THE GROSSE POINTE PRINTING CO., Publishers PHONE LENOX 116

The Grosse Pointe Review

WE PRINT IT AS WE GET IT. WITHOUT FEAR OF FAVOR - ADVERTISING HAS NO RELATION TO

VOL. 14-No. 19

L. B. OLDHAM, Publisher

GROSSE POINTE, MICHIGAN, THURSDAY, DECEMBER 28, 1939

By Mail \$2.00 per year; Single Copies 5 Cents

### The New Russian Policy of Aggression

(The opinions expressed in this column are expressly those of Mr. Deac, and have no bearing on the editorial policy of this paper.)

By PAUL M. DEAC

Evidently, Lenine's realpolitic as once revealed to this writer by ill-fated Christian Rakowsky, erstwhile Soviet Ambassador to Paris and victim, since. of one of Comrade Stalin's blood purges, has again become the pivot on which revolves Soviet Russia's foreign policy: "When two bandits are fighting one another over an honest traveler they both want to rob, the traveler should avail himself of the providential breathing spell to organize his defense."

Needlesss to say that inasmuch as Russia considers herself the "honest traveler," she is "organizing" her defense, even if in order to do so she must in turn rob another traveler. For, this is exactly what Russia is doing

It is the imperative need of the military machine for stronger positions, more security for the Regime and not



has persuaded Paul M. Deac Stalin to drop the dream of a world revolution and inspire the Izvestia (official organ, Moscow) to rule that "like or dislike of nual open house program which will Fascism (an Nazism) is henceforth a matter of taste."

For, it must be remembered that in the minds of all Soviet leaders, from Kalinine and Stalin down to the humblest call chief, an ultimate drive of a coalition of capitalistic powers against communistic Russia has always been considered as inevitable. In fact, British conservatives have long dreamed of such an enterprise, but few bigwigs have considered it feasible or even desirable.

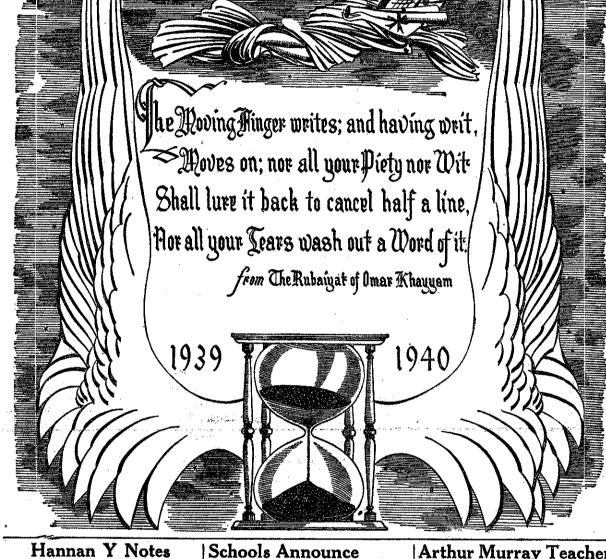
Soviet Russia is playing safe. She is availing herself of the Allies' struggle with Nazi Germany to expand and strengthen her position in the Baltic, heretofore considered by the German High Command as the German Sea. She also intends of wipe out all smaller neighbors hostile toward the Soviet Union and liable to serve as a springboard for eventual Allied or German military operations against the communistic regime.

Those in power at Moscow are paid to know that Britain and France want a weak and dismembered Russia just as bady as they want a feeble and pliant Germany.

To better understand the source of Russia's distrust of the outside world, one must go back to the stormy years immediately following the World War when the new Russia was being attacked from all sides, when isolation was the only antidote for her woes.

People in this country have long heard of Germany's ambitions with regards to the Russian Ukraine, but few have even the faintest idea of France's aims concerning this same Ukraine, of Clubs," is Dean Murphy, the smart nor have they ever suspected Britain young mimic who has a whole raft of of planning to seize Caucasia with its new and topical lines for his old imvast oil fields. Yet, proof to this can personations. Dean's impression of be found in a secret treaty signed be- Connie Bennett, with whom he just tween France's Ciemenceau Cabinet completed a personal appearance tour and one notorious Hetman Petliura is one of the new ones. Jimmy Stew-(assassinated some years ago) right art is another. After his Detroit enafter the World War, while condi- gagement, he will go on to the White tions were still unsettled in Russia. House where the President has re-This agreement virtually turned the quested him to appear. bountiful Ukraine over to France to be | On the supporting bill are the Bonexploited for a period of 50 years as a ners, Carl and Leone, a harmony team

(Continued on Page Three)



Readers of the Grosse Pointe Review are invited to attend the eleventh anbe held at Hannan Y. M. C. A. on New Year's Day.

New Year's Day is by tradition the occasion when the "Y" opens its doors wide for inspection of all departments by members and their families and friends of the association in the com-

The open house program begins at 3 p. m. with a family swim and culminates at 8 p. m. with sound movies "The Land of the Free" in the main lobby. Other features on the program

3:30 p. m. Boys' basketball game; Hurlbut Baptist Church vs. Hannan Intermediate Boys.

4 p. m. Finals in the singles handball championship tournament. Boys stamp club exhibit in the boys lobby. 4:15 p. m. Fencing exhibition by

Don Hernando and Fred Bartley. 4:30 p. m.-Volleyball match, Detroit

Turners vs. Hannan "Y" men.

6 p. m. Family dinner. Jerry Stoughton, president of the Southwest Detroit Exchange Club and executive with the Beechnut Packing company, will be master of ceremonies at the dinner program which will feature showing of colored slides of the New York World's Fair.

7:30 p. m. Hannan "Y" boy players present "The Fatal Quest."

Reservations for the dinner may be

# made by calling Lenox 7200.

### Dean Murphy Held Over Another Week

show at the Club Royale, the "King

French colony. At the same time, the and Renee and Root, a new dance duo British government had pressed its that is already rated tops in the coun-

# Visitation Plans

For a number of years the public schools have invited children who will be enrolling in beginning kindergarten the following semester to visit one day per week for a few weeks prior to the opening of the new semester.

Letters have been sent out to the parents of such children, by the various elementary schools in the district in all cases where the children's names appeared on the school census taken last May. As many families have moved into the district since that time. the Grosse Pointe elementary schools are taking this opportunity of inviting the parents who have children who will be five years old on or before March 1, 1940 to call the elementary school in their district and avail themselves of this privilege.

The principals and kindergarten teachers feel that a few visits to school prior to formal enrollment aids greatly in the adjustment which these young children make upon entering school for the first time. Because of this, parents of children who will be old enough to enroll in beginning kindergarten next semester are urged to contact the principal of the elementary school in their district at this time to make arrangements for this pre-enrollment visitation.

The telephone number of all elementary schools except Mason and Vernier is NIagara 2000. The telephone number for Mason School is NIagara 9663 and for Vernier TUxedo

# Quebec Eliminates Ragweed

The Quebec provincial government's long-term program to eliminate ragweed in the lower St. Lawrence and Gaspe peninsula regions has been successful according to a recent survey. The offensive weed, which causes hay fever sufferers so much discomfort, has virtually disappeared. The plant protection service started this campaign three years ago. In addition to its own workers, this government agency has paid premiums to school children to aid in destroying the weed.

# 'Coyote Wells'

"Coyote wells," in American desert parlance, means natural depressions in the rock which catch and hold rain water.

# **Arthur Murray Teachers** to Open Buffalo Studio

Ben Thornton and Marguerite Danz two outstanding dancers with the Arthur Murray Dance Studios at the Statler Hotel, have been chosen to open a branch studio in the Statler Hotel in Buffalo, according to Curtis B. Andrews and Doris Eaton, co-directors of the Detroit school. They will leave for Buffalo after Christmas to appear at the Statler Hotel in a series of exhibitions during the holiday week, after which they will remain to establish a branch studio similar to

the Detroit school. Mr. Thornton's original home is in West Virginia. He attended Concord College in that state, and Rollins College in Winter Park, Florida. During his college days he first began to teach dancing, but dropped it after graduation to go into sales-promotion work. He came to Detroit three years ago to work for the Ford Motor Co., but left his job to join the Arthur Murray Studios when they opened two years

Miss Danz is a Detroit girl, a graduate of Marygrove College where she studied art and music. At present she is still pursuing her studies during her spare time.

Both dancers have appeared in various exhibitions in the Terrace Room at the Statler Hotel and at many private clubs and are well known to the dancing public.

The establishment of the branch studio in Buffalo is the first step towards expansion outside Detroit since the Arthur Murray Studios here were granted a state charter and the right to establish branch studios in any part of the country with the permission of Arthur Murray Inc., New York.

# Odd Book Operations.

Some unusual operations are performed on ancient books and manuscripts in a special laboratory at Moscow. Two thousand Chinese scrolls taken there for treatment were moldy and partly stuck together, and of fragile paper. An electrical table was made for them, and by charging them to a high potential with static electricity they were opened up successfully.

# Model Fire Engines

During his chairmanship of the London county council fire brigade committee Edward Cruse has been given 166 model fire engines.

# SCHOOL ENROLLMENT SHATTERS ALL PREVIOUS RECORDS

ROWT

Enrollment in Grosse Pointe High School

(Senior High School - Grades 10, 11. 12) Pupils 511 611 627 683 701 Pupils

"Where but in America" or, better yet, "where but in Grosse Pointe?" could anything like the above picture be found! The graph, prepared by the Grosse Pointe Board of Education staff, shows an increase of well over 1200 per cent in the enrollment in the senior high school (gradees 10, 11 and 12) in a fifteen-year period. According to school officials, the rapidity of the growth in secondary school enrollment in America exceeds anything recorded anywhere else in the world at any period of time. The Grosse Pointe secondary school growth, in the senior high school grades at least, has been far more rapid than even that for the nation as a

The graph shows that the upper three grades of the school system, which school authorities say are always the most expensive to maintain have increased in enrollment from 73 pupils in 1924 to 977 at the present time! Dr. E. R. Van Kleeck Superintendent of Schools, stated that since the graph was prepared the senior high school enrollmen thas increased another 20 pupils and is now 997 an increase of 81/2 per cent over the same period a year ago. Besides these pupils, there are 403 junior high school children (grades 7, 8 and 9) in the senior high school building at Grosse Pointe Boulevard and Fisher Road and 737 junior high school children in the new Pierce School ,making a total secondary school enrollment of 2137 pupils, or more than the entire school system, grades and high school had only a few years back.

There has been no year without an increase, the graph shows.

### Christian Science Church

"Christ Jesus" will be the subject of the Lesson-Sermon in all Christian Science Churches throughout world on Sunday, December 31, 1939.

The Golden Text (John 8:12) is: "I am the light of the world; he that followeth me shall not walk in darkness, but shall have the light of life."

Among the Bible citations is this passage (Matthew 4:23): "And Jesus went about all Galilee, teaching in their synagogues, and preaching the gospel of the kingdom, and healing all manner of sickness and all manner of disease among the people."

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. 315): "Jesus' spiritual origin and understanding enabled him to demonstrate the facts of being-to prove irrefutably how spiritual Truth destroys material error, heals sickness, and overcomes death."

# Church

"Regretting the Failures of the Past and Resolvi ngto Improve the Future," will be the subject of the sermon at the Grosse Pointe Lutheran Church, at the Neighborhood Club. The princi-Richard School auditorium, Kercheval pal business to be conducted is that of and McKinley, Sunday morning, December 31, at 11 o'clock preached by the Rev. M. Luther Canup, D. D., pas-

"Friends and Foes of the Kingdom," will be the topic taught in the upper classes of Sunday School at 9:45 a. m. Bring your family and enjoy the services in a neighborhood and neighborly church. We teach and preach Jesus Christ the Savior of the world and the Bible the inspired Word of

# Michigan School Teachers

Thirty-two thousand Michigan school teachers must file oaths of allegiance to the Constitutions of the United States and of Michigan if they want to teach in public schools The legislature passed a law requiring them to file the oaths with the state superintendent of public instruction

### Grosse Pointe Lutheran Pointe Republican Club to Meet on January 8th

The regular annual meeting for the Grosse Pointe Republican Club will be held January 8th, 1940 at 8:00 P. M. election of officers for the coming year. The plans for the coming year contemplate a drive for new membership. All persons interested are cordially invited to attend this meeting and submit their names for membership.

# Tonight Is The Night

Many young Grosse Pointers are all aglow in anticipation of the annual Holiday Ball given by Miss Elaine Marie Erndt for her pupils tonight at the Detroit Yacht Club. It is expected to be as huge a success as was the wee pupils party given by Miss Arndt last Tuesday. Lucky are you who hold invitations to this gala festivity.

Souvenir Postcards

It is estimated that annual sales of souvenir postcards are in excess of 50,000,000 in the United States.

Pneumatic Tubes

of messages were introduced in

**GALOSHES REPAIRED** 

SKATES SHARPENED

Tip Top Shoe Repair

17311 Mack at St. Clair

G. MADER

Reproductions of fine furniture made

to order-Any style or period

LEnox 8416

15106 Kercheval

Pneumatic tubes for transmission

### AN ORDINANCE

REGARDING Fumigating and Disinfecting.

THE CITY OF GROSSE POINTE ORDAINS:

Section 1. No person, firm or corporation shall, as an independent contractor, engage in the City of Grosse Pointe, in the business of exterminating household insects or pests by the process of fumigating, in which process of fumigation, hydrocyanic acid gas or other poisonous or dangerous gases or fumes are used, liable to affect human beings by causing severe sickness or death, without first obtaining a license therefor as herein provided. Any person, firm or corporation desiring to obtain such a license shall first file with the Clerk of the City of Grosse Pointe an application stating:

(a) The name, age and address of the person, firm or corporation applying for such license and what, if any, previous experience, he, she or it has had in such business.

(b) The name, age and address of the person or persons who are to act- | building is a multiple dwelling the date ually engage in the work of exterminating and fumigating as above set other similar information as the City forth, as employees of said independent contractor. The City Clerk shall furnish the proper forms of application, and when said application shalf have been filled out by said independent Fire Department and of the Chief of contractor, the City Clerk shall cause an investigation and examination to be made of such application as to said as an independent contractor in the of such gases above referred to . Applicants failing to satisfy the City Clerk as to their ability, as independent contractors, to employ such dangerous gasses or fumes in exterminating processes, shall be rejected and not entitled to apply for re-examination within a period of six months from the date of such rejection. Applicants duly certified by the City Clerk as qualified to receive a license as independent contractors to engage in such fumigation business, as heretofore referred to, may obtain a license to engage in such business upon the payment of the license fee and filing the bond as herein provided. Such license shall be issued by the license bureau of the City of

Section 2. The sumi of Twenty-five Dollars (\$25.00) shall be charged each applicant for a license to engage in the business as an independent conby the use of such gases or fumes as shall be issued such applicant unless vided, an indemnity bond as surety, in or suffer death by reason of the negli- joining buildings are located within 10, (h) Warning Card: Before releas-

ant or employee of the independent his signature, all responsible occupants at least 8 by 12 inches in size with the contractor engaged in the business of of rooms or apartments, with window following warning: exterminating or fumigating as herein openings in such walls, that such winset forth. The sureties upon the bond dows as are directly opposite, or above shall be approved by the City Attorney before the filing of the same with the which is under gas, must remain closed,

Section 3. All licenses granted hereunder shall expire on the 31st day of March next following.

Section 4. When hydrocyanic acid gas or other danger gases or fumes are by keeping the windows of such rooms used for exterminating purposes, the or apartments open. Special notices following method of procedure shall be with the operators' signature thereon

(a) In addition to securing a license to engage in the business as provided for each job must be filed with the City Clerk before fumigation is begun during the entire process. and a written permit for such job secured. Such application shall be building, the type of building, the specific space to be fumigated if the of the proposed fumigation, and such Clerk may require. The application, before presentation to the City Clerk written approval of the Chief of the the Police Department of the City of

(b) The permit must be signed by lease cyanide gas in any room or enapplicant's qualifications to engage the City Clerk, as well as the Chief of the Fire Department and the Chief business of exterminating with the use of the Police Department, and must section shall not apply to Inspectors describe the premises to be fumigated. of the Department of Health, duly The permit must be posted on the authorized to investigate into the use premises while the fumigating is being of cyanide gas. carried on and in addition to the warning card provided for herein.

premises, and shall serve notice, over premises intended to be treated. his signature, upon all responsible oc-

the area of the adjoining building the building gassed is being flushed or removed. aired. All rooms or apartments or-

dered vacated but not under gas shall be well ventilated during the process shall be served upon all responsible occupants of every room or apartment within the danger area. Such notices in the preceding section, an application shall state in a clear and concise manner the precautions to be exercised

(d) The Danger Area: The danger area shall be construed as those porsigned by the one proposing to do the tions of any structure or dwelling fumigating and shall set forth the ad- under gas which lie within the bounddress of the building to be fumigated, ary of the outside walls of the buildthe names of all occupants of the ing, the roof, and the basement or cellar floor, and such cut-off or fire walls as may exist in the structure in question. Such cut-off or fire walls shall be of solid masonry, gas tight, at least 8 inches in thickness extending from the basement through the attic, with all openings locked and guarded for issuance of a permit, must bear the against entry and effectively sealed against gas leakage.

(e) Persons Qualified to Perform Dangerous Work: No person other than a duly licensed operator shall reclosure, or enter into any rooms under gas for any purpose whatsoever. This

(f) Sealing Rooms Before Releasing Cyanide Gas: Before fumigation, (c) Notification of Occupants and it is required that the operator shall Adjoining Occupants and Vacating of seal all cracks, crevices, and apertures Premises: Before fumigation, the in porous walls and floors in such a operator shall personally inspect the way as will confine the gas to the

(g) Locking Rooms and Adjoining cupants of each room or apartment Rooms or Apartments: Before fumiwithin the danger area stating the gation, it is required that the operator dangers of the process and the precau- shall personally inspect all rooms and tions to be observed, designating the apartments ordered vacated under rooms or apartments which must be Section 4, subdivision (c), and be asvacated and indicating the time when sured that they are unoccupied by the gas is to be generated. In every persons or domestic animals, aftercase all rooms to be gassed shall be wards all doors to all rooms or apartvacated, and in addition the adjoining ments excepting ane exit door to the or adjacent rooms on the same floor rooms or apartments to be gassed. and on the floors immediately above shall be securely locked; in addition. and immediately below, and in the such windows or other wall openings tractor, exterminating or fumigating case of a building with apartments, the as might possibly be used to gain ententire apartment adjoining or adjacent rance shall be securely fastened. Imhereinbefore mentioned. No license and immediately below and immediate- mediately upon generating the gas, the ly above. In the case of a building, in door through which the operator leaves the applicant files, as hereinafter pro- which there are inner courts or light shall be securely locked and sealed, and wells upon which any room being keys to all rooms or apartments orthe sum of One Thousand Dollars gassed opens, all rooms with windows dered vacated retained by the operator (\$1,000.00), which bond shall inure to open to such courts or light wells shall until all danger is passed. As an adthe benefit of any person or persons be vacated and securely locked. In ditional precaution, all rooms and who shall receive bodily illness, injures, the case where the walls of any ad- apartments vacated shall be placarded.

gence or the misconduct by said inde-[feet of the rooms or apartments being ing the gas the operator shall place, pendent contractor or any agent, serv- gassed, the operator shall notify over on all entrances a plainly legible card tive ten (10) days after its publication.

DANGER-DO NOT ENTER

This place is being fumigated with a poisonous gas and must not be entered or the rooms vacated during the time except by fumigator until this card is

> By order of the CITY OF GROSSE POINTE

(i) Guard: It is required that whenever cyanide gas is generated in any room or portion of a structure in the City of Grosse Pointe, a capable alert watchman or watchmen shall remain on duty at the entranace or entrances to the room, building or enclosed space vacated for gassing, to keep people from entering while gas is present and for two hours after the room or area gassed is opened for airing. All guards or watchmen shall be able bodied persons and must be acceptable as a proper guard to the City Clerk. The licensed operator shall be held strictly responsible and accountable for the conduct of guards or watchmen. In every case where the entire building is not vacated, the licensed operator shall remain on the job during the progress of fumigation, and shall constantly supervise the occupancy of the structure to insure that no person will be endangered by gas leakage. Licensed operators shall give all guards definite and proper instruction, and shall visit the premises being fumigated at regular intervals during the process to insure that the property is properly guarded.

(j) Removal of Food: Before fumigation, the operator shall see that all ice, food and drink, are removed from the rooms ordered vacated; except that such food as in sealed air tight containers and those food products which must be boiled or cooked before serving need not be removed.

(k) Fire: All fires within the premises under gas, shall be put out.

(1) Container for Ingredients: For containing the ingredients, a deep stoneware or crockery jar is recom-

(m) Spilling of Cyanide: Great care must be taken that no cyanide crystals be dropped on the floor or left exposed where people may come in contact with

(n) Ingredients; The ingredients for generating hydrocyanide acid gas shall be of such quality and shall be mixed in such proportioons as will liberate sufficient gas to completely fill the rooms or apartments treated.

(o) Opening of Rooms After Gassing: At the conclusion of the gassing process, which shall consume not less than six (6) hours, it shall be the duty of the operator to throw open doors and windows of the premises, starting at the basement or first floor and continuing through the upper floors of the house, until all rooms have been opened for free access of air. No person other than the operator or oprators shall be permitted to enter the premises until all traces of the gas have disappeared, and in no case shall the occupants of the rooms or areas. gassed be permitted to enter until twenty-four (24) hours after airing begins. The licensed operator shall be responsible for informing all occupants, having children, of this provision.

(p) The residue left in the jars or containers shall be poured down the toilet bowl, which shall then be flushed thoroughly with water to remove all traces of the chemicals.

(q) Report of Premises Fumigated: it shall be the duty of every person intending to generate or release cyanide gas for fumigation purposes, to notify, in writing, the City Clerk, or his authorized assistants, of the location of the building or inclosed space to be fumigated as well as its character, and the day and hour when the work will be performed. This notification must be received at the office of the City Clerk prior to the release of the gas and not later than 8:30 a. m. of the day upon which the job is to be undertaken. For the purpose of this Section, 8:30 a. m. is to be construed as the time of the beginning of the working

Section 5. Any person, firm or corporation who shall violate any of the provisions of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine not to exceed One Hundred Dollars and costs of prosecution, or imprisonment in the County Jail for a period of not more than ninety (90) days for each such violation.

Section 6. The license of any person firm or corporation violating any of the provisions of this ordinance, may be revoked by the Mayor of the City of Grosse Pointe after due hearing before said Mayor, upon notice of said hearing issued to the holder of said license.

Section 7. Should the Courts of this City or State declare any section or provision of this ordinance unconstitution or unauthorized or in conflict with any other section or provision of this ordinance, then such decision shall affect only the section or provision as declared to be unconstitutional or unauthorized and shall not affect any other section or part of this ordinance.

This ordinaance shall become effec-NORBERT P. NEFF,

City Clerk. Adopted December 18, 1939. Posted December 21, 1939. Published December 28, 1939.

Electric Kitty

A tiny kitten called Duke by his owner, Bill Ehinger, of Huntington, Ind., almost lost all of nine lives when he bit the electric wire on the radio. Ehinger found Duke with the wire in his mouth, unable to let go and being tossed about by the current. He pulled the plug and re-vived the frightened kitten with a saucer of milk.

found three fewer states with chain store taxes, despite the fact that more than 60 chain store tax bills were considered in 34 state legislatures, a national survey of chain taxes reveals.

FIRST CLASS REPAIRING 4638 Alter Rd.

Used Rebuilt Bicycles Painted like new Lawnmowers Sharpened 1423 Lakepointe

Grosse Pointe Motor & Bike Shop A. C. Verbrugghe 14 Call for NI. 9478 

In Grateful Appreciation of Your Patronage We Offer Our Sincere Best Wishes for the New Year

Felix François Beauty Salon

Ogilvie Sisters Grosse Pointe Representatives Punch & Judy Theatre Bldg.

NI. 3753

ADVERTISE IN THE REVIEW

# Manhattan Tuxedo Shirts



, • · · · · · · · · · · · · · · · · · ·	
Stiff Bosom Shirts	\$2.50
Pleated Shirts, collar attached	\$3.00
Bow Ties	\$1.00
Collars, Wing or Turn Down	35c
3	for \$1.00

Tuxedo and Full Dress Studs and Links from \$1.00 to \$3.50

# CLEM SEARLE

17114 KERCHEVAL, NR. ST. CLAIR

Also Cameras and Camera Supplies

PROMPT COURTEOUS DELIVERY

SOFT DRINKS CIGARETTES-SNACKS

FOR HOLIDAY CHEER CALL PHIL FOR BEER

Phil Geist's Beer Store

(Formerly Bill Weigand)

17530 MACK AVE. Near Neff Road

NIAGARA 2020

BOTTLE CASE, CAN

ICE COLD DUTCHMANS Also DOMESTIC & IMPORTED WINES

Chain Store Taxes End of the 1939 legislative season aimed at chains were nullified during the year by the highest courts of Kentucky, Pennsylvania and New

BICYCLE MOTORCYCLES New Bicycles at Low Prices

GROSSE POINTE CABINET SHOP Remodeling, Repairing and Refinishing

Cooper Bros.

Funeral **Directors** 

10400 MACK AVENUE Lenox 5885

Residence-1305 Buckingham TUxedo 2-1717

Storm Sash 98c and up

Combination Door \$4.50 and up

We Measure and Install. Estimates Cheerfully Given.

A. L. Damman Hardware

Hayes, Cor. of Wilshire

PIngree 2131

# NOTICE

To All Taxpayers of Grosse Pointe

The Township Treasurer will collect Taxes at the following places:

January 3, 1940 Grosse Pointe Woods Municipal Hall, Mack Avenue, between Vernier and Anita.

January 4, 1940 Grosse Pointe Farms Municipal Hall, Kerby Road.

Taxes are payable anytime from Dec. 10 to Jan 10, without penalty at Municipal Building, Grosse Pointe Park, 15115 East Jefferson-After Jan. 10 to March 1, a penalty of 4% will be added.

ADOLPH L. DAMMAN,

Township Treasurer.

# Reach for Leach

# CALL US FOR YOUR YEAR'S NEEDS

**Licensed State Liquor Dealer Complete Assortment of Domestic and** Imported Wines

**Assorted Mixers** Ice Cold Beer

Fast Delivery

HOLIDAY SPECIAL ICE CREAM pt.25°

**Call Us for Time of Delivery** 

Leach Drug Co. Lakepointe at Charlevoix

TUXEDO 2-3333

Wanted

OLD CLOTHING WANTED-High

GIRL or woman for general and cook-

ing; good wages. 766 Lakepointe.

Work Wanted—Male

ELECTRICIAN, licensed, work myself

wiring and repairs, floor lamps, mot

man, 22, good personality and ap-pearance desires secretarial or secre-

tary-companion position: experienced.

Rooms for Rent

RIVARD BLVD., 324, near Jefferson-

Comfortable room; modern home board optional. TU. 2-1262.

Apartments for Rent

NEFF, 397, near Jefferson-Living

For Rent

FOR PARTIES-Automatic phono-

graphs; best orchestras, latest rec ords. Grosse Pointe Music. NI 5864.

Jefferson, across from St .Ambrose-

LOST

IRISH SETTER, male, one year old

Red with white spot on chest. NI. 8448. Reward.

Music

Save This Ad-Save \$ \$ Now

P-I-A-N-O

Tuning, \$2.50; repair, parts, supplies.

33 1-2 discount. 26 years' experience;

ten with factory; workmanship guar

(Continued from Page One)

The New Russian

British rights (?) in Caucasia.

Plaza 6317

ANTIQUE maple bed; antique tables,

chairs and bedroom furniture. NI

GAS RANGE in good condition; cheap.

DRAPES FOR SALE-Two complete

sets, rust and red tassel fringe; ex-

cellent condition; refurnishing home.

Help Wanted-Male

BOYS WANTED to carry morning

Free Press routes.. Cash bond required. 1680 Dickerson, 9:30 a. m. Call

Work Wanted-Female

RELIABLE woman cook: serve din-

ner parties; care children evenings;

some general cleaning. Also man avail-

able basements, window cleaning. Sat-

For

Cleaning

Pressing

Phone

Tu.2-3000

**IMPERIAL** 

Cleaners & Dyers

Mack at Nottingham

Free Delivery

FAMILY SPECIAL

🕽 🕽 lbs. 🤏

All Flat Pieces Nicely

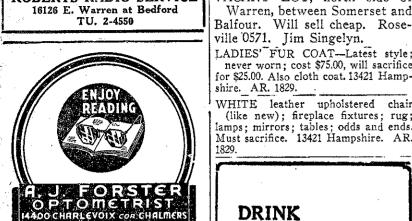
All Wearing Apparel

Call NI. 3999.

1366 Nottingham.

urdays. NI. 3962.

#### WE WISH YOU A prosperous and happy New Year and thank you for your patronage during the year that is past. ROBERTS RADIO SERVICE



FRESH FISH We specialize in freshly caught Lake Huron fish. Trout - Whitefish - Pickerel - Perch.

**COUNTRY EGGS** 

Fresh graded eggs direct from country twice weekly. Also poultry dressed, while you wait, on Saturday. Delicious Butter Weekly Home Delivery if desired

CEDAR FARMS

E. J. HOELZER, Prop. 17290 MACK Bet. St. Clair and Notre Dame Grosse Pointe City



**GLAMOROUS NEW FASHIONS** 

Enjoy the New Year Party with a Coiffure of outstanding beauty.

Review Liners

For Sale

VACANT LOT, north side of

ville 0571. Jim Singelyn.

shire. AR. 1829.

DRINK

Warren, between Somerset and

LADIES' FUR COAT—Latest style; never worn; cost \$75.00, will sacrifice for \$25.00. Also cloth coat. 13421 Hamp-

WHITE leather upholstered chair (like new); fireplace fixtures; rug;

lamps; mirrors; tables; odds and ends

Must sacrifice. 13421 Hampshire. AR.

**Bohemian BEER** 

and enjoy

THE BEST

**SERVED** 

WHEREVER

QUALITY COUNTS

Jakimec Beauty Salon LE. 9230

999 Beaconsfield at Jefferson

O. Mulier's MARKET 15225 Kercheval Ave.

LE. 7786

Week-End Specials

We Deliver

SWIFT'S PRE-COOKED

ROLLED RIB

ROAST OF BEEF

SWISS STEAK . . . . . 33c

900 Coplin

Curtains and Drapes **GROSSE POINTE** 

LAUNDRY

We Do All Kinds of Laundry We Also Specialize in

Ironed, incl. Handkerchiefs

Returned Ready for Ironing

Fred Merry

Hitler came to power.

will not save the valiant Finns from how fast Britain will be able to releague now being formed.

common enemy: Communism. Speculation in diplomatic circles is as to whether the Allies will really try will point her out also as equally dangerous to civilization. Fighting both Germany and Russia at the same time would permit Britain and France to eliminate their only two really dangerous rivals. So far, the only way for replace the Brownshirts with a regime more palatable to London and Paris. Allied conditions for peace, besides.

is that Britain and France will forced Nazi Germany into a full-fledged military alliance with Soviet Russia. This would then enable the Allies to throw first of all against Nazi Germany.

sibility.

is dead. Stalin and the exigencies of work, as provided in this ordinance, the modern state have killed it. Little who shall neglect or refuse to comply est prices paid for men's suits and does it matter whether in the future with its provisions, and any other shoes. Telephone call will bring us to you immediately. Tel. Tyler 4-3025. Stalin is to turn Nazi or whether he violation of any of the provisions of will convert Hitler over to his form this ordinance shall be punished by a 18-5 WANTED IMMEDIATELY - Used of totalitarian statesmanship, his dicset Book of Knowledge. Call before tatorship or that of the (Communist) Party is henceforth openly directed Help Wanted — Female

# AN ORDINANCE

against the proletariat, not only in

Russia, but the world over.

RELATING to the Movins of Houses, Boilers and other Heavy Objects. ors, switches, wall plugs; prompt reli-able service. Call any time. Lenox 1552. 18-4

THE CITY OF GROSSE POINTE PERSONABLE, well-groomed young ORDAINS: Section 1. It shall be the duty of very person, firm or corporation removing or causing to be removed, any unencumbered, free to travel. Write Box F, Grosse Pointe Review, 15121 building of a larger size than 14 feet by 20 feet, and 13 feet in height from PAINTER—Wall washing, basement the surface of the street, and for mov-painting; no job too small. NI. 7678. ing any boiler weighing over 15 tons or any machinery or bulky article of such weight, to be hauled upon or over the streets of said City, to secure written permission therefor from the Building Commissioner who shall not issue the same without the written approval first appearing thereon of the room, kitchen private entrance and bath; employed party. NI. 0627. chief of the police department and the chief of the fire department. The Building Commissioner shall thereupon and upon receiving satisfactory evidence that the bond or cash that is required hereinafter has been filed or HAMPTON, 15005, at Wayburn, near paid in, issue a permit designating the route to be taken and the time to be Lower 5 rooms, newly decorated throughout; reasonable. MU. 3377. occupied in the removal of such building, boiler or other heavy and bulky article, the route to be taken and the time for moving to be stated upon the permit and to be agreed to by the chief of the police department and chief of the fire department before the issuance of the permit. While in transit any MUSIC—Leib Conservatory of Music, established in 1912. Voice, Piano, Violin, Harmony and Theory. 14950 such building or heavy and bulky article shall be so moved as to least obstruct the street and by the route and East Jefferson at city limits and 989 Barrington. Join the Grosse Pointe in the time prescribed in the permit; string orchestra. Violins, mandolins, guitars and banjos. Before purchasing nor shall any person leave any building, steam boiler or other heavy and a string instrument it is advisable to bulky article on any street crossing. consult an experienced teacher. Phone Lenox 9305-6 to 9 p. m. at the Leib Conservatory of Music, 14514 E. Jeffer-Any person, firm or corporation moving any building, steam boiler or other

heavy and bulky article as aforesaid.

shall erect a safe and sufficient barrier

around the part of the street so oc-

cupied, and maintain sufficient colored

lights thereon during the hours of

night for the protection of the public.

Before any person shall obtain such

permission to move or remove such

articles as heretofore prescribed, he Policy of Aggression shall file a bond or deposit cash to the satisfaction of the City Clerk but in no case less than the penal sum of \$200.00 conditioned that he will pay all damdemand for recognition of certain ages to public or private property, including trees, that shall be caused by When it became evident that the Central Soviet Government would not removing any such building, steam recognize these "treaties," France and boiler or other heavy and bulky ar-Elgland declared Bolshevism a menace ticle; Provided that any person, firm or to civilization. When they found out corporation whose business is that of they could gain no control whatever moving buildings or other bulky artiof the vast Russian market and the cles, if so desiring, may file a bond or nexhaustible supply of Russia's min- deposit cash in an amount satisfactoy eral wealth and raw materials, they to the City Clerk, sufficient to securincited Russia's neighbors to provoke the payment of all damages to public and fight her. And, when this too or private property that shall be caused failed, they tried to overthrow the by him or them in removing buildings Communistic regime through subver- or other bulky articles, during any sive movements within the boundaries period not exceeding one year. No of the U. S. S. R. Nor has Germany steam boiler or other heavy or bulky been more friendly, especially since article shall be moved into, along or across any paved street unless the wheels under the same are so guarded The Allies fully realize the import- as to prevent the flanges of such ance of Russia's latest strategic move, wheels from cutting, breaking or innamely, the invasion of Finland. So juring the pavement; and that boilers, does Germany, although she can do machinery, or other bulky articles of nothing about it. The existing race is such weight or more, to-wit: fifteen confined mainly to Russia and the tons, shall only be hauled on trucks Allies: Russia will try to conquer Fin- the wheels of which shall be equipped land and entrench herself in the Baltic with tires not less than 8 inches in before the Allies can halt her through width. It shall be the duty of the Poa possible truce with Germany. She lice Department to ascertain from the may try similar tactics in the Balkans person in charge of the moving of any if her coup in Finland succeeds. The such article if they have the proper Allies counteract by backing the Finns written permit therefor. And every against their aggressor. Yet this alone person, firm or corporation moving or causing to be moved any steam boiler defeat. Finland's survival depends on or other heavy and bulky article into, along or across any street, alley, or place Germany at the head of a re- public space, shall furnish the driver newed and all-powerful anti-Comitern or person in immediate charge of such operation, a certificate showing the Premier Chamberlain's ambition is exact weight of the article being so to enlist the effective support of all moved, which shall be shown by such the countries of the world against the driver to any police officer on demand. And when the question arises as to the correctness of the weights between the driver or other operator and the to single out Germany or whether they police officer, such driver or operator shall immediately proceed to have the weight named in such certificate verified, on such a scale as shall be designated by the police officer. And if kill two birds with one stone and thus it shall be ascertained that such person, firm or corporation as aforesaid is moving or causing to be moved such Germany to creep back into the fold heavy or bulky article as heretofore would be to repudiate Hitlerism and described in violation of the conditions heretofore set forth, it shall be the duty of the Police Department to at The Germans would have to accept the once make the proper complaint; Provided, however, that in case the Build-This, of course, is a very remote pos- ing Commissioner shall refuse to grant the desired permit, a petition may be The most widely accepted hypothesis made to the Common Council, who may direct such Commissioner to issue a permit therefor. Sec. 2. It is hereby made the duty of the Police Department and Building

the full force of the newly-projected Commissioner to see that the provianti-Comitern coalition's war machines sions of this ordinance are faithfully not against Russia alone, but also and observed, and to make complaint for all violations of the same.

Meanwhile, the Russian Revolution, Sec. 3. Any person performing fine not exceeding One Hundred (\$100) Dollars and costs: and in the imposition of any such fine and costs, the Court may make a further sentence that the offeneder may be imprsioned in the County Jail until the payment thereof, for any period of time not exceeding six months.

> Sec. 4. This ordinance shall become effective ten (10) days after publica-

NORBERT P. NEFF, City Clerk

Adopted December 18, 1939. Published December 28, 1939.

First Death Sentence

The first sentence of death imposed by a federal court in the United States was passed in New Bern, N. C., in 1793 when four sailors were hanged for mutiny at Ocracoke is-

Canadian Pilgrims More than 1,000,000 pilgrims every year visit St. Joseph's oratory, the handsome white building on the northern slopes of Mt. Royal, Quebec, which was erected by the late Brother Andre, "Miracle Man"

Wishing You



May 1940 bring you happiness and prosperity in large measure. GOOD GULF PRODUCTS

Kercheval Cadieux Service

16820 Kercheval at Cadieux C. HASELBY

MIRRORS RESILVERED LEADED GLASS REPAIRED LAFAYETTE MIRROR & GLASS CO.

15406 Mack Ave. at Nottingham



FENCE

Steel, for permanency Picket, for beauty Wire, for economy

Materials or erection

Clothes Line Posts, Steel or Wood, Permanent or removable MEHLENBACHER FENCE CO.

10403 Harper

Punch & Judy Theatre NI 3898

Kercheval at Fisher Road Friday-Saturday.

December 29 and 30

THE MARX BROTHERS "AT THE CIRCUS"

Sat. 11 P. M .- Brian Donlevy "Sharpshooters"

Sunday-Monday-Tuesday Dec. 31, Jan. 1 and 2 CLAUDETTE COLBERT—HENRY FONDA "DRUMS ALONG THE MOHAWK"

Sunday continuous from 1:45 P. M. Wednesday-Thursday

January 3 and 4 GINGER ROGERS-WALTER CONNOLLY "FIFTH AVENUE GIRL"

# Window Shades

CLEANED AND RENEWED

Venetian Blinds Cleaned or Made to Order BUY NOW Prices Are Rising

LINWOOD SHADE CO.

Detroit's Smartest Theatre Restaurant

presents "The Show of Shows"

DEAN MURPHY "Dean of American Night Clubs"

RENEE AND ROOT

"Americas Newest Dance Thrill"

THE BONNERS "Songs as You Like Them"

Mary Jane Brown

Royalettes

**CLUB** 

ROYALE

THAT GOOD COAL

Serving Grosse Pointe Since 1924

Semet-Solvay or Ford Coke-

Egg or Chestnut size ..... Pea size ..

Grenadier Stoker Nut Olga Stoker Nut Koppers Stoker Nut

**AUTHORIZED DISTRIBUTORS** "Original" Pochahontas Lehigh Valley Anthracite Silver Birch Wood

Sunoco Fuel Oil

Prompt, Courteous Delivery

BAKER-WHILDIN COAL CO.

Ask for attractive 1940 desk calendar

PL. 8500

City Treasurer 17150 MAUMEE AVE.

# Notice to Taxpayers! City of Grosse Pointe

1939-40 County and School Taxes on Property in the City of Grosse Pointe are NOW DUE and payable at the City Offices: 17150 Maumee Avenue.

4% COLLECTION FEE

Will be Added Beginning

JANUARY 11th, 1940

Itis to our mutual advantage to pay these taxes promptly.

> Hours 8:30 a.m. to 4:30 p.m. Saturday Closed 12:00 Noon

> > THEO. G. OSIUS,

# **NEW YEAR'S EVE CORSAGES**

Be glamorous New Year's Eve! Wear corsages individually styled to your evening gown—a corsage that will be the envy of your friends! Whether it be Orchids, Camellias, Gardenias, Roses, Carnations or Violets, a Lingeman Corsage will enhance your charms. Made to order to suit your own personality. TU. 2-6020



# HARLOW J. LINGEMAN

**FLOWERS** 

17009 Kercheval

### Glamour Girls Send Their BEST Things to Alger Cleaners!

Beautiful girls with beautiful clothes know that Algerized cleaning will keep those clothes looking as perfect as they did at the season's opening.

Vacation Week-an ideal time to have your children's clothes Algerized!



# **EANERS**

16922 KERCHEVAL TU. 2-4000

16319 E. WARREN TU. 2-1600

# To One and All...

A Happy New Year filled with happiness and prosperity ... to one and all of my many friends. Good Cheer!

# William G. Stamman,

Villiage Clerk, Grosse Pointe Park.

### Winter Social Season Now in Full Swing

Have Your Formal or Tuxedo Expertly Cleaned and Beautifully Pressed

Suits or Overcoats Sponged and Form Pressed Minor Repairs Free



# **Upper Mack Cleaner and Tailor**

Phone TU. 2-8126

**Verfaille - De Longhe** 

Stella Verfaillie, daughter of Mr. and | eggshell duchess satin made on colonial Mrs. Octave Verfaille, if Grosse Pointe lines with Venetian lace in the neckand granddaughter of the late Henry line, down the front of the hoop skirt Huvaere of Grosse Pointe, became the and around the edge of the train. Her bride of John De Longhe, son of Mr. long tulle veil was caught into a rhineand Mrs. Gustaf De Longhe, of Detroit on Thanksgiving Day, November 23, at 10 o'clock in St. John Bachman's Roman Catholic Church. Rev. Fr. C. M. Yost performed the ceremony.

The bride, who was given in marriage by her father, was dressed in

### Season's Greetings

To our faithful old friends, our cherished new friends, and to those whose friendship we strive to deserve, we tender

Holiday Greetings and Best Wishes for the

New Year

Edna's Beauty Shop. 15435 Mack

Following a reception for 500 guests,

### the couple left for a rip, motoring to Miami, Florida.

Eastminster Presby-

stone tierra. She carried a white or-

Her sister, Marion Verfaille, acted

as junior bridesmaid, and Mrs. John

Johimstahl as matron of honor. Both

wore peacock blue taffeta with small

blue velvet hats and carried colonial

bouquets of fall flowers as did her

bridesmaids, who were the groom's

sister Emma De Longhe, Mrs. Ray-

mond Loeffler, Dorothy De Clerck,

Rosalie Denameth and Philomenia Van Acker. They wore casen taffeta

Rene De Longhe, brother of the

groom, was best man and ushers were

Joseph De Neve, Arden Roelandt,

Frank Van Tornhout, Ralph Huvaere,

Robert Huvaere, Dick Caramagno and

Jerry Peterson, a cousin of the groom

Mrs. Verfaille wore a black crepe

jacket dress and a corsage of purple

orchids. Mrs. De Longhe wore a black

dress of crepe and net with purple

chid on the prayer book.

with small velvet hats.

was ring-bearer.

orchids.

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

terian Church

New Year's services at 11 a.m. The pastor will speak on the theme, "1940-What of It?"

Christian Endeavor Groups meet at б:15 р. т.

At 7:30 p. m. the Young People's Choir, under the direction of Mrs. Helen Koepplin, wil !present the cantata, "Memories of Bethlehem." There will also be soloists from the church.

Wednesday evening, January 3, will be theh beginning of the "Week of Prayer Services" which will be held in the Eastminster Presbyterian Church each evening, except Saturday through January 7, at 7:30 p. m. The following churches are uniting in these services: Grace Evangelical, Rev. W. H. Siebert, pastor; Kercheval Avenue Evangelical, Rev. A. C. Bauman, pastor; Jefferson Avenue Methodist, Rev. Harry T. Howard, pastor; and Eastminster Presbyterian Church. The choirs from the various churches will supply the music and a splendid array of speakers have been arranged.

# Faith Lutheran Church

The Christmas services at Faith Church were most beautiful and impressive and were attended by audiences which taxed the seating capacity of the large auditorium. The Christmas morning service, at 6 o'clock, is said to be the outstanding service of its kind held in the city. The auditorium was filled long before the service began A choir of nearly 90 voices sang at this service. The decorations and the lighting effects were very beautiful.

Next Sunday morning the pastor's assistant, Wm. G. Wacke will preach a New Year's sermon on the theme, "Soul Security." At 4:30 next Sunday, the pastor, Rev. R. D. Linhart, will deliver a New Year's message over radio station CKLW. At 11:30 next Sunday evening, there will be a New Year's Eve service, beginning at 11:30 o'clock. Preceding the service, there will be a half-hour program of Christ-

mas music, beginning at 11 o'clock. The Rev. S. C. Michelfelder of Toledo, P. M. Ohio will be the speaker. About 75 officers and their wives will be in attend-

### Messiah Lutheran

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

To all our friends and customers we wish



# Warren Studio

16711 E. Warren at Yorkshire Phone TU. 2-2540

# REFRIGERATOR SERVICE

Electric Motor Repair DUNCAN & McNICOL 14927 Charlevoix at Wayburn

Nights, Sun. 4 Hoiidays TR. 2-8006 Tu. 2-1150

# RUSSELL

Curtain Cleaners

We specialize in Laundering and Cleaning Curtains and Draperies 14727 Kercheval Opp. Christian Science Church LE. 8275

A New Year's Eve Service, with the | Next Sunday morning, the Su The annual officers' banquet will be celebration of Holy Communion, will School will assemble at ten o'clo

held next Wednesday evening at 6:30. be held Sunday, December 31, at 7:45 while the preaching service will 🕍 place at 11:15 a. m.



Curls on top, curls in back ... we are simply bursting with ideas for your holiday fascination. Whatever your type, whatever style your dress, we'll harmonize a coiffure creation that will actually demand attention! Make an appointment for your glamour, well before the New Year's rush! Phone

DONNA'S HAIR & HEALTH STUDIO TU. 2-2160 16912 Kercheval

# **BROEDELL PLUMBING AND HEATING**

Specialists in Furnace Cleaning and Repairing COMPLETE PLUMBING SERVICE

20752 MACK

GROSSE POINTE WOODS

# For A Gay New Year's Eve

Come to

# SID'S CAFE

S. McQUEEN, Prop

15241 E. Warren at Barham-NI. 0064 RESERVATIONS ONLY

50c COVER CHARGE \$1.00 PER COUPLE

# DANCE

ENROLL NOW

Dancing

**NEW CLASSES** 

Starting in BALLET, TAP, and **BALLROOM DANCING** 

# **Elaine Marie Arndt** Dance Studio

919 Barrington Rd.

Welcome The New Year with Kroger's Famous Mixers That Cost You Less!

Serve Kroger's Latonia Club Sparkling Assorted Beverages, Assorted Fruit Flavors and

Gingerale or Carbon- Water

PEANUTS Kroger's Fresh Roasted and 10c

COFFEE

Kroger's Rich Blend, Hot-Dated French Brand 2 1-lb. bags 39c Kroger's Hollywood

Oueen Olives iar 29c Oven-Fresh-Finest Ingredients 20-oz. 10c Rye Bread

Nutritious for Children-Blue Label Karo Syrup No. 13/2 12c 1939 New Fall Pack

Tomatoes 4 No. 2 25c

Large End, Standing Rib Roast of Beef . 27c Country Club, whole or Shank Half HAMS whole or Shank half lb. 27c Blackhawk, Wafer Sliced

Bacon Roasting Chickens . в. 27c

BROCCOLI \_bunch 10c Beets, Turnips and CARROTS abunch 5C

Washington Winesap APPLES .

Florida Mor-Juice **ORANGES** 

SEEDLESS FLORIDA LIMES . 6 for 15c

Pure Refined Cane SUGAR

Country Club Guaranteed Pork & Beans

3 Kall 23c Special Now-Reverie Butter

Spreader In Lovely Pattern—With Complete Certificate Book only

Peaches ... 2 No. 21/2 cans 2 Country Club Pure Pineapple Juice .. No. 2 can 1 Natural Treesweet Orange Juice .. 3 12-oz cans 2 Kroger's Margate Orange Fine Quality Tuna Fish ......

nearest Kroger Store—Watch

Salad Dressing .....8-oz. jar 1 Kroger's Avondale Halved

Country Club Smoother

savings grow!

Pineapple Juice

Dole's Famous Natural

Kroger's Roll Films .....

Tomato Juice 3 No. 2 tall 23

Extra Durable Canvas Gloves ...... pair 1 .....most sizes **Z** Kroger's Famous, Finest Ingredient Pound Cake Country Club Select

Avondale, Pure, Zestful ъ. 35c Prep'd Mustard Kroger's Embassy Guaranteed Salad Dressing Pork Loin Roast 3-4 lb. 17c

Kroger's Miracle Value Loaf Big Ben Bread 2 loaf 10 Kroger's Hot-Dated Spotlight

Fresh Coffee. Libby's Quality Dill Pickles

Except Pimento and Swiss Kraft Cheese . 2 box 450

Pound Box of Country Club, Finer Graham CRACKERS . only 5

with the purchase of Country Club Fresher SODA CRACKERS 116. 5





BUY any Kroger Item, LIKE it as wall or better, OR return unused portion in original container and we will replace it FREE with any other brand we sell of the same item, regenerate of price.

17315 Mack Avenue Nlagara 0054 15222 E. Jefferson Ave.

FREE DELIVERY 17037 Kercheval Ave. Phones: Nl. 6500-6501 16117 Mack Avenue Niagara 016?

20785 Mack Ave., Lockmo

344 Rivied Blvd. 15229 Kercheval Ave Murray 9340



For greater sales, use

in your store windows!

A dramatic, well-lighted show window has all the arresting value of a stage . . . it COMMANDS attention and stops passersby. A clever stage manager uses light, color, motion to achieve his effects-and an alert store manager uses the same methods to attract an audience to his displays. Figures prove conclusively that improved lighting can often DOUBLE the number of people stopping to look at a window. \* \* \* Detroit Edison engineers will be glad to give you complete information about modern show window lighting, and explain how you can use this powerful selling tool effectively in YOUR store. There is no charge for this service. Call your Detroit Edison office. The Detroit Edison Company.

