

SAVE at SALEM with LUMBER & BUILDING SUPPLIES

GRADE STAMPED & KILN DRIED WHITE LUMBER

Length	2x4	2x6	2x8	2x10	2x12	4x4
7'	.49	1.05	1.68	2.10	2.69	2.10
8'	.59	1.20	1.88	2.40	3.09	2.40
10'	1.05	1.40	2.16	3.00	3.34	3.00
12'	1.20	1.80	2.72	3.60	4.01	3.60
14'	1.45	2.10	3.36	4.20	4.66	4.20
16'	1.69	2.56	3.76	4.80	5.34	4.80

PEGBOARD 4' x 8' x 1/2" SHEET FOR REC. ROOM, GARAGE, LAUNDRY ROOM, ETC. \$2.29 Sheet C & C	HARDBOARD STANDARD GRADE 4' x 8' x 1/2" SHEET HUNDREDS OF HOME FIX-UP USES! SAVE! \$1.59 Sheet C & C	PARTICLE BOARD 4' x 8' x 3/8" Sheet \$3.49 C & C • 4' x 8' x 1/2" \$4.49 • 4' x 8' x 3/8" \$5.49 • 4' x 8' x 3/4" \$6.49
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1x6 Rough Sawn **PANELING** 7¢ Lin. Ft.

For that rustic look We also stock stains

VISQUEY POLYETHYLENE SHEETING
 USE FOR EVERYTHING AROUND THE HOME
 3' x 50' Roll **\$1.49**
 6'x50' 2.98 8'x50' 3.98
 10'x50' 4.98 12'x50' 5.98

FORMICA COVERED **VANITIES**
 Completely Formica covered vanity is the perfect addition to your bathroom. Features acid and stain resistant sink.
\$44.95
 In Carton-Less Faucet C & C

WAREHOUSE CLEARANCE SPECIAL! **PRE-HUNG ALUMINUM COMBINATION DOOR**
 • 3.0' x 6.8' • Hinge Left or Right
 • Non-Sag • Installs in Minutes
WHILE THEY LAST \$20.88 C & C

CEILING BEAMS
 Rustic, Hand-Hewn Wood Appearance
 • Easy to install
 • Your choice of light, medium or dark
 • 8', 10', 12' lengths
\$1.39 Lin. C & C

ALL PANELING FIRST QUALITY!
 WE DO NOT CARRY SECONDS, IMPERFECTS OR REJECTS IN STOCK!

FIBERGLAS INSULATION
 Roll One Side Choice of Sizes
 • 1 1/2" Thick x 100'
 • 2 1/4" x 75'
 • 3 3/8" x 50'
\$3.69 Roll

WROUGHT IRON RAILINGS
 5' Section \$4.95
 6' Section 5.95
 Big Variety of Items

Get first roll of 3/4" Tape FREE! Reg. \$4.27 ASTRO
LABEL MAKER
 Prints large raised letters
 Tape is self-adhesive
 Personalize, identify
\$3.88

GARBAGE CANS
 20 Gal. Oly. \$1.88 C & C
LINERS
 Pkg. of 50 \$1.99

BAR STOOLS
 • 30" High
 • Chrome Legs
 • Naugahyde Covered
 Foam Seat
 While 100 Left! **\$5.88** C & C

BASKETBALL BACKBOARDS
 36" EXTERIOR FIR PLYWOOD SAVE \$1.00 **\$4.95** C & C
BASKETBALL SET
 • Backboard \$10.88
 • Hoop
 • Net

SALEM LUMBER CENTER

Home of Old Fashioned Service—Ph. GA 2-1000
30650 PLYMOUTH ROAD 3 Blocks west of Middlebelt
 YOUR NEAREST SHOP HERE

SPECIALS ON FACTORY-FRESH, QUALITY PANELING

PECAN
 Genuine Simpson Red Diamond
NO. 1 QUALITY HARDWOOD \$6.99
 Reg. \$11.95 4x8x1/4" C & C
Weyerhaeuser OLD COLONY BIRCH
 Made to our own rigid specifications—each sheet paper wrapped.
 Cash & Carry Price, 4' x 7' **\$5.99**
 4' x 8' **\$6.99**

SAVE ON WEYERHAEUSER'S **PLYMOUTH ELM**
 OUTSTANDING VALUE **\$8.95**
 4' x 8' x 1/4" C & C
 Cash & Carry

NAIL FREE! PANEL ADHESIVE
 Reg. \$1.19 NO LIMIT **88¢** Tubo

WE HOLD THE LINE ON RISING PANEL PRICES!
Prefinished PALOMINO or Dark BRAMBLEWOOD
 4' x 7' Sheet **\$2.99** Cash & Carry
 4' x 8' only \$3.49

LOOK FOR QUALITY, VALUE, PRICE at SALEM LOOK AT THE BRAND NAMES
 Weyerhaeuser, Evans, General, Makonite, Royalcote, Abilibi, Welch, Simpson, Vancouver and Plywelth—the paneling hall of fame!
 OVER 100 TYPES IN STOCK

YOUR CHOICE SPECIAL! WEYERHAEUSER
 • CUMBERLAND HICKORY
 • JAMESTOWN HICKORY **\$10.95**
 • Light or Dark
 • Common Hickory
 • 4' x 8' Sheet, C & C

READY-TO-FINISH **LAUAN**
 Stain to match your decor.
 4' x 7' Sheet **\$2.66** C & C
 4' x 8' Sheet only \$2.99

Famous Glidden **DRIPLESS LATEX**
 • #3080 White
 • Can size limited
 • Easy to use
 • Brush or roller
\$2.99 Gal.

Aluminum **GUTTER GUARD**
 Prevent Clogged Gutters.
 25 Feet **\$1.88**

Aluminum **DRYER VENT KIT**
\$3.44 C & C

8' Lengths, Kiln Dried 10 Pieces Per Bundle
1x3 FURRING Reg. \$2.19 \$2.40
 C & C

4'x8'x1/4" New Only **\$1.49** C & C
 4'x8'x3/8" **\$1.69** C & C
 4'x8'x1/2" **\$2.10** C & C

SAVE
SUSPENDED CEILING 25¢ Sq. Ft.
 • 4 Styles, 2x2 Panels
 • Complete—All Metals and Hanging Fixtures
 • Value to 40¢ Ft. Complete

12" x 12" CEILING TILE 8 1/2¢ Sq. Ft. Model #20
 • First Quality Tongue & Groove Tiles
 • All Fittings

FINE QUALITY WOOD STEPLADDERS
 • 5 Ft. Size
 • Step Reinforced
\$3.49 C & C

WOOD EXTENSION LADDER \$1.88 C & C
 16 Ft. Long 20" x 24" Avail.

8' Galvanized **GUTTER** 88¢ Length All Fittings
 We Stock


FIBERGLAS PIPE WRAP
 Keeps Pipes from Sweating
 3" x 25' **88¢** Roll

FREE DELIVERY ON MOST ITEMS UP TO 15 MILES (\$25 Minimum)

HOURS:
 Mon.-Thurs. 9 to 7
 Fri. 8 to 9 Sat. 8 to 6
 Open Sunday, 10 to 5 p.m.

MICHIGAN BANKARD

Hixson At Large



By DUMONT F. HIXSON, JR.

Destroy the Puritan ethic in this country and you destroy Madison Avenue. The reasoning here is that the bulk of the most effective advertising in this country is based on conditioning and sex. The repressed sexuality due to a residual Puritan ethic makes this advertising all the more effective. Thus the consumer is exploited twice.

The advertising industry has made a pragmatist of Freud. Sex sells clothes, carpets, and even shoe polish. There are other advertising techniques that are used as well—the chief of which is exaggeration. Our society, it seems, has institutionalized the art of the permissible lie.

NO ONE CAN doubt that advertising has had its impact. It has made body odor a sin, second only to adultery. This suggests that if our value institutions (the churches) are to regain their foothold, they must develop the techniques of the mass media. In the language of the ad-man they have a good product but they merchandise it poorly.

No one can doubt that advertising is effective. In the summer of 1967 live television coverage of the Detroit riots showed leaders carrying away TV sets.

Strangely enough, these scenes were interrupted by commercials, extolling the virtues of these same television sets. There could hardly be a greater testimony to the effectiveness of advertising.

If advertising deals with a new mythology, its counterpart is seen in the image-maker or public relations man. The image-maker is hired to project an image. ("Welcome to the team.") Like the ad-man, he is hired to sell an illusion. He is the institutional witch doctor. But the term "image" suggests that there is a difference between image and reality or between fact and fiction. It is for this reason that the image-maker seems particularly out of place in an edu-

cational institution. For if the job of an educational institution is to pursue truth, an educational institution does not need a mythmaker.

THE PUBLIC relations man frequently rationalizes his behavior by saying that he is hired "to put the best foot of the institution (team) forward." But by so doing he frequently hides the other appendage—a club foot.

Truth is not an unworthy goal of an educational institution or for any institution. That which militates against it is unfortunate. The public relations man is, after all, a master of the credibility gap.

At worst an "image" is a complete fabrication. At best an "image" is an affirmation. Individual i m a g e-making does not seem to be as odious as its institutional counterpart.

The projection of an image may be the projection of an ideal—an ideal into which one wishes to grow. Such an affirmation may be a positive force. President Kennedy, after all, was quite concerned about his image.

BUT TOO OFTEN an image is a means of hiding ourselves from ourselves. This phenomenon is particularly true in the case of institutions. It is often true for individuals.

Institutionally or individually image-making is always dangerous. It is always easiest for us to be seduced by our own propaganda.

Detroit Water Chief Supports Bond Proposal

Voter approval Nov. 5 of a \$335 million state bond issue is the key ingredient in Michigan's "clean water" efforts. That assessment was made by Gerald J. Remus, general manager of Detroit Metropolitan Water Services, which provides sewage disposal service for Detroit and 54 other Southeastern Michigan communities.

Remus outlined DMWS' regional water pollution control work in a special report to the Detroit Common Council on the recent Federal report on Lake Erie.

"THE DETROIT AREA has a program in action," Remus said. "Approximately \$26 million worth of construction is underway or completed within the past year.

"The greatest single item needed now is money." The bond issue would allow the state to underwrite—at 25 per cent — part of most local water pollution control construction.

And with state participation, the federal help would increase from the present maximum of 33 per cent to 55 per cent.

Introduction of state money and the boost in Federal funds would permit local agencies to accelerate development of clean water facilities.

"If federal and state financing are supplied as promised, we will have approximately \$37 million worth of new work at the plant under contract by June 1, 1969," Remus said.

NEPTUNE AQUARIUM

Use Your Michigan Bankard COLORFUL TETRAS

Neons	29c ea.
Glo-Lites	39c ea.
Down Tetras	29c ea.
Silver Hatchets	39c ea.
Rosy Tetras	49c ea.

SUPER SPECIAL 10-GAL. SET-UP \$11.95
 Includes—Tank, Power Filter, Gravel, Glass, Wood, Charcoal, Heater, Therm & Therm.

IT'S HERE—MICHIGAN'S FINEST DISPLAY OF SALT WATER FISH

NEPTUNE AQUARIUM
 27488 Schoolcraft at Inkster—427-6120
 Open 10-8 Daily; Sunday 12-4
 MICHIGAN'S FINEST TROPICAL FISHSTORE
 Service and Installation Our Specialty

OCT. 24
 OCT. 30