BURTON HOLMES TRAVELER, TO SPEAK IN DETROIT

Burton Holmes, world's most fa-lous travel lecturer, will close is 1936 Detroit season with two his 1936 Detroit season wint wo motion pleture travelogues on England and Russia at the Detroit Institute of Arts on Sunday, April 5, At 3:30 Mr. Holmes will speak on "London and Rural England." At 8:30 on "What I Saw in Soviet Russia."

At \$330 on "What I Saw in Sovies Russian."

"London and Rural England," is a comprehensive four of historic beauty spots, It visits the exciting derby, Stratfordon-Avon, Oxford and Cambridge, the Tower and Parliament, the Thames Embankment, St. Paul's and Westminster Abbey, Trafalgar Square and Piccadilly. There are shots of the trooping of the colors at St. James' Palace, living portraits of the Roy-law of

"What I Saw in Soviet Russia "What I Saw in Soviet Russia" is a recent picture of Moscow and Leningrad today, it shows the gi-gantic new industrial and housing developments. It makes a comprehensive tour of the Ukraine and Black Sea ports before closing with the maneuvers of the Red Troops, millions strong, in the Red

The World Adventure Series will close its 1936 season at the Institute on April 19 with two motion picture lectures by Lowell Thom

DATE SET FOR EVANGELICAL

Women of the Salem Evangelical church have set Thursday, May 14 as the date of their annual Mothe and Daughter Banquet. Commit-tees have been appointed and the work of preparing a program has been started.

How

Much

SPECIALISTS TO HOLD DEMONSTRATIONS SHOWING PROPER GRAFTING METHODS

Severe damage to appple, pear, peach, cherry, and plum orchards throughout Mich-ligan by rabbits and mice makes immediate preparation for bridge and other forms of gratting or replacement of of the Mich-ligan State College Experiment Station at East Landing.

Dr. V. R. Gardner, director of the Alterigan State, College Experiment Station at
Earl Landing.

College Experiment Station at
Earl Landing.

College Carterium and Cart

tion especially prepared for the 1936 problem.

T. A. Merrill and H. D. Hootman, hort-iculture extension workers, will make a three week tour other than the state of the county schedules follow: April 13, 81, Joseph; April 15, Cass; April 16, Calhoun; April 17, Eating; April 25, Barry and Berrien; April 24, Berrien and Ottawa; April 27, Gennesse; April 28, Japeer; April 29, Monroo and Van Buren; and April 28, Monroo and Van Buren; and Month and Manistee: May 6, Oakland and Charlevolx; and May 11, Ingbam.

Meaning of "Reprisal"
"Reprisal" refers to the retaking
from an enemy goods which he has
selzed, or capturing from him other
goods as an equivalent for the dam-

"I. O. U." Not Note
An "I. O. U." is not regarded as
a note since it contains no promise
to pay. It is an account stated and
payment may be demanded at once,
if no term is specified.

River's Current Very Strong
The current of the Main river
in Germany is so strong that steampowered vessels can make little Vision is important
In children as young as three and four years old vision plays an extremely important part in learning, psychologists found in tests.

Noted Artists To Take Part In May Festival at Ann Arbor

The program for the six concerts of the May Festival have just been announced in tentative form at the offices of the School of Music, Ann follows:

follows:
First Concert, Wednesday even ing, May 13, 8:30 o'clock. The Philadelphia Orchestra, Leo pold Stokowski, conductor.

Toccata and Fugue in D Minor,

Aria, Bach.

Figue in G minor, Bach.

Come Sweet Death.

Passacaglia, Bach.

Prelude to "Die Meistersing

Prelude to "Lohengrin," Wagner.

Prelude to "Lonengrin," Wagnet,
Love Music from "Tristan and
soide," Wagner,
Second Concert, Thursday eventog, May 14, 8:30 o'clock.
Elgar's "Caractacus,"
The Philadelphia Orchestra,
The University Choral Union,
Earl V. Moore, conductor.
Soloisis:

Soloists: Jeannette Vreeland, Soprano. Jeannette Vreeland, Soprano.
Paul Althouse, Tenor.
Keith Falkner, Baritone.
Julius Huehn, Baritone.
Third Concert, Friday afternoon.
May 15, 2:30 o'clock.
Young People's Pestival Chorus
orchestral accompaniment.
Harold Bauer, planist, soloist.



oon, May 15, 2:30 o'clock The Philadelphia Orchestra, Eirem Zimbalist, violinist, sol

Leopold Stokowski, conductor. Symphony No. 5 in E minor

Andante Allegro con anima. Andante Cantabile con alcun

ceixa.
Valse: Allegro moderato.
Finale: Andante maestoso—Algro—Allegro vivace.
Concerto in D minor for violin
ad orchestra, Sibelius.
Allegro moderato,
Adigto di molto.

Allegro ma non tranto Efren mbalist.

The Bird of Fire, Stravinsky,

The fire Bird and Her Dance.
Dance of the Princesses.
Kastchei's Infernal Dance.

Finale.
Sixth Concert, Saturday event day 16, 8:30 o'clock.
Verdi's "Requiem."
The Philadelphia Orchestra.
The University Choral Union.
Earl V. Moore, conductor.
Soloista.



JULIUS HUEHN, Baritone

narles October Carols: O Little Town of Bethlehem. Awny in a Manger.

O Little Town of Betaleness.
Away in a Manger.
Silent Night.
"The Children at Bethlehem."
Plerne A mystery in two parts for soli, chorus of Children and or

Concerto No. 5 in E Flat, for Plano and orchestra, Harold Bauer.
Fourth Concert, Friday evening, May 15, 8:30 o'clock.

May 15. 8:30 o'clock.

The Philadelphia Orchestra.
Lily Pons, Soloist.



HAROLD BAUER, Planist

Conductor to be announ Symphony No. 1 in C

rahms.
Un poco sostenuto Allegro.
Andante sostenuto
Un poco allegretto e
Adagio, piu andante — Allegro on troppo ma con brio. Arias, Pamina's Air ("Magic

assy. Aria "Bell Song," (Lakme), De-

"Fete dieu a Sevellie," Albeniz. Fifth Concert, Saturday after





PHILADELPHIA ORCHESTRA.

Meaning of "Mill Privilege" By "mill privilege" is meant the right to draw as much water from a pond or stream as is required for the operation of the mill or

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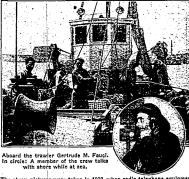


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Captain's Radio Phone Call Brings Rescue to 14 as Ship Sinks at Sea



The above pictures were taken in 1932, when radio telephone equipment was first installed on board the Fauci. It brought rescue to the Fauci's captain and crew one February day this year when the ship sank 150 miles from short.

Not the dots and dashes of the S.O.S., traditional radio-telegraph signal of distress at sea, but volce-to-voice conversation through two-way radio telephone service between ship and shore, carrying all necessary details and also assurance of immediate assistance, brought rescence to Capt. Patrick McHugh and his crew of 13 when the fishing schooner Gertrade M. Fauci syrang a leak and sank one day last winterabout 425 miles out of Boston and 185 miles cant of Cape Sable, the southern the of Nova Socila. It was the first time that two-way radio telephone service for coastal vessels, a relatively recent development in: the telephone art, has had occasion to serve directly in saving lives at \$88. Not the dots and dashes of the

No Ships Were Nearby

No Ships Were Rearby
'Technical operator A. F. Coleman
was in charge of the marine radio
telephone station of the New Engignal Telephone and Telegraph Compacy at Green Harbor, Mass., not farfrom Boston, when, at 11:37 A. M.,
he received a call from the Fauci.
The ship was leaking badly, Capt.
McHugh reported, land was in need
to have any fishing vessels in the
vicinity go to the Fauci's aid at once.
A glance at his chart showed Coleman that there were no vessels nearby which carried; radio telephone
equipment. Getting from Capt. McHugh the Fauci's latitude and longitudes and other pertinent information, lest the water rising in the
sinking ship should disable her telephone before rescue efforts were well
under way. Coleman then transferred the call, through the marieferred the call, through the marieperator. In Boston, to Coast Guard
beadquarters in that city.

How Long Could They Latt?

How Long Could They Last?

How Long Could They Last?

To the Coast Guard, Capt, Mo-Hugh reported Ms pilight: water rising in the hold fester than it.

could be pumped out, and a howling: nor-wester piling up mountainous seas in which he and his crew could probably not survive long if they were forced to take to their small hoats. Yet, save for the tenseness in the men's voices as they talked they. he men's voices as they talked, they night have been holding a business

y this year when the snip sank low abord.

conversation over an ordinary telephone circuit anywhere on land.

The cutter Cayuga was off Cape Cod, and could reach him in about 24 hours, the Coast Guard said. The Fauci could not remain afoat that long, Capt. McHugh repiled. They would radio ab rouedant alarm to all ships in the vicinity to steam full speed to the Fauci's aid, the Coast guard stated; and Capt. McHugh hing up the telephone to redion his men at the pumps.

The "Lemberg" Appears

At intervals Capt. McHugh called the Coast Guard to learn of the progress of the rescue, Soveral ships had radioed that they were on their way to the stricken vessel. Suddenly, at bount 1 P. M. Capt. McHugh reported that a beam trawier was about 10 p. M. Capt. McHugh reported that a beam trawier was sight. His there were, At 1.35 P. M. he called again to say that the trawier reaching vessels would be needed, execut the Coast Guard unit and nother rescults; vessels would be needed, execut the Coast Guard cut-

he called again to say that the travier Lemberg was slongside, and that no other resculing vessels would be needed, except the Coast Guard outer Cayung to take him and his crew ashore. This word was relayed to the other rescue ships.

At 2:39 F. M. the voice of Capt. McHugh came over the telephonegain, this time to report that all hands had been transferred to the crew, and one main of the crew. And at 2:47 F. M. Capt. McHugh made ship Gertrude M. Paucit. als was settling rapidly and the three metrical that the companion of the crew and the crew and the crew and the companion of the crew and the

Safe Aboard the Lemberg

'Will you call again, Captain?"
I think not, We'll have to leave

"It think not, We'll have to leave as soon as possible if we don't want to go down with her. Thank you for your belp."

"Wo're glad to have been able to help you, Captain. Good bys and good luck."

That night the Faud sank bensish the waters of a wintry and alternative but Capt. McHugh and he cave were safe shoard the Lemberg, waiting only to be transferred to the Cayuga and taken ashore and to their homes.

Advertising is nothing more than a conversation between yourself and your merchant. He pays for it out it saves you money.



Not long ago, we heard a house-to-house canvasser tell a prospect: "I can sell you this gadget 25 per cent cheaper because my firm doesn't advertise. How much does advertising actually cost?

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Automobiles are extensively advertised. But only 31/2 per cent of the selling price of a car goes for advrtising, or about \$17 on a \$500 machine. Before large scale advertising, you paid \$1,000 for

Coffee, canned foods, soft drinks, etc., have large advertising budgets. Only 5½ per cent of the selling cost, or one-half cent on a 10-cent can, is used for promotional advertising. The average retail store spends from 1 to 4 per cent on advertising. That costs you from 1 cent to 4 cents on a dollar purchase.

> Is it worth your while to pay this much for the knowledge that advertising gives you? And do you think the low prices on extensively advertised products would be possible without volume produc-tion that is entirely dependent on advertising? Newspaper advertising pays you dividends—It pays to advertise.