIAM LUDWIG |
| Secretary | ARTHUR P. O'CONNOR |
| Tail Twister | CARL SCHWEIKART |
| Lion Tamer | VINCENT LEACH |

COMMITTEES

- | | |
|---------------------------------|-------------------------|
| Constitution and By-Laws | Program |
| Walter Schweikart (Chairman) | Art Gnich (Chairman) |
| Fred Sweitzer | Vincent Leach |
| Clarence Swift | Del Metcalfe |
| | Fred Toepfel |
| | Vere Wirwille |
| Finance | Attendance |
| Dr. W. J. Watkins (Chairman) | Hugo Glaser (Chairman) |
| William DeBaeke | Nelson Korte |
| J. Willard Hosking | George Ingram |
| Jules Bernes | Alfred Garska |
| Membership | Publicity |
| Dr. J. P. Jaxtiner (Chairman) | Nelson Korte (Chairman) |
| A. J. Barrett | Dr. O. O. Brownell |
| F. Piscopink | Lee Oldham |
| Carl Schweikart | Waldo Beaupre |
| | Lynn Lavis |

ACTIVITIES COMMITTEES

- | | |
|-------------------------------|-----------------------------|
| Civic Improvement | Public Health |
| Al. J. Garska (Chairman) | Dr. B. H. Warren (Chairman) |
| Victor DeBaeke | Dr. Geo. Clarke |
| Jack Sutton | Dr. A. J. Neumann |
| Murray M. Smith | Dr. W. Kersten |
| Safety | Welfare |
| Michael J. O'Brien (Chairman) | Geo. Elworthy (Chairman) |
| Waldo Bernes | Norbert F. Denk |
| Phil Kahn | Julius Nagel |
| Edw. J. Swink, Jr. | Charles Wade |
| Boys and Girls Work | Sight Conservation |
| Carl Schweikart (Chairman) | Dr. R. A. Coggan (Chairman) |
| Jules Bernes | Dr. B. H. Warren |
| Dr. Werner Kersten | Dr. A. J. Neumann |
| Geo. Elworthy | |
| Goodfellow | Glee Club |
| Norbert F. Denk (Chairman) | William Bantin (Chairman) |
| Al. J. Garska | Rudolph Kamischke |
| Jack Gagnon | L. W. Korte |
| A. P. O'Connor | Max Plepp |
| | Del Metcalfe |

Detroit Community Fund Drive to Open Nov. 1st This Year

The twentieth annual campaign of the Detroit Community Fund will be held this year from November 1 to 12, with a goal of \$2,500,000 set as the figure which citizens of Detroit will be asked to raise for the support of the Fund's 80 agencies.

The 1938 campaign goal represents a minimum amount upon which the agencies can operate successfully next year, according to Percival Dodge, managing director.

"Actually the goal which has been decided upon represents about \$300,000 less than the total of minimum budget estimates," Dodge pointed out. "During 1937 our agencies have operated on budgets which are only two-thirds of the pre-depression level and the 1938 campaign goal of \$2,500,000 is far short of the \$3,600,000 which was raised in 1931."

"Thus, if Detroit's private social agencies are to meet the needs which they foresee in 1938 it is almost essential that the goal this fall be over-subscribed."

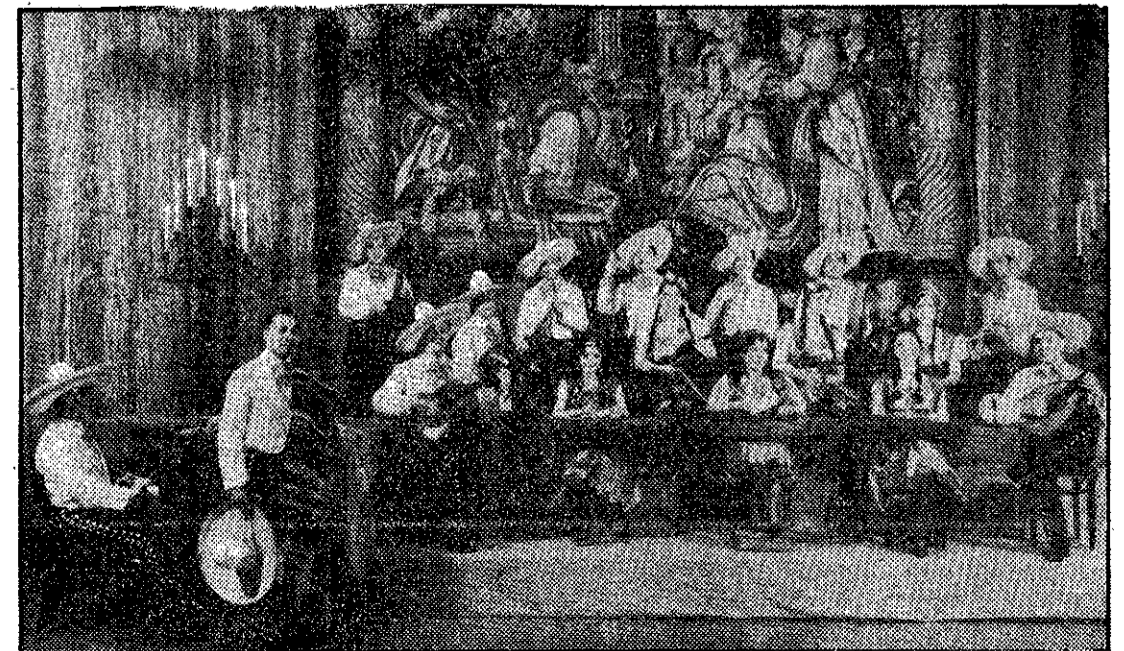
Extraordinary organizational efforts will be made to carry the drive over the top, Dodge indicated. A Special Gifts drive will be conducted, starting October 18, with more than 400 workers in the field soliciting the larger contributors.

Mason PTA Sponsors Older Boys Club

Under the sponsorship of the Parent-Teachers' Association or Mason school a club for the older boys of the Lochmoor community has been organized with headquarters at the Mason school and Mr. Willard Shimmers of the Mason school faculty as adviser.

The new club will provide recreational activities for boys from 15 to 23 years of age. By a vote of the members baseball is to be first on the program. The game will occupy the Wednesday evening meetings at the school for the present.

William Allard is president of the new club. N. Whitley is vice-president. R. G. Miller is secretary, and Mr. Shimmers is treasurer. Mr. Lancaster represents the parent organization in the supervision of the club.



Mercado's Tipica Mexican Orchestra, the season's most unusual concert attraction, brings the typical music, songs and dances of Mexico and its Latin-American neighbors, to provide a gay and colorful opening for the Detroit Town Hall in the Fisher Theatre, Wednesday, October 20, at 11:00 a. m.

Fort Pontchartrain The first fall meeting of Fort Pontchartrain Chapter, Daughters of the American Revolution, will be held Friday, October 15th, at Hotel Statler...

For an attractive long-wearing Paint job call— NI. 5016 A. J. KRETSCH HOME SERVICE FURNACE REPAIR PLUMBING - TINNING - ROOFING

Hunters Special SINGLE BARREL SHOT Gun Special, Any Gauge \$6.95 REMINGTON SHURE SHOT Shells—Any Gauge, per box... 75c

BILL'S Hardware - Sporting Goods 12888 E. Jefferson at Emerson LENOX 9309

Mulier's FOOD MARKET — SPECIALS — Swiss Steak off the Round, lb. 38c Prime Steer Rib Rolled Roast, lb. 39c

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THRILLING... Modes from the boulevards of Paris, Fifth Ave. New York, and glamorous creations from fashionable Hollywood. Be a fashion leader with a FELIX COIFFURE.

DUNK DONUTS AND DUNK'S FRESH SWEET CIDER are the Ideal Delicacies for your Hallowe'en Parties Special prices on quantity orders for both Dunk's Cider and Dunk's Donuts PLACE YOUR ORDER EARLY Dunk Donut Shop 10936 E. Jefferson at Fairview Hot Donuts Daily Noon Till Midnight

The program will be followed by a tea and social hour, in charge of hospitality chairman, Mrs. Meiser, to greet new members and renew ties broken by the summer recess.

Allied Youth to Convene Oct. 15 to 17 The Allied Youth state convention will be held in the Birmingham Community House in Birmingham, Michigan, on October 15, 16 and 17.

Elwood E. Engel, M. B. Teacher of Piano and Theory 7930 East Jefferson Ave. Fitzroy 1412 1342 Nottingham Road Niagara 4271

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FELIX FRANCOIS BEAUTY SALON Punch & Judy Theatre Bldg. NI. 3753

SOCIETY By MARY JANE STOETZEL Mr. and Mrs. Henry B. Joy, Jr., of Provençal road, brother-in-law and sister of Peggy Williams, announced Peggy's engagement to George Nugent...

Mr. and Mrs. Robert G. Edgar have moved from 425 to 642 Lincoln road. Bob Edgar left last week to attend the first national convention of Delta Kappa Epsilon.

Mr. and Mrs. Richard Libby, who has been traveling through Europe the past year, landed in New York last week. She was met at the boat by her parents, Mr. and Mrs. Henry J. Ehms, of York-shire road, and her brother-in-law and sister, Mr. and Mrs. William H. Blome, of Three Mile Drive.

Mr. and Mrs. William B. Colburn, of Washington road, returned to their home from Whitefield, N. H., where they visited Mr. and Mrs. J. Bell Moran, of Windmill Pointe Drive, at their summer home.

Mr. and Mrs. Edmund W. Ross have returned to their home on Touraine road after a ten-day stay in Montreal and Quebec. William is now at the Judson School in Phoenix, Ariz.

Mr. and Mrs. John J. Woodhouse, Jr., of Lake Shore drive, left last week for a short stay in New York.

Mr. and Mrs. Leonard Wheeler, of Troy, O., returned home last week after a visit with their son-in-law and daughter, Mr. and Mrs. Hugh Chalmers, Jr., of Harcourt road.

Mr. and Mrs. C. Harold Wills and their sons, John and C. Harold, Jr., are settled in their new home at 930 Lake Shore road. They moved Saturday from their former home on Mirabeau Place.

Mr. and Mrs. M. Woolsey Campau, and their daughter, Mary, of Balfour road, returned last week from St. Louis.

pitching arm of Ed Palumbo, who does most of Detroit's passing. Ed is a great passer when he is hot, but the trouble is that he either is very hot or perfectly frigid and there is no way of telling in advance which he is going to be in any given game...

Mr. and Mrs. Carl Beer, of Windmill Pointe drive, returned home Sunday night from Washington where they have been spending several days.

Mrs. Margaret S. Strasburg, of Rivard Blvd., has left the City for an extended stay with her parents, Mr. and Mrs. Robert H. Simonds, of Knoxville, Tenn.

Jane O'Connor, daughter of Mrs. Ester O'Connor, of Barrington road, has been elected president of the So-Bheas Club at Marygrove College.

Mary Louise Berns, daughter of Mr. and Mrs. Julius L. Berns, of Bedford road, is chairman of the reception committee for the sophomore tea dance to be given Saturday, October 23, in the Alumnae room at Marygrove College.

Tomorrow night in Washington, D. C., six seniors on the University of Detroit football team will be fighting to avenge one of the most gallant defeats ever inflicted on a Titan team.

This game, originally scheduled for Saturday afternoon, was moved up a day at the request of the Cardinals, who found a couple of conflicting dates that they didn't care to buck.

The six seniors who will start for Detroit are Captain Joe Cieslak, right-tackle, John Shada and Frank Kondraski, guards, Ray Larson, left-end, Andy Farkas, right halfback and Al Oliveto, fullback.

Registration for School Elections does not constitute registration for State, County or City elections. Registrations will be taken daily from 9:00 A. M. until 4:30 P. M.; Saturdays closed at 12:00 Noon.

Mr. and Mrs. Russell A. Alger, Jr., of East Jefferson avenue, spent the week-end at Rose City, Mich.

Mrs. Rex C. Jacobs, of Moran road, entertained twelve guests Thursday at a luncheon at the Detroit Club honoring Mrs. Edward H. Murphy, of Los Gatos, Calif., who is visiting the City.

Elizabeth Caroline Henkel, daughter of Mrs. Robert Henkel, Jr., of Bedford road, has left Detroit for Bradford Junior College in Bradford, Mass.

Mrs. Phelps Newberry and Mrs. Allan Sheldon left their homes in the Pointe for a ten-day trip to Virginia.

Elizabeth Broad Heames, of Neff road, daughter of the late Richard Mathew Heames, has set the date for her marriage to Kenneth Earl Chamberlin, son of Mr. and Mrs. Jarvis C. Chamberlin, of St. Clair, Mich., for Nov. 17, at 11 a. m.

Mr. and Mrs. C. Harold Wills and their sons, John and C. Harold, Jr., are settled in their new home at 930 Lake Shore road. They moved Saturday from their former home on Mirabeau Place.

Mr. and Mrs. Richard Ward Burgess, of Dundee road, are now in Asheville, N. C., where they will be for a month.

Mrs. William Gramley, of Somerset road, entertained eight guests at a supper party in her home after the Michigan - Michigan State football game. The guests were: Judge and Mrs. George Murphy, Mr. and Mrs. Charles Wagner, Mr. and Mrs. Edgar H. Neumann, Miss Gertrude Murphy and Larry Aht.

Richard T. Brodhead, Jr., son of Commander and Mrs. R. Thornton Brodhead, of Harvard road, held an open house Saturday evening from 8 p. m. to 10, for 40 of his friends.

Open House at Defer School October 21 Have you made all of your calls for our first meeting, Tuesday, October 19. Mrs. Finch will meet all of the Home Room Mothers in the northwest corner of the auditorium at 12:45. We'll be looking for you.

Following is the program for Defer P. T. A. for October 19: Open house and tea. Visiting in rooms 1 to 1:45. Group of songs—Miss Betty Keydel of the Grosse Pointe High School, pupil of Mr. Marshal Pease, accompanied by Mrs. Marshal Pease.

For Job Printing of the Better Kind call The Review, Lenox 1162

NEW HATS by Henri Bendel and Knox EVENING DRESSES in all colors DAYTIME DRESSES in Latest Styles NOT SO NEW BARGAINS in Wools and Knits

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SPECIAL! JUST ARRIVED! SHIPMENT OF FRESH CAPE SCALLOPS from Watch Hill, Rhode Island Clams — Oysters — Blue Points GEO. S. DEETS FISH MARKET 15124 MACK AVE. AT LAKEPOINTE TU. 2-1750

City of Grosse Pointe NOTICE of Registration For City Election Tues., Nov. 2, 1937 Notice is hereby given that all qualified electors of the City of Grosse Pointe, Wayne County, Michigan, who are not now registered may register at the office of the City Clerk any day, during office hours up to and including 12:00 Noon Saturday, October 23, 1937, last day for such registration.

Insects' Hue Perfect After Ages Dead 80,000,000 years but perfectly preserved in every detail of color and form, hermetically sealed by nature against decay, a collection of insects in amber is on display at Harvard university.

Storm Windows \$1.19 and up We Measure and Install Damman Hardware Hayes and Outer Drive PINGREE 2131 REVIEW LINERS GET RESULTS Res. 4638 Alter Rd. NI. 3624 G. MADER CABINET MAKER Reproductions of fine furniture made to order—Any style or period Repairing and Refinishing a Specialty 3778 E. Jefferson Fitz. 1352

SEWING Expert Alterations at THE WARREN SHOPPE 18016 E. WARREN (nr Haverhill) GOHL BEAUTY SALON TU. 2-2788 3144 Chalmers at Mack Under supervision of Miss Leonie, well known beautician operating on the East Side since 1924 WM. C. COELIUS Conscientious Plumbing Repairing a Specialty 26 Years Master Plumber 1331 BEDFORD RD. TU. 2-9509

Superior Beauty Service Popular Permanents at Popular Prices Featuring Famous Machineless Waves Newest Fashions Finest Methods Combining Quality With Low Prices KORTE BEAUTY SHOPPE 14940 MACK at Wayburn NI. 7177 Review Liners FOR SALE Upright piano in good condition; was tuned in June; \$20.00. Call Niagara 3691. FOR SALE—English baby buggy, like new; reasonable. 897 Rivard Blvd.

Situations Wanted TO PROFESSIONAL and business men—Accounts kept on semi-monthly, or weekly basis; reports filed; statements rendered; 15 years experience. Niagara 7761. House for Rent HOUSE—5 rooms and bath, stove heat. \$25.00 per month. City of Grosse Pointe, between Jefferson and Kercheval. Box D, Grosse Pointe Review, 15121 Kercheval avenue. ROOM FOR RENT ROOMS for one or two gentlemen in private home, good transportation. Telephone Lenox 3793. WILL RENT ROOM or share new modern home; all conveniences; automatic heat; garage optional. Tuxedo 2-1262. TO RENT—Private room with board; good transportation. Tuxedo 2-9755.

Work Wanted EXPERIENCED GIRL wants part time housework; no washing or cooking; has references. Niagara 8857. Wanted—To Share WANTED—Couple to share home, furnished. 1221 Lakepointe. Garage Wanted FOR TWO commercial cars; in the vicinity of Mack and Beaconsfield or Nottingham. Apply Box 7, Grosse Pointe Review, 15121 Kercheval.

RUSSELL CURTAIN CLEANERS Individual, Exclusive Work 14727 Kercheval at Ashland Lenox 8275 NEW BICYCLES Also Rebuilt Used Bicycles; First Class Bicycle and Motorcycle Repairing LAWNMOWERS SHARPENED Grosse Pointe Motor & Bike Shop 1423 Lakepointe NI. 9478 A. C. Verbrughe We buy used bicycles

REFRIGERATOR SERVICE Electric Motor Repair DUNCAN & MacNICOL 14927 Charlevoix at Wayburn Nights, Sun. & Holidays TR. 2-8006

Gustav Grahn at Detroit Art Institute Sunday Afternoon

"In Lion Land With a Movie Camera" is the title of an illustrated lecture to be given by Dr. Gustav Grahn, internationally famous naturalist, of the Detroit Institute of Arts, Woodward at Kerby, next Sunday afternoon, October 17, at 3:30.

Breath-taking battles, lions stalking their prey, close-ups of giraffes, hippos and crocodiles, in fact every phase of jungle life is pictured in Dr. Grahn's movies. Unique among his photographs are those of the medicine-man rituals during which native patients are supposedly cured by opening wide fissures on the body to permit the sickness to escape.

Next Sunday evening at 8:30 in the Detroit Institute of Arts, Dr. Grahn will lecture on "Sweden, the land of Sunlit Nights." This lecture will be illustrated with motion pictures recently taken in Sweden. Dr. Grahn was born in Sweden, only a few miles south of the Arctic Circle.

Dr. Grahn's two lectures are sponsored by the World Adventure Series. Reservations may be made at the World Adventure Series office, Detroit Institute of Arts, Woodward at

Kerby, or by phoning Temple 2-7676.

U. of D. Seeks Pep Talker for Grid Squad

Anybody who could qualify as a "holler guy" would get a cordial welcome on the University of Detroit football squad this season. In many respects the Titan eleven is a strong one. It has a sturdy line, a good forward passing attack and a remarkable ball-carrier in the person of Anvil Andy Farkas.

But there isn't a single man on the squad who can "talk it up" and inspire his teammates when the most needed team of deaf-mutes would make almost as much noise as the Titans. Captain Joe Cieslak is a splendid football player and very popular with his associates, but Joe is what might be termed a "strong, silent man." He says it with deeds and not words.

There are several quarterbacks who can direct the offense intelligently and play good mechanical football but none of them has the kind of a voice that picks up the team when the "old clutch" comes. One seldom hears them say anything, all their talking being confined to the huddle.

Obviously a "holler guy" is going to

be needed before the season ends, for all of the remaining opponents are tough ones and the Titans must play "over their heads" from time to time. The team can't expect to win all of those hard games without some kind of inspirational leadership, no matter how good its mechanical play may be.

This condition is not unusual at Detroit. Coach Dorais hardly can remember a time when he had a real "pepper-upper." Ed. Maloney probably was the closest to the idea man of this type, but he has been out of college nearly a decade. Some day this "holler guy" is going to be discovered and when he is, the Titans are going to be mighty hard to beat. Unfortunately this happy state of affairs cannot be created this fall.

On and Off the Records

By Jack Sablin
On Monday evening, October 18th, Herbert A. Mendelson, known to thousands of his fellows as "Herb," and the latest addition to Detroit's City of Champions, is to be honored with Victory Dinner at the Book Cadillac Hotel. The affair sponsored by the Notre Dame Club of Detroit, the Detroit Yacht Club, the Board of Commerce and the Detroit Gold Cup committee is an informal one to which the public has been invited.

Circuit Judge DeWitt H. Merriam is chairman of the event which will pay tribute to Mendelson's double win, both in the Gold Cup races at Detroit on Labor Day and the President's Cup race in Washington. With the Harmsworth Trophy safely in the hands of Gar Wood, Detroiters have now made a clean sweep of the major speed boat prizes of the world.

Register of Deeds, Harold E. Stoll, Judge John D. Watts, Judge Thomas C. Murphy and Treasurer Jacob P. Sumeracki are among the county of-

ficials who will participate in this tribute to "Herb" and the "Notre Dame."

Ed. Branigan, dean of the press beat covering the county building, is getting accustomed these days to being hailed as Counselor by his fellow members of the Bar. Following the usual procedure of reporters on the county beat, who invariably either study or take up law course, Branigan upheld the standards of the press fraternity by graduating with honors from the Detroit College of Law.

The start of the football season as usual is drawing the interest of many followers at the County building these days. Common Pleas Judge Joseph H. Gillis, former Titan star, says that Coach Dorais promises to show the U. of D. opponents plenty of forward passing this season. He has seven men who can throw a football with more than average ability, three of them southpaws.

This is a fortunate condition because Andy Farkas is the only star running back on the squad.

Anvil Andy, as he is better known, promises to be among the leading scorers of the county this season.

He rang up 30 points in the opening game, scoring five touchdowns in the 13 minutes he was on the field. He led the team in scoring last season, and undoubtedly will do so again.

The docket in the Common Pleas Court is being speeded up these days. According to Judge Gerald W. Groat the last legislature passed, a bill that does away with the necessity of the presiding judge of the court having to sign writs, summons, executions and attachments. They are now signed by the Edw. A. Hakenjos, chief clerk of the court, and permits Judge Groat his full time in the hearing of cases and supervision of the Court.

Hakenjos stated that the docket is right up to date, and that any case may have a hearing within ten days, if service has been made and no adjournment been stipulated.

Harold E. Stoll, Register of Deeds, this week sent out notices to the press and to legal groups that the new Act No. 103, of Public Acts of 1937, will go into effect on October 29th. This act prescribes certain conditions relative to the execution of instruments entitled to be filed in the Office of the Register of Deeds.

Under this act the name of the person executing the instrument, the name of each witness, notary public shall be legibly printed, typewritten or stamped immediately beneath the signature of said person. The Register of Deeds, may, however, accept such instruments for recording that do not comply with the foregoing provided; that there is recorded therewith an Affidavit of some personal knowledge of the facts, which affidavit shall be either printed.

G-Man to Speak Here Friday Night

Inspector W. H. Drane Lester, of the United States Department of Justice, will speak at the first meeting of the High School Men's Club Friday evening at 8 o'clock.

All men are invited to attend this meeting regardless of whether they have children in the school or not. Mr. C. R. Little, president of the club, urges a large attendance.

Inspector Lester, who has a wide reputation as a brilliant orator, will speak on the activities of the G-men. He is first assistant to J. Edgar Hoover, director of the Federal Bureau of Investigation. He is a Rhodes scholar and holds degrees from three universities. He was instrumental in running down the Dillinger and Karpis gangs.

Mr. Paul Rehmus, principal, considers the opportunity to hear Inspector Lester so exceptional that he has called a special assembly at 10 o'clock Friday morning for all students in the school. This assembly will take place in the boys' gym where bleachers and all possible chairs will be placed.

Hope Foley to Address Student Body at Marygrove College

By MARY JANE STOETZEL
Hope Foley, daughter of Mr. and Mrs. Raymond M. Foley, of Hampton road, will speak on the topic, "The Feast of the Kingship of Christ Carrying on The Church's Peace Tradition," Tuesday, October 26, before the student assembly of Marygrove College as a part of the college's participation in the nation-wide observance of the feast of Christ the King. This program is being conducted by the Journalism and history section of the social leadership course. Students of this section are making a study of the Catholic philosophy of peace and the work of the Church for peace through the ages.

Rita Smith, daughter of Mr. and Mrs. Thomas A. Smith, of Wayburn avenue, will discuss "Christ, the Inspiration of Peace." Subjects of the other speeches are: "The Catholic Philosophy of Peace," "The Morality of War," "The Catholic Church's Tradition: The Promotion of Peace," and "The Present Day Catholic's Obligation to Preserve This Tradition."

Kathleen Kilbride, daughter of Mr. and Mrs. Bernard Kilbride, of Nottingham road, will act as chairman for the meeting.

This program is being presented in

co-operation with other colleges over the country at the suggestion of "The Christian Front," a Catholic monthly which has as part of its program of social reconstruction the promoting of peace through earnest study and exposition of the Catholic ethics on war and the Catholic efforts at establishing and restoring peace.

GIRL SCOUTS

TROOP 138

The first meeting of Troop 138 was held under the direction of its new leader, Dee Weysenburg, on September 15th, at Grosse Pointe Memorial Church. Patrols were decided upon, and patrol leaders elected. The leaders are: Betty Alexander, Marion Ramm, and Lillian Hapke.

The girls have decided upon their prospective badges, and have been very busy. A few badges we are striving for are home nurse, wapping, horse-woman. We have also been assisting at the thrift shop on Waterloo road on Saturday mornings under the supervision of our captain, Miss Weysenburg.

We plan to spend a weekend at the Girl Scout Camp at Metamora this winter, but the date has been definitely decided upon.

Wednesday, October 13, the troop planned a picnic to be held at the Grosse Pointe Village Park to pass fire building and outdoor cooking.

—Barbara Fitch.

Neighborhood Club Activities

The Grosse Pointe Country Fair is going to take place November 5 and 6, Friday and Saturday evenings. The Fair is made up of novelty booths, refreshments and free dancing. Save these two nights for the peppiest time of your life—Surprises, fun, thrills. Don't forget—Friday and Saturday, November 5 and 6.

A talking movie is to be shown at the Neighborhood Club Friday night, October 15, at 7 o'clock. The name of the picture is "The Hoosier Schoolmaster," and we promise it will be one of the best pictures you've ever seen! Don't miss this thriller. Admission 10 cents.

A new hobby class has been organized for women at the Neighborhood Club. The classes meet every Wednesday evening from 7:30 until 9. Come and try a hand at a new hobby.

De La Salle Auxiliary Benefit Party Oct. 20

The ladies of the De La Salle Auxiliary are sponsoring their annual birthday party, for the benefit of the Christian Brothers, on Wednesday evening, October 20, in the school gymnasium, Glenfield at Connors avenue. The time is 8 o'clock.

Mrs. B. J. Fox is general chairman, ably assisted by:

- Mesdames Van Sile, Loes: tickets.
 - Mesdames Maniere, Boerner: table prizes.
 - Mesdames Geck, Darsch, Breckles: door prizes.
 - Mesdames Rothenberg, Van Sile: cards, tallies and covers.
 - Mesdames Bushee, Majeski, Jungworth: kitchen.
 - Mesdames Mulligan, McGuire: birthday cake.
 - Mrs. Darsch, coffee and cream.
 - Mrs. Goldenbogan: sandwiches.
 - Mesdames Schwartz, Cleland: door.
 - Mesdames Warren, Siebert, Rothenberg, Troe, Monahan, Tobbe, Van Sile: floor.
 - Mesdames Miller, Van Sile: publicity.
- Admission 50 cents including refreshments.

Sportsmen's Show Added Feature at Detroit Exposition

Detroit sportsmen will have an opportunity to see and use the newest and best innovations in golf, fishing, motor boating, hunting accessories, and camping trailers when the Mid-west Sportsmen's Show will be held in conjunction with the Detroit and Michigan Exposition, January 21-30 at Convention Hall.

In addition to booths and exhibits covering every phase of sports, there will be an unusual feature under the direction of the Department of Conservation which will show the wild life of Michigan in an atmosphere of virgin forest, cool streams and level fields. Birds, fish and animals, most of them alive, will make up a zoological presentation that is expected to compare favorably with any of its types ever shown in America. One of the outstanding events at the Mid-West Sportsmen's Show will be "The Show of Champions" with champion log-rollers of North America showing their skill on slippery logs, canoe tilting contests and other thrilling features of the 4th annual Detroit and Michigan Exposition, which is sponsored by the Detroit Convention and Tourist Bureau.

TOWNSEND CLUB MEETING, OCTOBER 15

Townsend Club No. 7 meets again in the auditorium of the Ives school, 1146 Philip avenue, just north of East Jefferson avenue, Friday, October 15,

An interesting course of study will be followed this fall. Mrs. David G. Williams will conduct the study of the Constitution of the United States, which should be of great interest to both members and friends. Mrs. A. V. Baker will conduct discussions on Parliamentary Rule, and Health and Diet. Each subject will be allotted 15 minutes. Please bring a note book and pencil.

Questions and answers on the Townsend Plan, the only National Recovery Plan offered to our people which will benefit all ages, will complete the evening's program.

The public is urged to attend these meetings. For information about literature and the Townsend National Weekly you may phone Lenox 5929.

Tax Sale Preparation Reaches Peak Load

The eyes of Michigan business leaders turned to Michigan's capitol today as the auditor general's department reached its peak load in preparation for the tax sale next May.

Auditor General George T. Gundry has organized his force for work on what authorities believe is the greatest single clerical job ever undertaken by a state official. It is estimated by departmental experts that better than nine million entries must be made in the tax record being prepared for the tax sale next May.

Work is progressing at an excellent pace, Mr. Gundry stated, though he said lack of housing facilities for his staff hampered them somewhat. It was explained that compilation of each county's tax record must be completed and in the various county clerks' hands by the opening date of their last terms of circuit court previous to May, 1938.

DRINK



Bohemian BEER

and enjoy

THE BEST

SERVED WHEREVER

QUALITY COUNTS



Lovelier Hair

The secret to lovelier hair is specialized treatment to restore and enliven the hair. Then one of our fascinating permanents designed and executed by our famous beauty artist.



"JAKIMEC" Coiffure Designer

Jakimec Beauty Salon

LENOX 9230

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DON'T MISS THESE VALUES AT FRED'S GROSSE POINTE MARKET

10 Phones NIAGARA 5900 C. O. D.'s
5 Trucks 17030 KERCHEVAL AVE. Charge Acct's.

Tremendous FOOD VALUES for Thurs., Fri. & Sat.

GROCERY SPECIALS that hit the mark

Serve MORE MEAT for BETTER MEALS

BEECH NUT OR RICHELIEU Vacuum Pack Coffee lb. **29c** BLUE RIBBON 92 Score Butter lb. **37c**

Hormel Chicken **A La-King** can **29c** Spiced Ham 3 for **\$1.00** 12-oz. can
Fels Naptha **SOAP** 10 for **41c**

Quaker Macaroni or Spaghetti 3 pkgs. **25c**
Swansdown Cake Flour pkg. **25c**

Sunshine Krispy Crackers 1-LB. PKG. **17c** 2-LB. PKG. **29c**

MEAT SPECIALS That Bring Home the Bacon

Fancy Fresh Dressed Turkeys lb. **41c**

WAFER SLICED Bacon lb. **42c**

JEWEL Shortening 2 lbs. **29c**

FANCY FRESH DRESSED Ducklings lb. **32c**

FANCY Leg-o-Lamb lb. **35c**

FRESH Fruits & Vegetables Fresh Peas 2 lbs. **23c**

No. 1 Idaho Baking Potatoes 10 lb. bag **29c**

Fancy Hot House Tomatoes lb. **19c**

Fancy Red Tokay Grapes 2 lbs. **19c**

NATURAL GAS HEAT

..runs itself!

\$10 DOWN PUTS A GAS BURNER IN YOUR PRESENT HEATING PLANT
AS LOW AS TERMS UP TO \$175 CASH THREE YEARS

INSTALL IT NOW!

Before you settle into another winter of furnace drudgery, investigate Natural Gas heat for your home! This new, better method of house heating frees you forever of the labor of shoveling coal, disposing of ashes, and worrying about an unreliable fuel supply. For Natural Gas heat is completely automatic. It runs itself. Without attention from you or your wife or your family, Natural Gas heat will keep your home warm and comfortable no matter what the weather outside may be. It's the cleanest heat, too. Cuts housekeeping and cleaning time practically in two!

Call your dealer or Detroit City Gas Company, CHerry 3500, for complete information on Natural Gas heat for your home. Installation is quick and easy.

DETROIT CITY GAS COMPANY

Clifford at Bagley—Phone CHerry 3500
Hamtramck—11601 Jos. Campau Dearborn—22113 Michigan Ave.
Wyandotte—3013 Biddle Ave. Boulevard—General Motors Bldg.

Advertising . . . A Public Pledge

By Earl D. Babst
Chairman, American Sugar Refining Company.

Whoever goes to the market through the use of advertising submits himself and his wares to the rejection or acceptance of the individuals in that market. The market may be a neighborhood, a city, a state, or the nation. Advertising is a direct appeal to each person in the market. In other words, advertising lets the public decide.

Business, no matter of what name, character or size is the outgrowth of some service to mankind. Acceptance and recognition of this service is spoken of broadly as good-will. Lord Elton more than a century ago in simple words defined good-will as "the probability that the old customers will resort to the old place."

Good-will, as a balance-sheet, asset, came in for a great deal of discussion in American finance some years ago, when stockholders gave it very definite recognition as a capital asset, sometimes referred to as "watered stock." In many instances, however, so great was the good-will of the article produced that the profits which accumulated as the result of repeated returns of satisfied customers "squeezed out the water." Many of these "watered stocks" are now desired by the public at a price many times the value represented originally by the visible assets.

In other words, the item of good-will has come to have a value greater than the manufacturing properties. All the buildings of the National Biscuit Company might burn today, yet Unceda Biscuit and Nabisco would still be among the great trade mark properties of the country. The plants of the Quaker Oats Company might disappear through flood or earthquake, but Quaker Oats would continue, and probably the famous trade name would be more valuable than before.

The same may be said of Coca-Cola, Wrigley, Heinz, Beach-Nut, Karo, Campbell's, Postum, Chiclets, Canada Dry, Del Monte, Royal Baking Powder, and hundreds more in the food field alone.

Advertising reminds customers of the old place and invites all to resort to it. Trade names and trade marks are the stepping stones for returning customers. Obviously no one need go to the old place unless he wants to. If there were only one place in the market, it is quite unlikely that there would be advertising. But our home market—especially that of the nation—grows too fast for monopoly to survive. At least no single unit, in such key industries as flour, sugar, meat, oil and steel, has expanded as rapidly as our national market. Competition fairly blooms in an expanding market. Advertising is the handmaiden of competition.

Whoever submits his service to the public—to the consumer in whatever market—by putting a trade name or mark on his article and proclaiming it by advertising, has pledged himself to quality, truth and value. When one employs the power of advertising, he cannot shirk or repudiate that pledge, for in his brand he has provided the public also with the means of rejection.

Advertising does many things; it functions directly and indirectly over a wide field, with ever-expanding means and methods. Its primary function is that of inviting—sometimes imploring—the persons making up our public to accept or reject some service. This is submission or an intensive scale. It goes to all persons in the market, of whatever age or condition. It is more democratic than representative democracy. Advertising, by submission of its wares to the jury of all buyers, brings business under more equitable judgments than can be devised by our governmental servants. It submits business to a continuous referendum—to a daily mandate.

Advertising, therefore, transfers to the public the power to protect itself. That the public realizes the protection it has in this competitive development is conclusively shown by the public's rejection of the doubtful depts of bin and barrel, and by its steadily increasing acceptance of trade-marked package products, and by the evergrowing number of advertised articles in our daily life. It is our most powerful answer to the old abuses of attempted monopoly.

The effort to win the good-will of the public under trade marks, trade names, and by truth-telling advertising should be hailed as the highest and finest form of competition. The public is made the final arbiter. To put the names of acceptance and rejection into the hands of the customer and to abide his free choice is a comparatively recent advance, wrought under our very eyes, so openly, yet so gradually that we have hardly sensed its significance and its relation to the public interest.

Advertising is today's call to "resort to the old place." Advertising is today's pledge to fair trading, fair price, full weight, honest label and full value.

Spikes to Catch Demons

Temples and pagodas in Japan have iron-spiked masts on their rooftops to catch demons and prevent them from entering.

Few Pieces in Dining Room

An English dining room two centuries ago was sparsely furnished. It contained a table and eight chairs, a side table and a wine cooler.

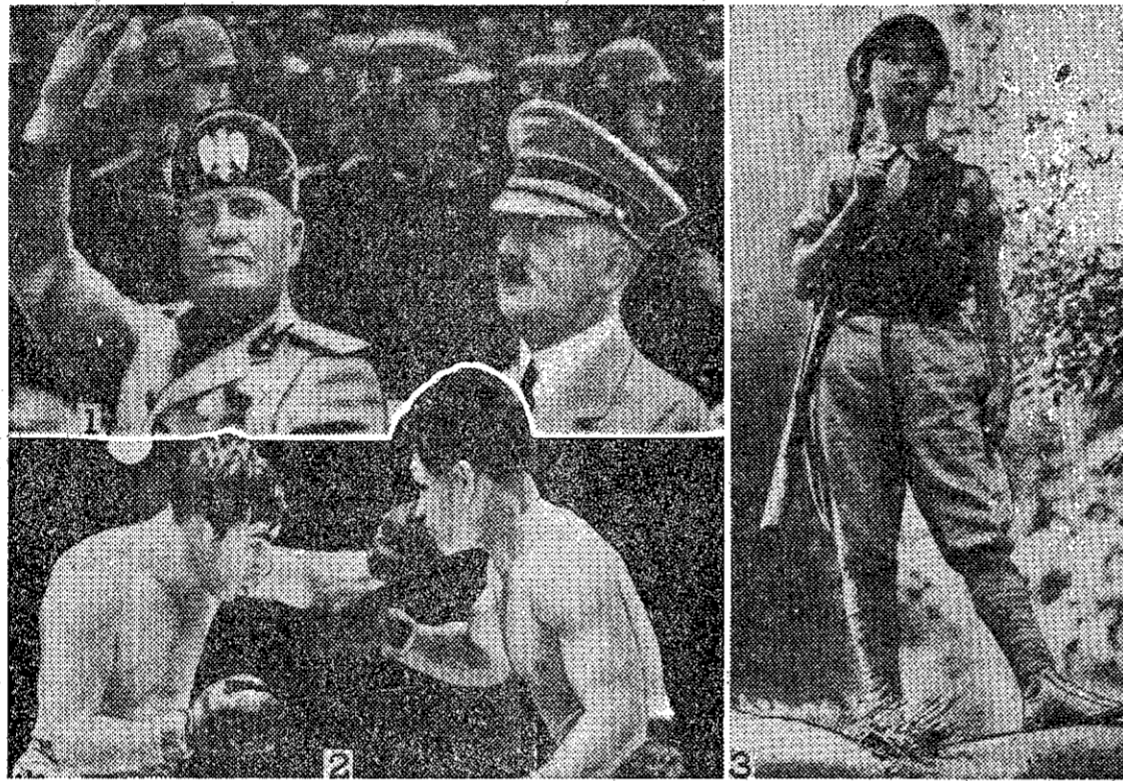
Happenings of the Nation Told in Pictures

U. S. Nazi Parade at New Jersey Camp



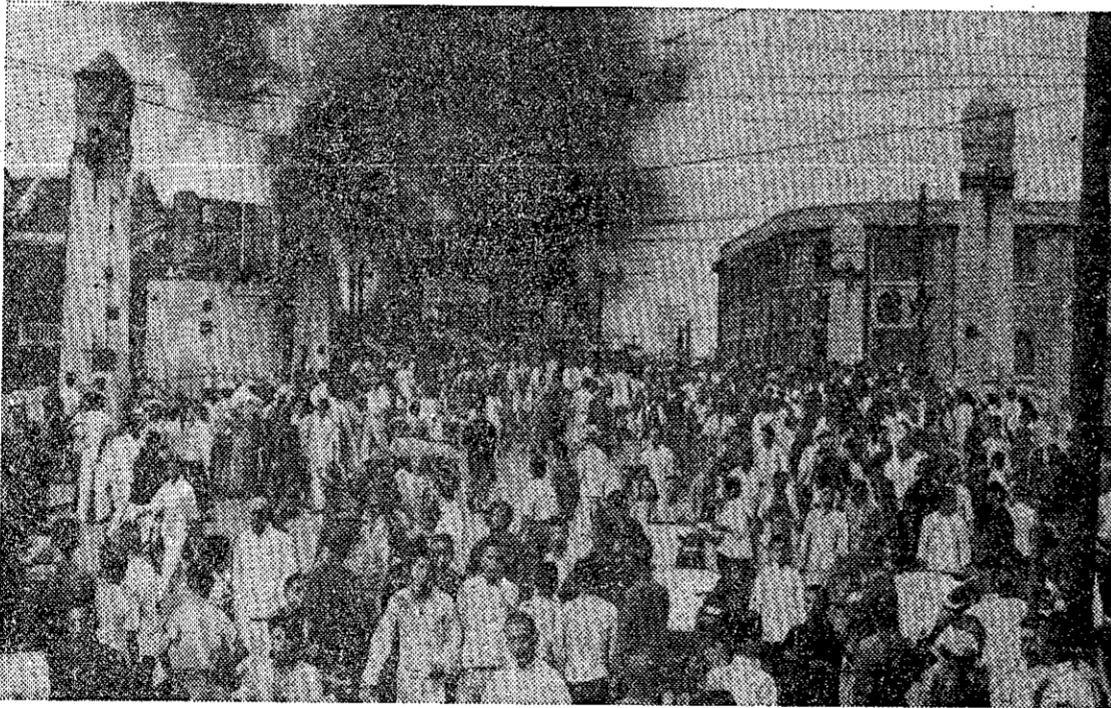
Fritz Kuhn, national leader of the German-American Bund, gives the Nazi salute to uniformed Ordnungs Dienst (camp police) marching by him during a Harvest day celebration at Camp Nordland, near Andover, N. J., recently.

Scenes and Persons in the Current News



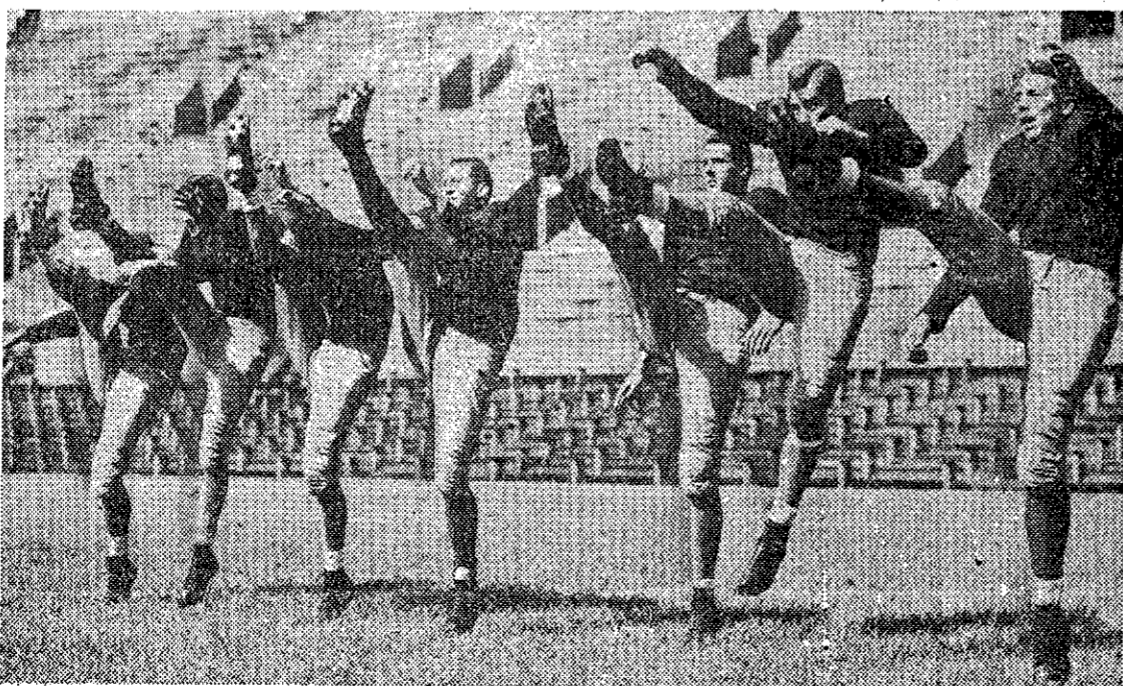
1—Dictator Adolf Hitler (right) of Germany and Dictator Benito Mussolini of Italy riding together in Munich, during the Italian leader's visit to Germany recently. 2—Welterweight Champion Barney Ross shoots a hard left to Cerefino Garcia's jaw during their title bout in New York in which Ross retained his crown. 3—One of China's "women of valor" who have answered their nation's call to arms, pictured at one of the defense posts near Woosung.

Shanghai in a Daze as Flames Sweep City



While on all sides their city burns before their eyes, these residents of Shanghai walk listlessly about the foreign settlements apparently apathetic to their fate. The dense columns of smoke rise from buildings set afire by exploding aerial bombs and shells.

Gridders Register a Big Kick for Harvard



A few of the members of Harvard's 1937 football squad pictured during a recent workout at Cambridge, Mass., as they registered a mighty kick in unison for their alma mater. Left to right are: Francis F. Foley, Francis A. Harding, Robert M. Burnett, Torbert H. MacDonald, William J. Clothier, Vernon Struck and Charles Houghton.

They're Telling Tall Fish Stories



When Jack Dempsey, former world's heavyweight champion, and Fin Petrie, winner of the Country Home Magazine's annual award for the best rural newspaper correspondence, met recently, they discovered a mutual interest in fishing. Fin, who comes from Opal, Wyo., has just asked Jack to join him on an expedition through the Jackson Hole country. The ex-champ is saying, "Okay."

Tennis Queen on Comeback Trail



Helen Wills Moody, once the "Bill Tilden" of women's tennis, who has started a comeback campaign in California. Here she is, just as spry as ever, during a match in a Pacific coast tournament. This was her first tourney since obtaining a Reno divorce. The famous "poker-faced" ace of the courts was triumphant in the match. She and her partner, Francis X. Shields, defeated their doubles opponents.

TO COUNT JOBLESS



John D. Biggers of Toledo, Ohio, administrator of the unemployment census, who announced that registration blanks will be distributed to the nation's 31,000,000 families on November 16 and 17. The blanks will be passed out by postmen. Persons out of work or on part-time jobs will be asked to fill them out and mail them to Washington by November 20.

HEADS SIGNAL CORPS



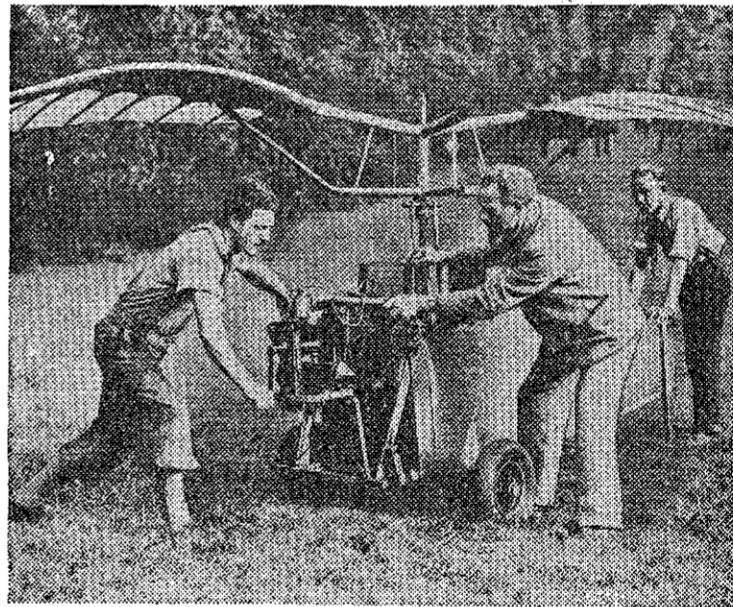
Col. Joseph O. Mauborgne, who became chief of the United States army signal corps upon the death of Maj. Gen. James B. Allison recently. Colonel Mauborgne has seen many years' service with the army and served overseas during the World war.

LEGION AID



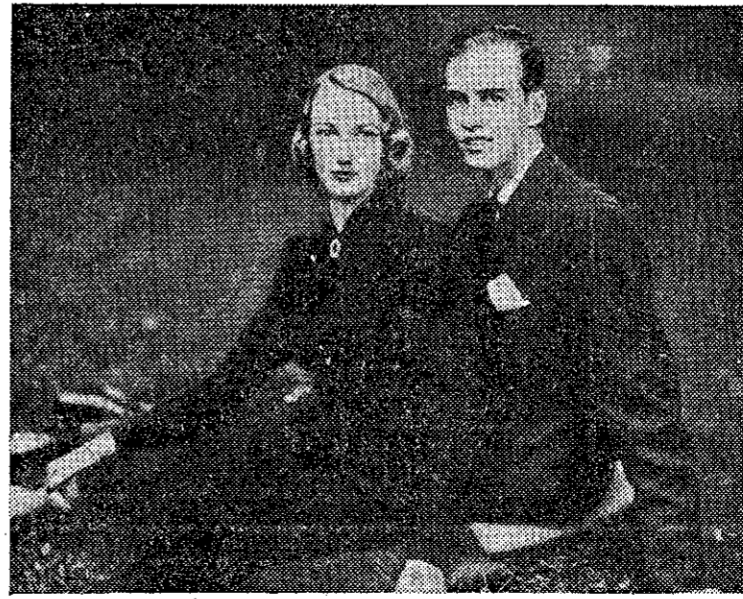
Mrs. Malcolm Douglas of Seattle, Wash., who was elected president of the Women's Auxiliary of the American Legion at its recent convention in New York. She succeeded Mrs. Oscar W. Hahn of Lincoln, Neb., as head of the organization whose membership comprises wives, mothers and sisters of Legionnaires.

Here's the "Bird" for Aviation



Not satisfied with present-day aircraft, R. Passat, center, of Surbiton, England, invented this new-type flying machine which he claims is inspired by action of birds in flight. Wings of the "Lark," as he calls it, are covered on the underside with a gauzy material which is said to catch the air like the feathers of a bird in flight.

John Roosevelt and Future Bride



John A. Roosevelt, son of President and Mrs. Franklin D. Roosevelt, is pictured with his fiancee, Miss Anne Lindsay Clark, daughter of Mrs. F. Haven Clark of Boston. Their engagement was recently announced. No date has been set for the wedding as yet. John still has a year of college ahead of him.

WILDCAT HERO



Captain Don Heap, one of the most talented halfbacks in the Middle West, is the big threat in Northwestern university's backfield this fall. In addition to running and passing he calls signals. He weighs 172 pounds.

Grosse Pointe High School Notes

Annex and their parents. Program arrangements are being made under the direction of Mr. Herbert Hobart.

The 7B open house which was held Monday night at the high school was attended by approximately 300 parents and students. Samuel Sittes acted as

chairman of the auditorium program. He introduced Mr. Paul Rehms, principal, who welcomed the parents; Mrs. Ruth Flom, dean of girls; Mr. Charles Leavitt, assistant principal, and Mr. Paul Junge, seventh grade advisory chairman, who was in charge of the open house.

A skit entitled "Around the Gym" was presented by 52 girls from the 7B gym class. Various girls explained the locker room, the shower system, and the class organization. Games were played, including overhead and over-under relays. Joan Reutter accompanied the class at the piano.

Music was supplied by 7B music classes. The girls sang "Oh Suzanna," and the boys sang "Tirantomba," combined the boys and girls sang the two-part song "Follow the Gleam."

The first of a series of excursions to be arranged this year for seventh and eighth graders in Grosse Pointe High School will be taken Saturday, October 16, when busses take 75 pupils to Greenfield Village.

The group will leave the high school building at 8:30 o'clock Saturday morning and return by 1 o'clock. Permission cards are being signed this week by the parents of those who wish to attend.

This trip is under the supervision of Mr. Paul Junge, seventh grade advisory chairman, who is arranging a program of trips as a grade activity. Greenfield Village was chosen as the first point of interest to visit by a vote of the students. Other trips will be made in connection with class work.

To stimulate constructive thinking in high schools the American Magazine is sponsoring a nation-wide writing contest. A total of \$7,500 will be given to the winners.

To win, a student must write an article on "The America I Want," or a poem on "My Hope for America," or a short story on "My Place in America." A student with art talent may draw an illustrative cartoon on "My Vision for America."

The winners in each group will receive \$1,000 first prize and \$500 second prize.

Grosse Pointe High School students under the direction of Miss Marjorie Follmer, English VII instructor, will enter the contest.

To a member of the January '38 graduating class of Grosse Pointe High School will go a scholarship of \$100 to be used during the second semester of this year. It is the gift of an anonymous donor, a parent who wrote to Mr. Paul Rehms, principal, last week that the scholarship was to be given as an expression of appreciation for the kindness and consideration his child had been given in this school.

The idea of giving his gift was suggested, the parent wrote, by the article concerning scholarships which appeared in the Tower last week.

The winner of the scholarship will be chosen by the Student Association Scholarship Committee.

Ninth and tenth graders were entertained at the high school by an assembly program provided by the various school clubs this week.

The program included the presentation of scholarship pins by Mr. Paul Rehms, the induction of Student Association officers by Mr. Harold Husband and Mr. Rehms, a cheer for winners and officers, a piano selection, "Impromptu in A flat" by Schubert played by Jeanne Berry, 12A, skits by the Girls' Athletic Association; the Outdoor Club, the Camera Club, the Stamp Club, and piano selections "Air de Ballet," by Moszkowski and "Scotch Paim" by MacDonald played by Jeanne Berry.

At the assembly next week for the eleventh and twelfth grades, Mr. Paul Rehms will present scholarship pins to seniors. Several piano selections will be given by Jeanne Berry, 12A. Senior clubs will present skits characteristic of their organization.

The seventh and eighth graders were entertained in an assembly last week by the Detroit Civic Orchestra.

When H. G. Wells, noted scientist and writer, delivers a lecture in Detroit on November 6, students of Grosse Pointe High School may hear him at a special rate of 85 cents a ticket.

Tickets are being sold in the high school office to students through a special arrangement made with the sponsors of Mr. Wells.

In the October issue of "The Nation's School," national magazine for school administrators, appears an article by Mr. Charles E. Leavitt, assistant principal of Grosse Pointe High School.

The article, entitled "Transfer to Junior High," deals with the articulation between the elementary school and the junior high school. It describes the methods used by Grosse Pointe High to assimilate new students just entering the high school. The handbook, the distribution of the Tower to the 6A's, the designation of Service Club pupils to assist new students in locating classrooms, and orientation day are cited as ways used by the school to help the new students.

"Should I try to learn to play an instrument?"

"What instrument should I play?"

With the introduction of instrumental music instruction into Grosse Pointe High School, these questions are being passed by many a seventh and eighth grade boy and girl.

To find the answers to these questions, two activities are in the foreground at the school this week. On Tuesday morning a test of musical ability was given the seventh and eighth grades who take work at the high school and Cadieux annex. Each student's sense of pitch, time, harmony, intensity, rhythm, and memory of sound was tested by means of victrola exercises. According to nationally established scores, any individual making a score of 70 or above on this test has the ability necessary to succeed in undertaking to play a band instrument.

Now that he knows his score on the musical talent test, the prospective band member can answer for himself the question as to the advisability of taking up the study of instrumental music.

As to what instrument he should choose, Mr. Dewey Kalember, instrumental music instructor, and Mr. William J. Watkins, director of music, hope to help the junior high school student and his parents to come to some decision next Monday evening when there will be a special display of musical instruments and a demonstration of playing qualities at the high school. Not only will the instruments be displayed and played, but the school music instructors and the representatives of the dealers displaying the instruments will confer with parents and students in regard to individual problems.

When the pupil gets his mind made up as to what instrument he will play, he may transfer if he chooses from his present required chorus class to a class in instrumental music. Enrollment in the latter will be concluded on October 25.

The school owns a small number of band instruments, including the drums and the bass horns which individuals would not be likely to want to buy. These instruments are at present all in use, so that present applicants must supply their own instruments. In some cases parents are buying new instruments for their children. In others, the pupils are putting to use instruments already owned by members of their families.

Business Men's Bowling League

Team Standings October 8

	W	L	Ave
Nottingham Inn	10	2	773
Imperial Cleaners	8	4	826
Square Deal Cleaners	7	5	742
Cramer Electric	7	5	735
Frahm's Arch. Serv.	5	7	721
Strittmatter's Mobilgas	5	7	703
Oak Cleaners	4	8	773
Wein's Rustic Cabins	2	10	697

Cramer Electric

Cramer	200	157	109	466
Turner	116	147	161	424
Repp	151	132	160	453
Trombley	129	145	153	427
Sarenus	179	181	199	559

785 762 782 2,329

Strittmatter's Mobilgas

Schultz	150	131	128	400
Stritt	122	131	127	389
Louis	163	182	119	464
Gerow	152	133	139	424
LeBlanc	149	124	157	430
Handicap	24	24	24	72

760 725 694 2,179

Square Deal Cleaners

Eschrich	160	154	146	460
C. Ayling	143	101	129	373
L. Ayling	113	154	154	421
Elle	157	146	212	515
Courtmanche	203	181	165	549
Handicap	23	23	23	69

799 759 829 2,387

Oak Cleaners

McCarron	126	162	175	463
Vune (avg)	158	158	158	474
Beaupre	160	145	163	466
Meich	169	141	156	468
Thayer	117	138	167	422

730 744 819 2,293

Imperial Cleaners

Curtin	153	140	213	486
Klein	120	116	173	409
Herbst	211	149	200	560
Tesch	130	156	154	440
Otto	160	197	171	528

754 758 911 2,423

Frahm's Arch. Service

Potter	170	163	195	518
Van	91	93	93	277
Frahm	184	111	188	483
Wiseman	128	173	124	425
Madar	134	125	179	438
Handicap	79	79	79	237

786 744 848 2,378

Wein's Rustic Cabins

Krammer	189	165	132	486
Fetzer	142	117	143	402
Krause	86	121	130	337
Weins Jr.	121	119	150	390
Weins Sr.	97	130	102	329
Handicap	83	83	83	249

718 735 740 2,193

Nottingham Inn

Huhn	198	150	164	512
Heintzelman	104	142	181	427
Reeber	146	174	159	479
Rogers	160	169	135	464
Spayd	179	171	171	521

787 806 810 2,403

Unlawful to Play Tennis

It was unlawful to play tennis in England in the reign of King Henry VIII.

Grosse Pointe Lutheran Church

"Armour which the Devil's Guns cannot pierce," will be the subject of the sermon at the Grosse Pointe Lutheran Church, worshipping in the Richard school auditorium, Kercheval avenue and McKinley road, Sunday morning, October 17th, at 11 o'clock, preached by the Rev. M. Luther Canup, D. D., pastor.

"Christian Speech and Conduct," will be the subject taught in the upper grades of the Sunday school at 9:45 a. m.

Four new scholars were enrolled last Sunday. Come—bring your children to Sunday school and remain for the preached Word at 11 o'clock. Watch our Sunday school grow! is our motto.

Eastminster Presbyterian Church

East Jefferson at Manistique. Carl E. Kircher, pastor.

Sunday school at 9:45 a. m. Mr. H. H. McNeill, superintendent.

Dr. Carl E. Kircher will speak at 11 a. m. on "Will We Have Another World War?"

The annual Harvest Home services will be at 7:30 p. m. The members of the congregation will provide their usual gifts of fruits and vegetables. The service will be largely praise, with the combined choirs leading the music, led by W. Bertram Beer. Dr. Kircher will speak briefly on "Crowning the Years."

Wednesday evening we will continue the study of "That Favorite Chapter."

Messiah Lutheran Church

Southeast corner of Kercheval and Lakewood avenues. A. H. A. Loeber, pastor, 1434 Lakewood avenue. Telephone Lenox 2121.

"A Good Investment" will be the subject to be treated in the sermon next Sunday, October 17. The service will take place at 11:15 a. m., while the Sunday school will be in session from 10 to 11 o'clock.

On Sunday, October 24, the congregation will observe its annual mission festival. On that day, Holy Communion will be celebrated in the evening service at 7:45 o'clock.

Job of Being a Hero "Every man," said Hi Ho, the sage of Chinatown, "might be a hero, if life did not so seldom present opportunities for the particular kind of heroism to which he is suited."

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Ground Beef lb. 17c

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4 rolls **25c**
WALDORF 4 rolls 15c

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lb. **21c**

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MACARONI SPAGHETTI or ELBOW MACARONI 3 pkgs. 17c

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Babbitt's Cleaner 3 cans 10c

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CRISCO, SPRY 3 lb. can 55c

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Potatoes peck **19c**

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APPLES 3 lbs. **10c**

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Good lighting at the bedside can help to prevent eye-strain caused by reading in bed. Good lighting on either side of the bathroom mirror will greatly facilitate shaving and primping. Good lighting in the kitchen makes cooking, dishwashing, and other kitchen tasks easier. And good lighting at the study desk will help to protect your child's eyes against eyestrain.

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Titans Face Catholic U at Washington

Next Sunday at Washington D. C., the University of Detroit football team plays Catholic University in the first of the five road games that comprise the majority of its remaining schedule. Only twice more this fall will the

Titans have a chance to perform before home fans.

The game with Catholic University is one that the Titans particularly want to win because they feel that fate cheated them of a victory two years ago when the teams last met. On that occasion, the Washington contingent came through with a victory in the last few minutes of play to win, the

Titans still felt that they had had enough of a margin up to that point to earn decision.

Detroit, as usual, will be giving away plenty of weight when it meets Catholic U. The Flying Cardinals will have a marked advantage in the line, where they will average at least 190 pounds, even though one of the end positions is occupied by one of the lighter candidates. Not only are five two-lettermen

available and three others who have won a single award.

Outstanding among the Cardinal linemen is Capt. Victor Schon, right guard, a player who is built somewhat on the lines of Detroit's own Frank Kondraski, as he weighs 190 and stands only 5 feet 8 inches. Schon is considered one of the best guards in Catholic U. history, fast, powerful and durable. Furthermore he is the ideal type of field leader.

Another lineman whom the Titans have caused to remember with respect is big Leo Katalinas, left-tackle, who weighs 215 pounds and stands 6 feet 1 inch. He was one of the fellows who contributed so largely to the Cardinal's victory in 1935. Maurice "Irish" Carroll, halfback, is another two-letter wearer who did his share to beat the Titans. He is a fine ball-carrier and defensive man. The other two-lettermen are Howard Walker and Charles Mulhall, quarterbacks, with Mulhall a transplanted halfback apparently being in the preferred right now.

One of the standouts among the sophomores on the squad is Joe Guyon, son of the famous Indian halfback who made football history at Carlisle and Georgia Tech a quarter of a century ago. Young Joe made fine record in preparatory school and freshman football and they say he will be playing regularly this season. He is a kicker and passer, as well as a ball-carrier of more than ordinary ability. Although only 19 years of age, he already weighs 185 pounds and he has all the ruggedness that made his dad such a terror to opponents.

Things shopped up at the beginning of theseason, it looked as if the Cardinals would have four seniors, four juniors and three sophomores in their starting line-up. Among the juniors the brightest light seems to be Burke Vidonovic, left-halfback, the only member of the squad other than the present seniors who won his letter last season. He is big and fast and he punts and passes extremely well. An other good man among the juniors is Fred Caire, who looks like the choice for right tackle. He weighs 205 and is 5 feet 11 inches tall. He is an excellent place-kicker and does most of the kicking-off when he is in the game.

Catholic U. is coached by A. J. "Dutch" Bergman, a former star halfback at Notre Dame, who was a freshman when Gus Dorais was finishing his spectacular career at South Bend. He thus learned the original Notre Dame "system" under Harper and the Cardinals are using this style of play as modified by "Dutch." This is his eighth season at Catholic U. and he has made a very good record considering the material and the competition.

Detroit would feel better about its chances in this game if Jim Piper, star left-halfback, were in condition to play. Jim sustained a fracture of the ankle in the Western State Teachers College game on October 1, however, and there is little chance of his seeing action any more this year. He was the best punter and passer on the squad and with the Cardinals having so much advantage in power, it looks as if Detroit would have to rely on these two things in the impending game. However Gus Dorais has very capable passers in Ed Palumbo, Roger Hayes and several others who rate better than average. The kicking has not been very satisfactory so far, though Palumbo has had some success with quick kicks. The Titans have several better punters than Ed. on the squad, but none of them possesses his ability in other departments.

Some hope is held out that Dave Ripley, last year's star quarterback, may be available for the Catholic U. game. He sustained a leg injury in practice before the season opened and did not play in either of the first two games. Unless today's game with Texas Tech levies further toll in injuries, the Titans will take the field in good physical condition and with Piper the only key man sure to be on the invalid list.

Mexican Music on Town Hall Program Wednesday, Oct. 20

The music, songs and dances of Mexico and its Latin American neighbors will be presented by Mercado's Tipica Mexican Orchestra as the opening attraction of the Detroit Town Hall in the Fisher Theatre, Wednesday morning, October 20, at 11 o'clock.

Five outstanding soloists accompany the orchestra which last winter was sponsored by the Mexican government in a series of nationwide broadcasts over the NBC network.

Senor Jose Rubio, foremost tenor of Mexico, Senorita Lelita Valdez, soprano, the Odjeda dancers, an internationally known couple, and Sarita, salterist, add to the colorful variety of the attraction. Senor Angell J. Mercado is director.

Program

1. Music of Various Latin-American Countries
 - a. Introduction
 - b. Soledad
 - c. Baile Gitano
 - d. Canto Llanero
 - e. Guajiras
 2. PERU "Serenta Incaica"
 - a. "Serenta Incaica" Terig Tucci
- Based on the pentatonic scale of the Peruvian Indians.

3. CHILE "Hay Hay Hay" (Song) O. P. Freire
 4. ARGENTINE "Bella Nina" (Tango) J. Torres
 5. PORTUGAL "Fado" (Typical Dance) Escarpentier
 6. COLUMBIA "Ideal" (Pasillo) Mercado-Garcia
 7. CUBA "Cuban Dream" (Song) Carmen Delfin
 8. MEXICO "La Cantinera" Special arr. by A. Mercado
- (2) Concert Type Music
1. Fragnias B. Millas
 2. Pagina Romantica Genaro Martinez
 3. Ventanita Colonial (Song) Maria Teresa Lara
 4. Concertino Op. 107 (Salterio Solo) C. Chaminade
 5. Malaguena Ernesto Lecuona
 6. Las Hijas de Cadiz Leo Delfibes
- Isolita Valdez
7. Preludio in C Minor Carmen Delfin
 8. Capricho Espanol Op. 34 N. Rimsky Karsakov
- a. Canto Gitano
b. Fandango Asturiano
- (3) Typical Mexican Music
1. Gavote (Old Fashioned Dance) Carlos del Castillo
 2. Mexican Fantasy Special arr. by Angell J. Mercado
 3. Granada (Song) Augustin Lara
 4. Las Gardenas (3 danzas) A. B. C. Velino Preza
 5. Florecita Maria Grevor
 6. Rancho Grande Special arr. by Angell J. Mercado

The cow boy song which has become almost universally known, sung, danced and illustrated according to its true meaning. Tickets for Mercado's Tipica Mexican Orchestra are available at Grinnell's box office, Detroit.

Christian Science Churches

"Doctrine of Atonement" will be the subject of the Lesson-Sermon in all Christian Science Churches throughout the world on Sunday, October 17.

The Golden Text, from I Cor. 1:9, is: "God is faithful, by whom ye were called unto the fellowship of his Son Jesus Christ our Lord."

Among the Bible citations is this passage (Psalm 51): "Create in me a clean heart, O God; and renew a right spirit within me. Restore unto me the joy of thy salvation; and uphold me with thy free spirit. The sacrifices of God are a broken spirit: a broken and a contrite heart, O God, thou wilt not despise."

Correlative passages to be read from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, include the following (p. 201): "The way to extract error from mortal mind is to pour in truth through flood-tides of Love. Christian perfection is won on no other basis."

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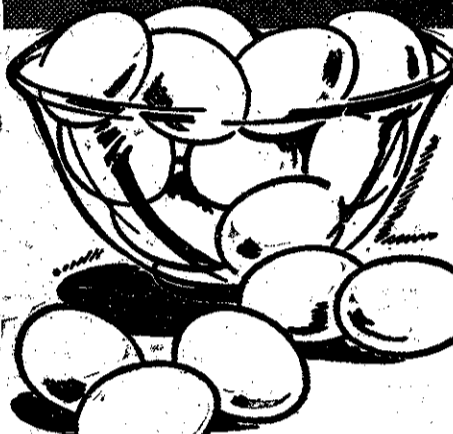
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ASSORTED, PURE, SUDAN SPICES can **10c**

MICHIGAN, HAND PICKED Navy Beans lb. **6c**

FRESH FROM SUNNY CALIFORNIA—TOKAY GRAPES lb. **5c**

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"CRISP EATIN" ICEBERG LETTUCE head **6c**

MICHIGAN, WHITE COBBLER Potatoes 15-lb. peck **19c**

GOLDEN WEST IDAHO BAKING POTATOES 9-lb. bag **25c**

CANDIED SWEET POTATOES 5 lbs. **19c**

GENUINE SPRING Leg o' Lamb lb. **29c**

FRESH DRESSED STEWING CHICKENS lb. **23c**

FRESH CAUGHT PERCH lb. **17c**

FRESH TROUT FILLETS lb. **35c**

FRESH HAM ROAST Shank Half, lb. **29c** Butt Half, lb. **32c**

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