

DETROIT REUNION ISSUE

RAINBOW REVEILLE

Vol. XXIX

JUNE, 1950

No. 10



32nd ANNUAL REUNION
DETROIT, MICHIGAN
JULY 13 - 14 - 15, 1950

*Rec'd
6/26/50*



IT SHINES ON DRESS PARADE!

IT PROVES ITS METTLE IN ACTION!



If you were to buy a car for its beauty alone, you couldn't make a happier choice than a Ford! For again in 1950, New York's famed Fashion Academy has named it "Fashion Car of the Year"!

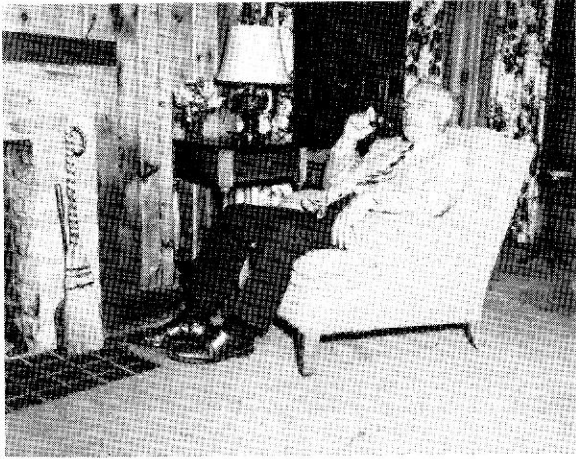
But there's more than beauty to recommend it—much more! "Test Drive" it and get the "feel" of its amazingly quiet and smooth new V-8 engine! "Test Drive" it for the "feel" of its 35% easier-acting King Size Brakes! "Test Drive" it for the solid comfort of its Mid Ship Ride—its big car roadability!

We believe you'll agree that the '50 Ford is the one fine car in the low-price field. And it's economical to own! Why not talk to your friendly Ford dealer, today?

"TEST DRIVE" A '50 FORD

You'll FEEL the difference!





OUR RETIRING PRESIDENT

President's Speech
at the
**1950 REUNION
IN DETROIT**

The Reunion at Detroit on July 13, 14, and 15th marks the end of my administration. The selection of President to the Rainbow Division Veterans Association is one of the finest honors that can come to a member of this famous fighting division.

There exists a comradeship between Rainbowers that is an excellent example of the Biblical expression "Love Thy Fellow-man." I have had it demonstrated in my travels from coast to coast.

It is to be regretted but nevertheless to be expected, that in the striving to accomplish what each of us thinks is best for Rainbow, that differences of opinion develop. The tempers that flare soon quiet down, as good soldiers get together, and break forth in a song. That is as it should be.

I can recommend to all members of the organization the continued contact with Chapter officers and members as they travel on business or pleasure. With that purpose in mind, I instigated the publication of the early Reveilles of Chapter Officers and Addresses. I recommend its continuance.

I hope all members who have any ideas, no matter how unusual, for the good of Rainbow will feel free to advise the National Officers, so that the suggestions may be referred to the proper committees.

During the past year, I found *NO* Brass Hats in Rainbow, but many fine fellows, who spend their own time and money freely for the good of the Organization. They welcome the help of each and every one of the members. Volunteer for any of the many jobs necessary to keep this Organization functioning. You will be received with open arms and enjoy your work.

I speak from many years of enjoyable association with Rainbowers throughout all the States.

MARX P. ROSENTHALER
National President



WILBER M. BRUCKER

A Personal Message

MEN OF THE RAINBOW

Detroit is the host-city for the MID-CENTURY RAINBOW REUNION

July 13 - 15, 1950!

Detroit looks forward eagerly to those three big July days when Rainbowers of both World War I and II from all over the country will gather here for the historic Mid-Century Rainbow Reunion.

Detroiters take great civic pride in the completion of their new Veterans Memorial Building—a 9-story structure of Vermont marble, housing the veteran organizations, costing over \$5,000,000 and occupying a whole city block on the waterfront. Rainbow will be the first National Veterans Reunion to be held there, and we will dedicate the “Rainbow Room” to the eternal memory of the honored dead of our immortal Division.

Michigan, the host Chapter, invites every eligible Rainbower to come. Only a comparatively few in the whole world have had the honor of wearing the Rainbow “patch.” To those who have had that precious privilege we invite you to come and see for yourself what a sincere and enthusiastic welcome awaits you in Detroit.

Three days of Rainbow friendships—company, battery and personal “get-togethers,” will mean plenty of satisfying entertainment.

It may be that you will deem it wise to drive a new car home from Detroit and finance your trip. It may be that you will want to follow the shoreline of the Great Lakes around Michigan—the beautiful vacation-land. It may be that you will want to visit world-renowned Greenfield Village and also go across the river to visit Canada. It may be that you are just interested in seeing your old buddies and spending your time in the Book-Cadillac Hotel. Whichever you desire,—everything is being arranged for your comfort and enjoyment.

This Rainbow Reunion is *yours* if you decide—right while you are reading this message—to come to Detroit and enjoy it. If you come, no one can ever take this trip away from you for the rest of your life and you will never forget the genuine joy and lasting thrill of this great 1950 Rainbow Reunion.

Cordially,

WILBER M. BRUCKER
Reunion Chairman

1950 CHEVROLET

*FIRST...and Finest
...at Lowest Cost!*

We believe you, too, will agree that you can't equal Chevrolet for beauty and comfort—for performance with economy—for driving ease and safety—at Chevrolet's low prices and with Chevrolet's low cost of operation and upkeep!

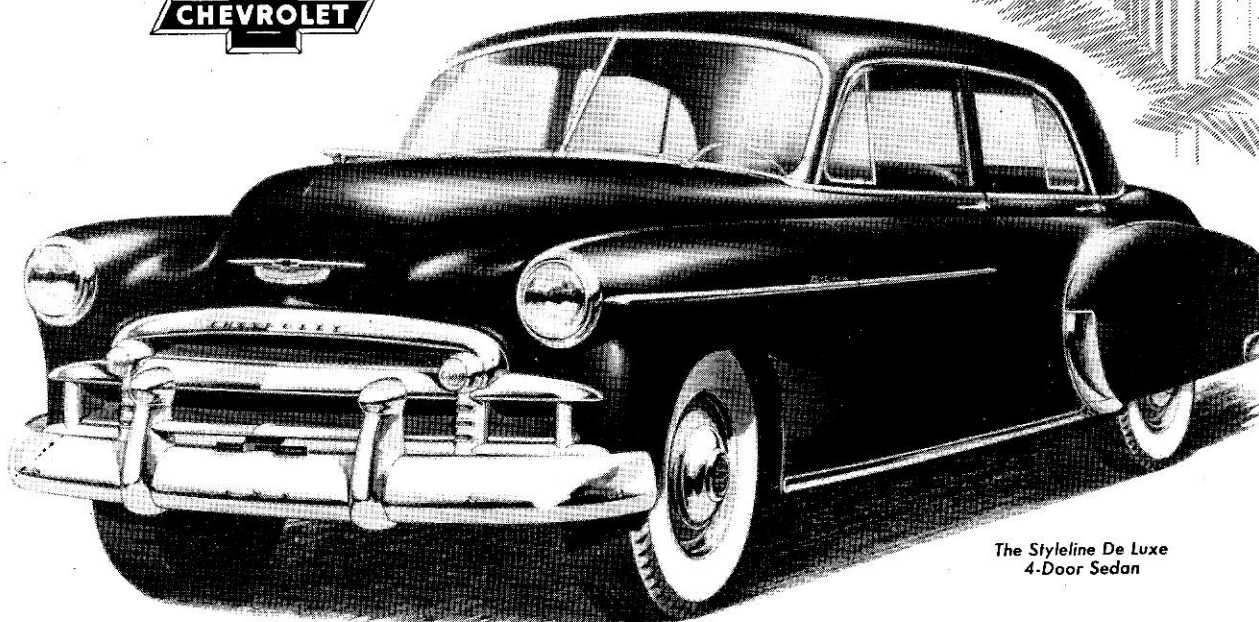
INTRODUCING CHEVROLET'S EXCLUSIVE NEW

POWER*Glide*

AUTOMATIC TRANSMISSION

Combination of Powerglide transmission and 105-h.p. engine optional on De Luxe models at extra cost.

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN



The Styleline De Luxe
4-Door Sedan

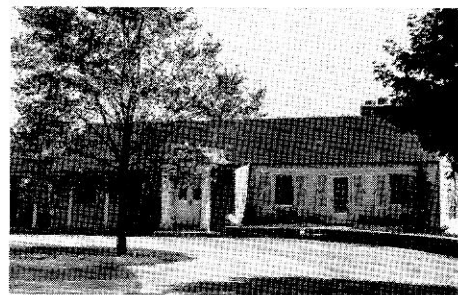
How to make your 1950 vacation pay dividends.. Fly or ride to Willow Run and drive home in a '51 Kaiser or '51 Frazer!

Your local Kaiser-Frazer dealer will gladly supply you all the details...but here's a brief outline of how the famous K-F Drive-Away Plan works.

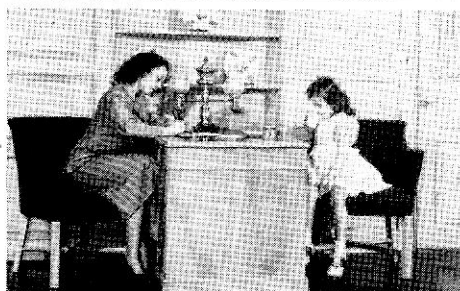
- 1.** Place an order with your local dealer for a spectacular new 1951 Kaiser or a glamorous, *handcrafted* 1951 Frazer. He will, of course, take your present car in trade, if you have one.
- 2.** Fly, or come by bus, train or in a co-vacationist's car to Willow Run. If you fly, you'll land right in our "yard"! However you come, we'll be expecting you...and eager to have you and your family or friends enjoy the hospitality of our Willow Cottage. The pictures on this page tell you about it.
- 3.** While you relax in Willow Cottage, walk over the wooded grounds or tour through our huge plant...the world's largest under one roof...the machinery will be in motion to bring your gleaming, spanking new Kaiser or Frazer to the Cottage door. Right in the Cottage you sign your name, you take your key and you're off on the most glorious vacation you've ever had!

and think... you've saved the freight charges for transporting the car from our town to yours! *That's money in your pocket for more vacation fun than ever!*

Kaiser-Frazer Sales Corporation, Willow Run, Michigan



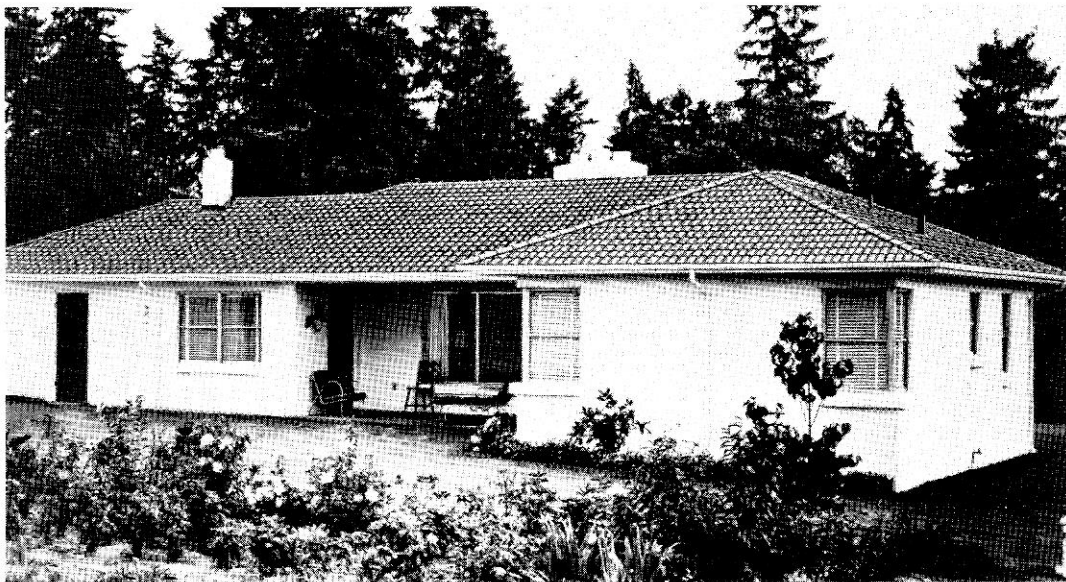
Willow Cottage nestles beside a small lake...and, Willow Run is in the midst of the lakes, woods and rivers of the Great Lakes.



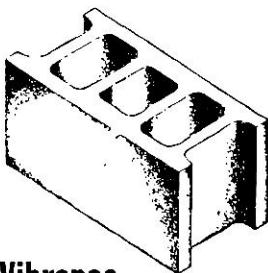
You "fresh-up," relax, and see the grounds or plant. The hostesses will take care of your every need... while your new car is put in tip-top touring trim.



This hostess knows the ropes and she knows the roads! She will be more than glad to help you plan every detail of the rest of your trip and will make hotel reservations for you. *We'll be seeing you this summer!*



Can You Afford **NOT** to Have A FIRE-SAFE Home?



Vibrapac Concrete Masonry Gives You —

FIRE SAFETY
 STORM SAFETY
 WEATHER TIGHTNESS
 BUILT-IN INSULATION
 LIFELONG DURABILITY
 LOW UPKEEP COST
 LOW INSURANCE RATES
 EASY FINANCING
 HEALTHFULNESS
 VERMIN-PROOFNESS
 STRUCTURAL BEAUTY
 LOW BUILDING COST
 RAPID CONSTRUCTION

When you build a new home, first of all, make it FIRE-SAFE! You can never have peace of mind if there is danger of losing your home and all its possessions by fire. Fire erases, in a matter of minutes, the planning and savings of years.

Vibrapac Concrete Masonry construction throughout will make your home as fire-safe as any building can be. It also will have charm and architectural beauty. There are various attractive Concrete Block patterns from which to make your selections for beauty as well as fire-safety.

You'll have year 'round comfort, too, in your Vibrapac Concrete Masonry home — cool, dry rooms in summer; low heating bills in winter. And you'll save money in upkeep, because of the sturdy way a concrete house is built — repair bills are few.

PORTFOLIO OF HOMES —

Send for our portfolio of pictures and floor plans for firesafe all concrete masonry homes. Complete architect's construction drawings are available for any of these homes you choose to build.

Send only 50c for Portfolio PC. No stamps please.

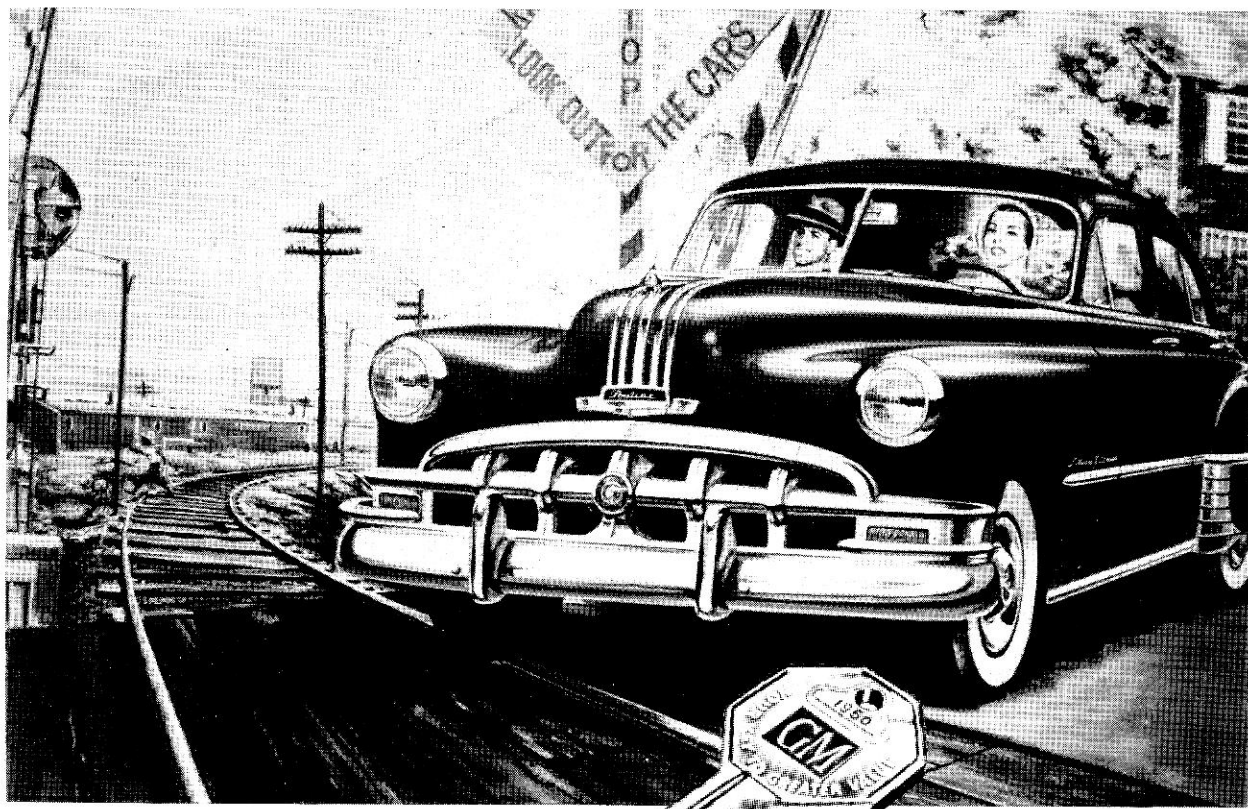
BESSER MANUFACTURING CO.

COMPLETE EQUIPMENT FOR CONCRETE PRODUCTS PLANTS
 ALPENA, MICH., U.S.A.

Congratulations to the Rainbow Division Veterans in selecting Marx Rosenthaler as their National President for 1950.

We feel we are to be congratulated in having Mr. Rosenthaler as the treasurer of our company.

J. H. BESSER, President



Key to a smoother ride



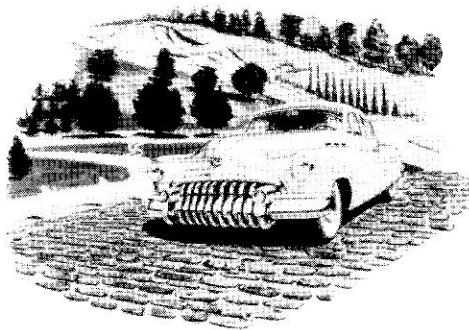
Every time you drive your GM car over a rough railroad crossing you get a sample of the great thought General Motors gives to your riding comfort.

The front wheels of every GM car are mounted on gentle coil springs—the kind of Knee-Action springing GM pioneered years ago, and has kept up to date through constant improvements ever since.

Knee-Action, of course, is only one source of the smooth ride you find in General Motors cars. In endless research and through constant testing on the GM Proving Ground, specialists in riding comfort spend their days fighting vibration, harshness, pitch, toss, sway—all the factors that spell the difference between an ordinary ride and a truly smooth one.

You'll see the result of their efforts, as well as those of production experts, by trying out a General Motors car for yourself. Any dealer in GM cars will be glad to give you a demonstration to prove that he has the key to this important phase of greater car value.

VIBRATION EXPERTS carry on a constant search for ways to reduce fatigue, to add to your comfort on long rides.



CARS ARE RIDDEN OVER the roughest roads at the GM Proving Ground to see how well their springs and riding assemblies soak up jars and jolts.

"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS



Your Key to Greater Value
The Key to a General Motors Car

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.

Detroit Extends a Warm Welcome

To all former veterans of the 42nd Division this Reunion Issue sounds **FIRST CALL** for the trek to Detroit. The Annual Reunion is by far the "biggest" event of the Rainbow year. The Michigan Chapter is standing by eagerly awaiting E. B. A. Day (Early Bird Arrivals), July 12, 1950, to again have the honor and pleasure of being your host.

Yes, **IT'S DETROIT IN JULY**, and the climax to another grand Rainbow year approaches. You may look forward to a **REAL** old fashioned **REUNION** when you come to Detroit next month. Few cities possess the dual characteristics of the highest type of industrial production, as well as incomparable beauty, combining to make a city of unique charm and distinction. Men from over sixty percent of the Rainbow units, of both World War I and II, have either held office in the chapter or have served on important committees. They work side by side, vying with one another, in advancing Rainbow in Michigan. This is no news to those who attended the 1934 reunion in Detroit which was "tops in Rainbow." This year's Reunion is under the same direction, with the same key men heading committees, but **BIGGER AND BETTER**.

A fine reunion program of entertainment has been arranged for your pleasure and enjoyment with ample "optional" time for fun aplenty and sightseeing in-between scheduled events. The **BIG SHOW** gets under way July 12th under the **BIG TOP**, the Book-Cadillac Hotel. The day has been left open for **UNIT** reunions, and accommodations to meet your needs, will be made available upon request to the reunion secretary. Your mandate, at New York, for another of those delightful moonlight boat rides is scheduled for Thursday evening, July 13th, when you will go aboard a chartered lake steamer for a mid-summer's night cruise which will include dancing, entertainment and a real scenic treat. Friday evening one of the largest and most beautiful meeting rooms in our new Veterans' War Memorial Building will be officially dedicated to the Memory of our War Dead of the Division of World War I and II and named the **RAINBOW ROOM**. A beautiful placque will be unveiled over the entrance. Following the dedicatory services our sacred, and now historic, "Champagne Hour" will this year be fittingly celebrated in the grand ballroom, overlooking the Detroit River and Canada, of this fine new six million dollar edifice. The Annual Banquet, followed by our Rainbow Ball, will be held in the grand ballroom of the Book-Cadillac Saturday evening and a great evening of entertainment awaits you. Space does not permit the detail of these events which will make them all as colorful as our glorious Rainbow.

For your added pleasure arrangements have been made for tours of our auto plants that you may see your favorite car actually assembled in a brief space of time. Buses will leave the Book-Cadillac Hotel, per schedule, for the Ford, Plymouth, Kaiser-Frazer and General Motors' plants. We also suggest a trip to Canada, just across the Detroit river; Ford's famous Greenfield Village, known the world over; sightseeing of our City Beautiful including Belle Isle, our river island park, and Lake Shore Drive along Lake St. Claire. Unfortunately the Tigers will be abroad but for those who love the "bang-tails" there will be run a "Rainbow Handicap" at our new racing plant. Detroit is abundant with fine golf courses for those who love the wide open spaces. Detroit is noted for it's fine department stores and exclusive shops. Have we missed anything, soldier?

To have been President of the Michigan Chapter, in this Reunion Year, has been an honor and a distinct privilege. It has been a year of most happy service in our beloved Rainbow. I am most deeply appreciative of the unfailing loyalty, the faithful service and inspiring cooperation of my officers, committeemen and members for a most successful chapter year as well as the culmination of the splendid reunion program that awaits **YOU**. **COME AND SHARE RENEWED PRIDE IN ANOTHER YEAR'S FINE ACCOMPLISHMENTS IN, AND FOR "ALL" RAINBOW.**

SHARON C. COVER,
Reunion Secretary

THE RAINBOW VETERANS WELCO

Reunion Program

WEDNESDAY, JULY 12, 1950

Battery and Company Reunions

- 3:00 P.M.—Registration—Ballroom Foyer
8:30 P.M.—Early Bird Session—English Room

THURSDAY, JULY 13, 1950

- 9:00 A.M.—Registration—Ballroom Foyer
10:00 A.M.—Executive Committee Meeting—English Room
2:00 P.M.—Opening Business Session—Grand Ballroom—Greetings, Response, Appointment of Committees
9:00 P.M.—Moonlight Lake Ride Feature

FRIDAY, JULY 14, 1950

- 9:00 A.M.—Registration—Ballroom Foyer
10:30 A.M.—Second Business Session—Grand Ballroom
9:00 P.M.—Dedication of "Rainbow Room" followed by Champagne Hour in Grand Ballroom—Memorial Building

SATURDAY, JULY 15, 1950

- 9:00 A.M.—Registration—Ballroom Foyer
11:00 A.M.—Final Business Session—Grand Ballroom—Reports of Committees, Election of Officers, Selection of next Reunion City
2:30 P.M.—Memorial Service at Cenotaph, Windsor, Canada
7:30 P.M.—Annual Banquet and Ball—Grand Ballroom

Reunion Days are R

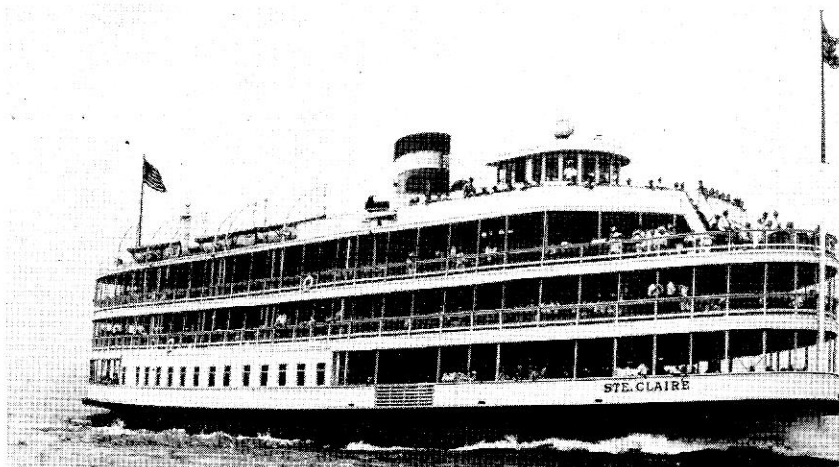
The pleasures of memory are greater than we ordinarily which many of America's notable Anniversaries a birthdays of famous men duly celebrated, but the up to recall past great events, much to the pleasure of delightfully refreshed.

These reflections are inspired by the thought that "do you remember?" Immediately there is conjured vision of some thrilling experience of service with the missariat of a kitchen garden, or perhaps some love even as the strains of "Madelon" drowned out the quote a famous Rainbower, "Men of Rainbow are Reunion is but the gathering of our great Rainbower in service.

To the "Regulars," who never miss a reunion, in this year's unusual Reunion program." To those making this 32nd Reunion the largest, most representative of our fellow Rainbowers who have never attended thrills reliving the most pleasant memories centered Division was making history."

One of the greatest pleasures possible has again being your host this year. Elaborate preparations have so, "to every last one of you," we of Michigan u

1



STEAMER STE. CLAIRE



DETROIT

RANS OF MICHIGAN ME YOU

Rainbow Dream Days

humbly admit to ourselves. In spite of the levity with which we are treated, the fact remains that not only are the up-to-date newspaper takes a daily peek into the past of thousands of readers whose memory is thereby

that the "Reunion of Rainbowers" consists largely of being ed up in the minds of at least two Rainbowers a Division, some mischievous raid upon the comely passage that brightened the drab days of combat and the dreadful obligato of the symphony of steel. To our blood brothers under the skin," and the National Family to perpetuate that fine camaraderie born

we say, "Your fondest expectations will be realized by those who have been A.W.O.L. we urge you to join in the tentative, and truly RAINBOW in years. To those of us, we say, "You will enjoy one of life's greatest pleasures around experiences and associations when the

it befallen the Michigan Chapter in the privilege of having been made for your comfort and entertainment, and in bidding you WELCOME TO DETROIT.

1950 GENERAL REUNION COMMITTEE



AIR VIEW

Auxiliary Program

WEDNESDAY, JULY 12, 1950

Headquarters—Book-Cadillac Hotel

3:00 P.M.—Registration—Ballroom Foyer

8:30 P.M.—Reception—Founders Room

THURSDAY, JULY 13, 1950

9:00 A.M.—Registration—Ballroom Foyer

10:00 A.M.—Executive Committee Meeting—Pan-American Room

2:00 P.M.—Joint Meeting with Men in Grand Ballroom—Auxiliary Meeting will follow in Crystal Ballroom

9:00 P.M.—Moonlight Lake Ride Feature

FRIDAY, JULY 14, 1950

9:00 A.M.—Registration—Ballroom Foyer

9:30 A.M.—Buses Leave Hotel for Dearborn Inn—Brunch Served Promptly at 10:30 A.M. Tour through "Greenfield Village"—Buses leave at 4:30 P.M. for Hotel

9:00 P.M.—Dedication of "Rainbow Room" and Champagne Hour, Memorial Building

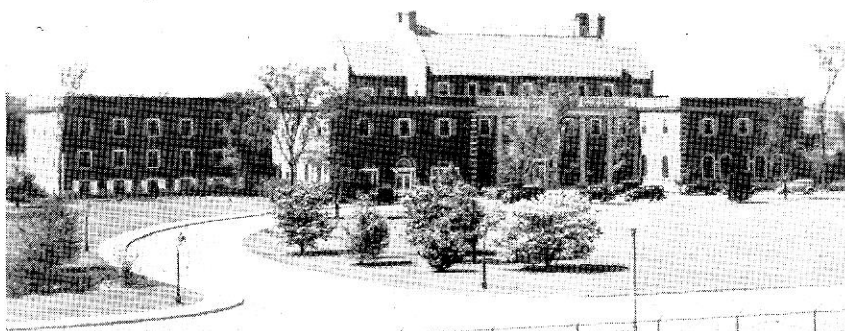
SATURDAY, JULY 15, 1950

9:00 A.M.—Registration—Ballroom Foyer

10:30 A.M.—Final Business Session—Crystal Ballroom—Committee Reports—Election of Officers

2:30 P.M.—Memorial Service at Cenotaph, Windsor, Canada

7:30 P.M.—Annual Banquet and Ball—Grand Ballroom



DEARBORN INN

Rainbow Division Veterans*Permanent Honorary Presidents*

General Douglas MacArthur

Major General Harry J. Collins

Honorary President—Edward G. Rickert.*President*—Marx P. Rosenthaler, 1874 National Bank Bldg., Detroit, Mich.*Vice Presidents*—Sidney G. Anderson, Evanston, Ill.; Vito R. Bertholdo, San Francisco, Calif.; Ralph L. Heasty, Mt. Vernon, Iowa; Theodore E. Jones, Dallas, Tex.; William J. Nugent, Bronx, N. Y.; Paul H. Snow, Pinson, Ala.*Secretary*—R. Allen Gibbons, P.O. Box 342, Roanoke 3, Virginia.*Treasurer*—George Irwin, R.F.D., No. 4, Milford, Mich.*Chaplain*—Rev. John A. Callan.*Historian*—George E. Seaman.*Judge Advocate*—Leland L. Whitney.*Sergeant-at-Arms*—E. Don Hennessey.*Master of Ceremonies*—"THE CHAMPAGNE HOUR"—J. Monroe Johnson.*The*
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*HAROLD B. RODIER, Editor*Room 522, 1129 Vermont Avenue N.W.
Washington, D. C.*Associate Editors*

Fred Cornelius

Sharon C. Cover

Morton Marks, Jr.

*Attention Chapter and
State Association Officers*

DELEGATES—TO NATIONAL REUNION—Each Chapter is entitled to one delegate for each ten actual paid-up members in the National Association, and two delegates at large. At earliest possible date kindly notify National Secretary of name and membership card number of each delegate from your chapter.

NATIONAL EXECUTIVE COMMITTEEMAN—Each State is entitled to one member on the executive committee. Please submit choice from your State by June 30th to National President and mail copy of letter to National Secretary.

REUNION COMMITTEE APPOINTMENTS—Your suggestion for placement of delegates on reunion working committees should be forwarded to National President and copy of same should be filed with National Secretary. The committees are: Auditing—Budget and Finance—Constitution and By-Laws—Credentials—Memorial—Nominations—Time and Place. Note: States with more than one chapter, and no State organization, should arrange a mutually satisfactory list through correspondence or by personal contact. Act promptly, don't delay.

NATIONAL SECRETARY'S OFFICE—The Secretary's Office will be Parlor "D" on the Ballroom floor. After July 8th all mail should be addressed, Book-Cadillac Hotel—Parlor "D." (Gentlemen, the line forms on the left—pay-up now and avoid the rush.)

SPECIAL REUNION ISSUE OF REVEILLE—The Detroit Reunion Issue is a reunion project of the host chapter, published in Detroit and edited by Sharon C. Cover under the direction of Reunion Chairman, Wilber M. Brucker.

FOR SNAPPY INTERESTING MEETINGS PLEASE BE
PROMPT, AND THEREBY PERMIT MUCH MORE
TIME FOR FUN

ATTENTION REUNION—EERS:

That your stay in Detroit may be as enjoyable as possible, we list here the Committees and Chairmen whose pleasure it will be to serve you:

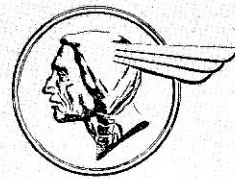
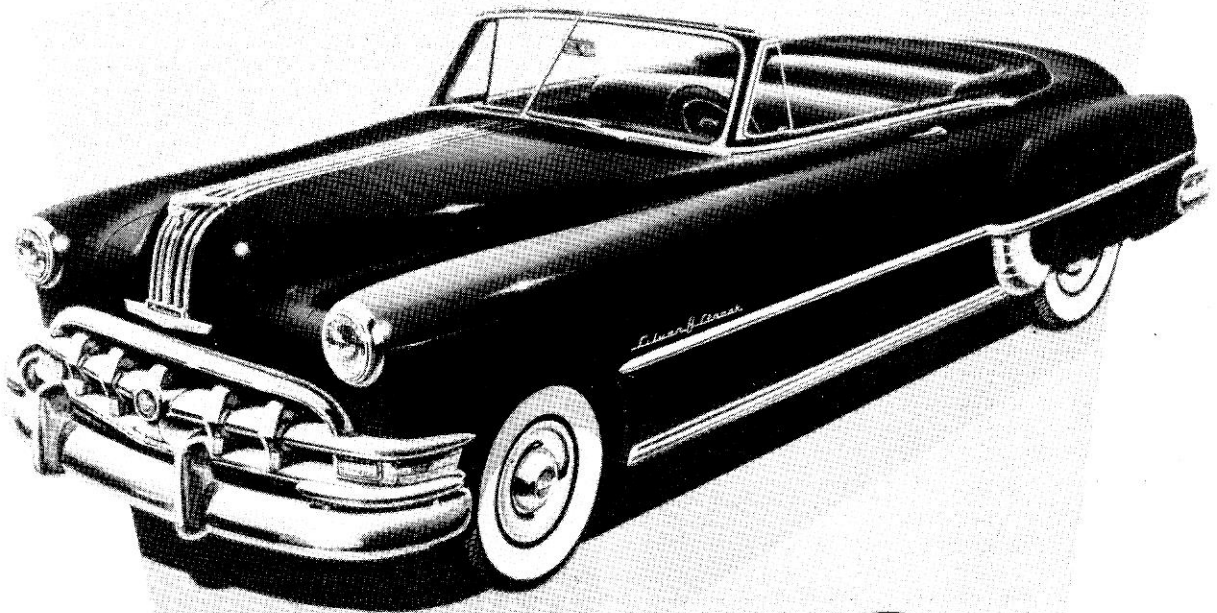
ANNUAL BANQUET and BALL.....	Sharon C. Cover
ARRANGEMENTS and LIAISON.....	Robert Curlett
BUDGET AND FINANCE.....	Dr. Arlington Lecklider
CHAMPAGNE HOUR.....	Wilber M. Brucker
DEDICATION OF "RAINBOW ROOM".....	E. Don Hennessey
EARLY BIRD SESSION.....	G. I. Williams
HOUSING AND RECEPTION.....	William Hemme
MEMORIAL SERVICE—Windsor, Canada.....	Frank Boos, Jr.
MOONLIGHT LAKE RIDE FEATURE.....	Thomas Hanson
PROGRAM AND CREDENTIALS.....	Chett Lowe
REGISTRATION and INFORMATION.....	Harry W. Chevalier
REUNION PUBLICITY DIRECTOR.....	Thomas Howard
TRANSPORTATION AND TOURS.....	Jerry Prather

REGISTRATION will be on the Ballroom Floor of the Book-Cadillac Hotel. Registration will start at 3:00 P.M., Wednesday, July 12, 1950.

ADDITIONAL INFORMATION may be secured from Executive Reunion Secretary, Sharon C. Cover, 4643 Nottingham Road, Detroit (24) Michigan, prior to July 12, 1950.

WE EXPECT TO MEET, ENTERTAIN AND GIVE YOU THE TIME OF YOUR LIFE SO DON'T
MISS DETROIT, JULY 12-15, 1950.

THE PONTIAC CHIEFTAIN
Convertible Coupe



There's something definitely *different*
in the smartness of this new Pontiac convertible—
truly, the most beautiful thing on wheels!

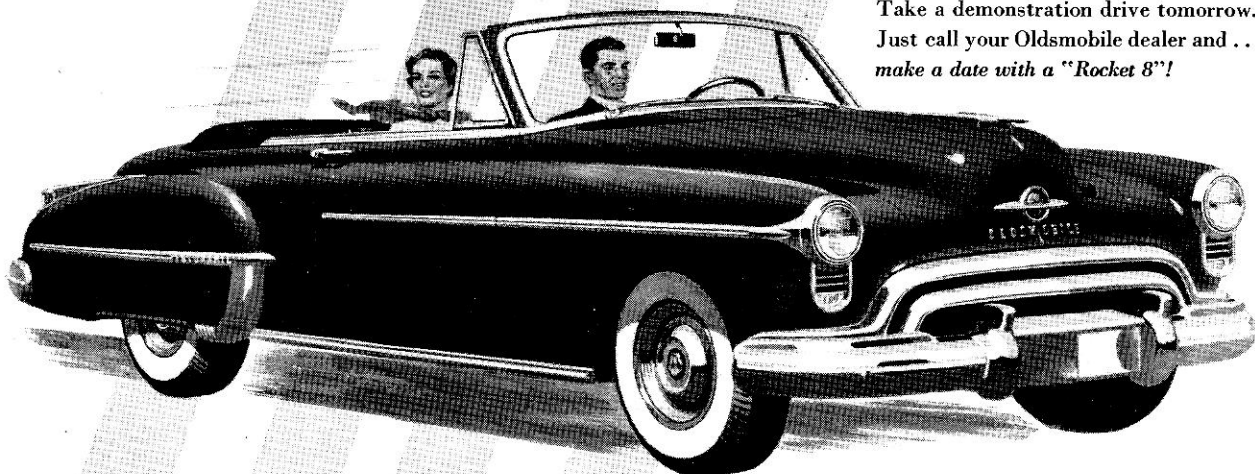
*Dollar for Dollar—
you can't beat a* **PONTIAC!**

*Make a Date
with "Rocket 8"!*



THE BIG NUMBER WITH THE NEW LOW PRICE FOR 1950

Hottest number on the highway—
most talked about car in America—
that's the famous Oldsmobile "88"!
Now at an even lower price for 1950!
Thrilling "Rocket" Engine action!
Smart new Futuramic styling!
Oldsmobile Hydra-Matic* smoothness!
Now all yours at the lowest cost ever!
Take a demonstration drive tomorrow.
Just call your Oldsmobile dealer and . . .
make a date with a "Rocket 8"!



Compare it with any car on the road
for performance—for driving ease—
for *value*. You'll be dollars ahead when
you rocket ahead in Oldsmobile's "88"
—at 1950's new low price!

*Oldsmobile Hydra-Matic Drive, at reduced price, now optional on all models.

OLDSMOBILE

A GENERAL MOTORS VALUE

SEE YOUR NEAREST OLDSMOBILE DEALER



EDNA MAC FARLANE

To The Ladies of Rainbow

An urgent invitation has been extended to you to join with us in Detroit in the Celebration of the 32nd Annual Rainbow Reunion. Sixteen years ago, you came and enjoyed yourselves as the 1934 reunion has been a subject of much favorable comment ever since. We have completed plans and all arrangements to make your stay during the 1950 reunion just as memorable.

Wednesday evening, July 12th, an informal reception will be held. Here you will have an opportunity to greet old friends, and make new ones. Following, we will join the men for the Early Bird Session.

Thursday, July 13th, the reunion officially opens with an Executive Committee Meeting of the Auxiliary at 10:00 A.M. The ladies will join the men for the opening session of the reunion at 2:00 o'clock in the Grand Ballroom after which they will adjourn to the Crystal Ballroom for their business session.

Friday, July 14th, will be known as Ladies' Day. At 9:30 A.M. you will be whisked away to that beautiful quiet spot, Dearborn Inn, for "Brunch" which will be served promptly at 10:30. In the afternoon you will again have the pleasure of roaming through Ford's Greenfield Village, one of the outstanding museums of its kind in the world—a trip you will long remember. At 4:30 buses will return you to hotel.

Saturday, July 15th, the final business session of the Auxiliary will be held in the Crystal Ballroom at 10:00 o'clock. The afternoon is free for your optional pleasure.

Please note that all reunion entertainment events, scheduled for evenings, are expressly planned for the enjoyment of both our Men and Ladies of Rainbow. This includes the Moonlight Feature; Dedication of our RAINBOW ROOM and "Champagne Hour" in our new Memorial building, a most fitting setting and place to commemorate this sacred service which has come to mean so much to all Rainbow men and women and then the Banquet and Ball a timely climax and conclusion of the 32nd Annual Reunion. We feel confident that your last thoughts in leaving us, after the reunion, will be the same as ours—a regret that so pleasant a time should end so soon.

Again we urge you to come—PLEASE DO.

VIRGINIA HEHL
Reunion Secretary

EDNA MACFARLANE
General Reunion Chairman

HOTEL BOOK-CADILLAC (Headquarters)

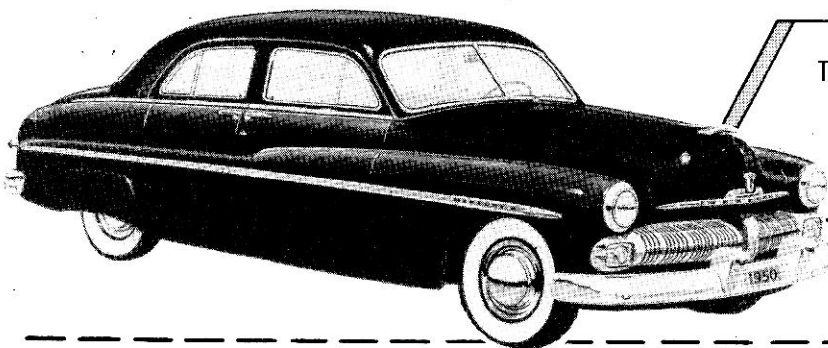
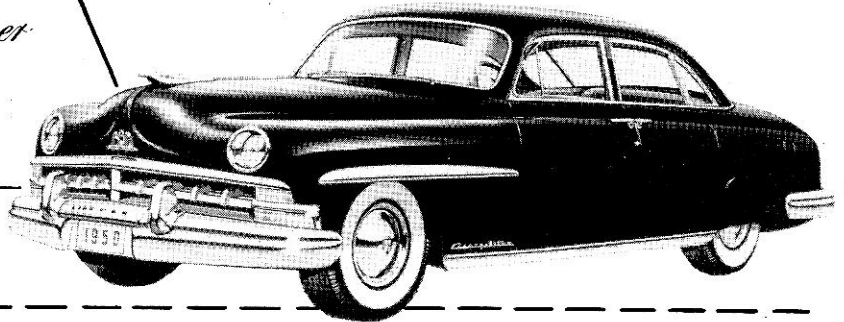
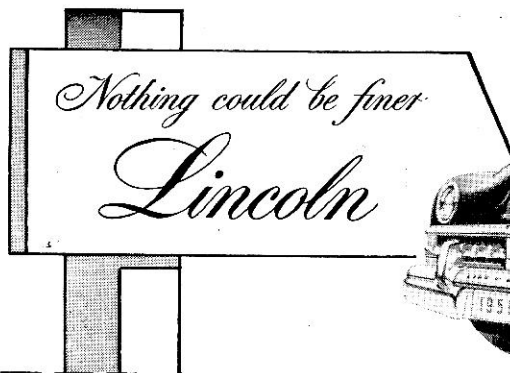
Room for one	\$4.00 to \$9.50
Room for two:	
Double Bed	\$7.00 to \$12.50
Twin Beds	\$7.00 to \$12.50
Suites:	
Parlor and Bedroom	\$16.00 to \$21.00
Parlor and 2 Bedrooms	\$22.00 to \$30.00

HOTEL FORT SHELBY (Alternate)

Room for one	\$3.75 to \$8.25
Room for two:	
Double Bed	6.00 to \$8.50
Twin Beds	\$6.50 to \$10.50
Suites:	
Parlor and Bedroom (Single or Double)	\$15.00-\$16.00-\$19.00-\$21.00-\$25.00

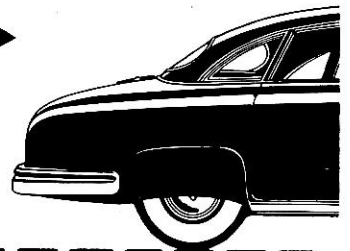
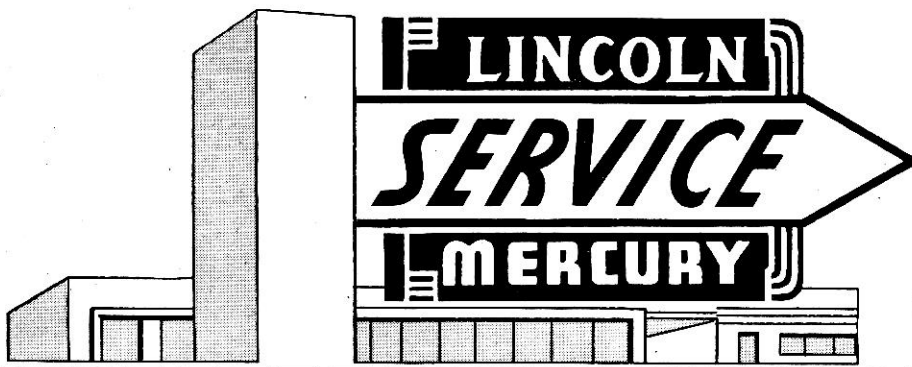
YOUR EARLY RESERVATION WILL ASSURE YOU THE TYPE ACCOMMODATION
YOU DESIRE—ACT NOW

3 sure signs of travelling comfort*



THE "Better than ever" NEW 1950

MERCURY



*AS ANY LINCOLN OR MERCURY DEALER HEREABOUTS WILL GLADLY PROVE TO YOU



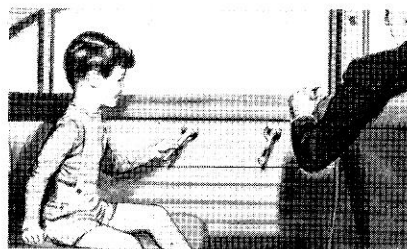
Well-guarded rest

DON'T try to tell him how many, many man-hours of keen engineering thought went into creating the comfort in these couch-like cushions. Don't bother him with tales of the sturdy Turret Top overhead, or walls braced and welded for his security, or doors sealed to keep noises and discomforts out.

The young man is at peace with the world—and so are his parents.

In a car with Body by Fisher they have given him well-guarded rest—as stout protection against the hazards of travel as skilful engineering and expert execution can provide.

You can do as much for your youngster simply by choosing a General Motors car—the only cars anywhere with the extra value of Body by Fisher.



HOW SAFE CAN YOU BE IN A CAR?

Careful driving is essential, of course—but the body you ride in is vitally important too. That's why Fisher Body is buttressed with box girders—windowed with safety plate glass—provided with rear-door handles little tots can't open by mistake!

Body by Fisher  —BETTER THAN EVER!

Only on General Motors cars: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

VETERANS MEMORIAL BUILDING LOOMS IN REUNION SPOTLIGHT



On the evening of July 14th "Rainbow" will become a part of this picture. In this fine new six million dollar Memorial Building, overlooking the beautiful Detroit river with the shore line lights of Canada in the background, we will dedicate one of its large assembly rooms as the "Rainbow Room" in memory of the Division's Gallant War Dead. Here too we will, most fittingly, observe our historic and traditional "Champagne Hour."

DETROIT PAYS RAINBOW GREAT HONOR—
HONOR DETROIT BY YOUR PRESENCE



Master Technicians Service Conference—created by practical imagination at Chrysler Corporation

“Professor” Tech has 62,000 students!

That figure on the screen is “Tech,” the star of a unique talking film — one of a series teaching automotive service men the newest and most efficient ways of caring for Plymouth, Dodge, DeSoto and Chrysler cars, and Dodge trucks.

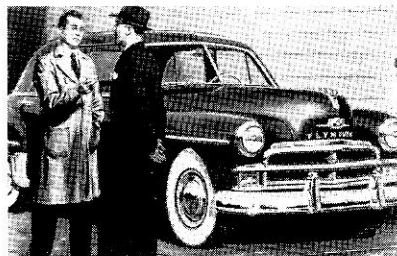
These films have been used regularly for nearly three years by Chrysler Corporation dealers throughout the country. First they explain the latest methods of “diagnosis”—for speedy, economical service work depends on knowing exactly where to begin. Then the latest factory-approved methods of making adjustments and repairs are shown, as if a factory “car clinic” were in town.

After the show, the same work is demonstrated on an actual car. Then the automotive service men do the job themselves — learning new skills that mean better, money-saving service work for you.

More than 62,000 Plymouth, Dodge, De Soto and Chrysler automotive service men are taking this course — post-graduate technicians, ready to help owners get *all* the long life and enjoyable driving built into our cars.

This great training program is another example of the way practical, creative *imagination* works at Chrysler Corporation to make our cars serve you better. It's an important reason

why owners enjoy such year-after-year *satisfaction* with their Plymouth, Dodge, DeSoto and Chrysler cars.



Want to keep your car running its best? Specially trained service men are ready to help you at Plymouth, Dodge, DeSoto and Chrysler dealers in every part of the country. Their skills can save you time and money on adjustments or repairs.

PRACTICAL *Imagination* MEANS BETTER SERVICE

CHRYSLER CORPORATION

PLYMOUTH DODGE DE SOTO CHRYSLER

Airtemp Cooling, Heating, Refrigeration Chrysler Marine & Industrial Engines Dodge Job-Rated Trucks Oilite Powdered Metal Products Mopar Parts & Accessories Cycleweld

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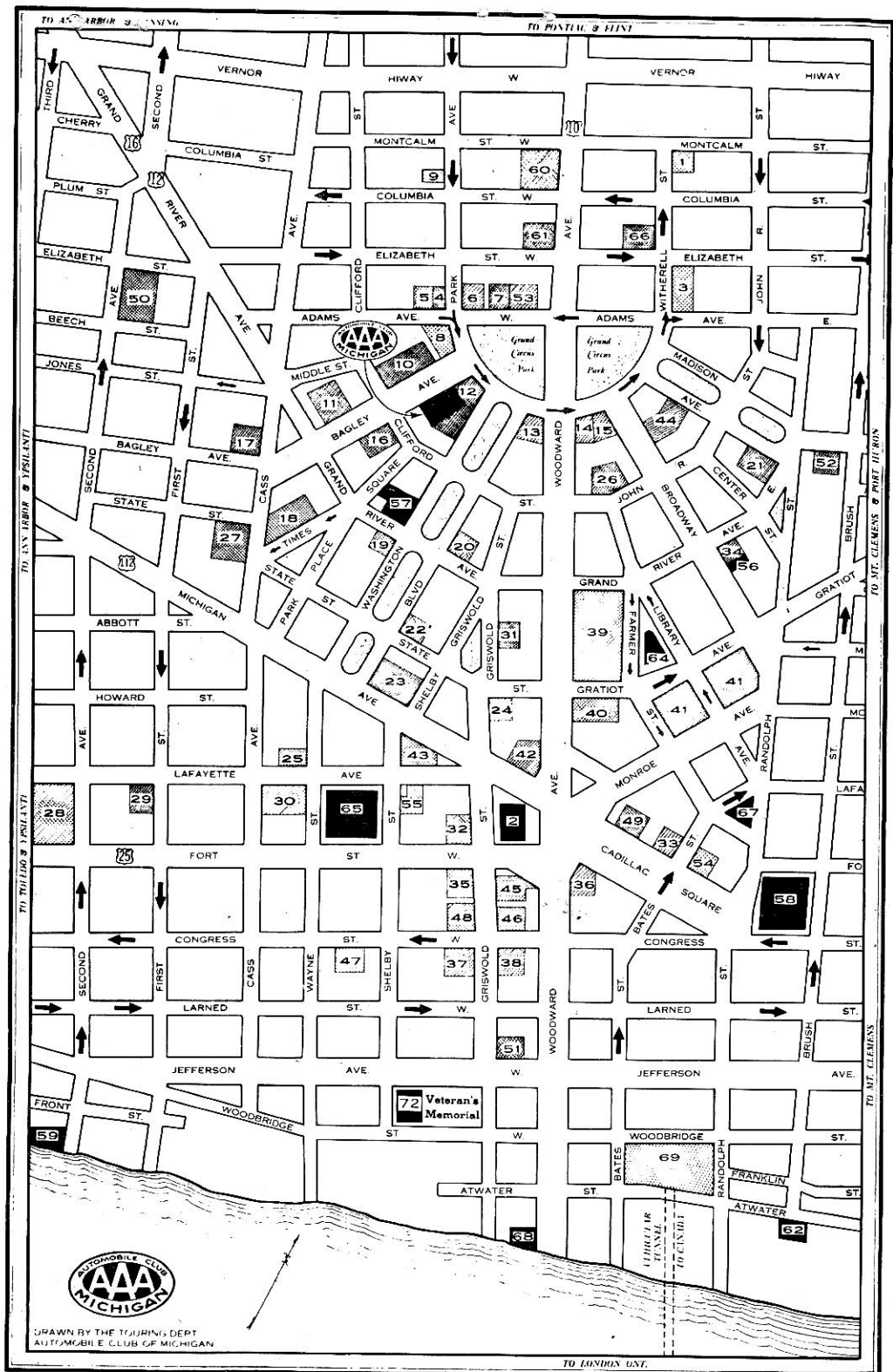
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APPRECIATION

The Michigan Reunion Corporation and the Reveille are most grateful to our advertisers for their participation in this special reunion issue. They surely merit your consideration.

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