

NORTH FARMINGTON

Mrs. Erskine Evans,
Correspondent

Mr. and Mrs. Hadlock attended a party in Pontiac, last Saturday. Stanley Drake was in Detroit Tuesday on a business trip.

The picnic given the 20th at the Nichols School was a great success. Prizes for races went to Donald and Ivan Ortlund, Junior Evans and Mrs. Harry Ortlund.

Guests returning home from the Meriwatha farm last Sunday had the misfortune of turning over in their auto while avoiding a collision on Orin Road. Two women were severely injured and are still at the hospital.

The Bond School will close Friday, June 3.

Miss Ruth Lovell is spending a few days with her aunt in Detroit.

Mrs. P. Vanderburg is quite ill at her home with a bad cold. The boys at the Ford Republic Home are busy these days planting and cleaning up the grounds.

Mr. and Mrs. Wm. Hunt drove to Harper Hospital on Sunday afternoon to visit Mr. Hunt's father who is critically ill.

Mrs. Marie Walters and son, Frank, were dinner guests at the Grimmer farm, Monday evening. The Sunshine Club held a special meeting at the Bloomfield Town Hall to take up a collection.

Fire of unknown origin completely destroyed one of the great elms on the Schweitzer road, just off the 14-mile road.

Mrs. A. Dwyer is handicapped at present with an infection in her right thumb.

Mrs. Peter McVean visited Mrs. George Leet on Tuesday morning.

Frank Walters spent Tuesday evening with friends in Highland Park.

Mrs. Johanna Engel is suffering quite a bit with rheumatism. Mrs. Harold Cox and son Edsel spent Monday with Mrs. Frank Cox.

Eleven guests from Detroit spent Sunday at the Hugo Miller farm on the 13-mile road.

Mr. and Mrs. N. E. Tibbets went to Detroit on Monday.

The 10-mile road from Wood-

TELEPHONE SLOGANS
USED IN ADVERTISINGRetail Dealers Pay Increasing
Attention to Orders That
Are Called In

While retail advertisers are giving more and more attention to the telephone in their advertising by emphasizing the fact that goods may be purchased in this way at considerable saving of time and at much greater convenience, it has remained for only a limited number of dealers to adopt telephone slogans in connection with their advertising. Those who have done it, however, have found the results most satisfactory.

One such dealer who advertises regularly in his local newspapers has a slogan which reads:

"Our Telephone Never Rings Twice."

This particular dealer, realizing the value of good telephone service and the impression it makes on his prospects to be received promptly and courteously, has spent considerable time in perfecting his organization so that all telephone calls are answered immediately, and the inquirer is shown the same courtesy as he would be accorded if he were calling in person.

Retail stores that recognize the "telephone urge" and are interested in promoting business by telephone, and it is advantageous to display their telephone number prominently in their advertising—not alone accompanying their signature, but often in other parts of the advertisement if it is one that covers more than a quarter of a page.

Each minute of the day and night during 1926 an average of over one and one-half telephones were put into service in the United States.

ward to the Schweizer road is now closed to travel.

Mrs. W. G. Walker made a business trip to Pontiac on Saturday. Mrs. Oswald Johnson who has been very ill this past winter, is unable to do her housework as yet.

Miss Lovell, teacher of the Nichols School, had no failures this year.

Mr. and Mrs. Charles McCullough made a business trip to the city on Tuesday morning.

The Caveman and
the Highbrow

By H. IRVING KING

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Said Mr. Rascover to Mrs. Rascover: "The trouble with Martha is that she scores off eligible young men—she's too blamed highbrow for 'em."

Mrs. Rascover gave a deep sigh. "That's it, I suppose," she agreed. "She's twenty-five now—a year older than I was when we were married. I've talked to her and talked to her, but it's no use. She's a walking encyclopedia of all the 'ologies' and talks of Literature and Art with capital letters."

"I suppose that just suits the Manchester fellow," said Mr. Rascover. "I can't bear him. He gets my goat. I wish she would marry Bart Jencks. He's all right, personally, and his father has money. But fellows like Bart will stand about so much highbrow stuff and then they shy off, no matter how pretty a girl is."

Now all this regarding the relations between Bart and Martha was strictly true. But one thing—Bart wasn't afraid of her, and most young men were. Martha had tolerated the young man at first because she found him amusing; then she went on tolerating him with the idea of improving and building up his mental equipment.

That last is a dangerous phase. When a woman undertakes reformation or uplift work with regard to a young man you can almost always hear the wedding bells tinkling in the distance. In spite of all her highbrow frills, Martha was a pretty bright girl.

Martha had not seen Bart for a week—he had got into the habit of calling at least twice a week and this habit puzzled her. She did hope he would call that night. Not because she was so anxious to see him, of course, but because she had an unpleasant duty to perform and wanted to get it over with. She was not going to do anything crude, you understand; not going to tell him that he must cease calling, or anything like that; but just dolefully impress upon him that, as the romantics used to say, "she could never be his," though as a matter of fact, he had never asked her.

Egbert Manchester had called on her the night before. Egbert was on the same psychic plane as she. He wore glasses, taught in a girl's college and was up on everything worth while. It was a liberal education in the higher branches to hear him talk. When he had first begun calling Martha was sure she had at last met her soul-mate. But, to tell the truth, Egbert had become rather a bore. Besides, he had an unpleasant way of correcting Martha—as if he were correcting examination papers. And it must be acknowledged that, while Martha's knowledge was all-embracing, it rather lacked accuracy. Subconsciously she was glad that it was Bart Jencks that she was expecting and not the erudite Egbert.

It did not take Martha long to get under way when Bart arrived. She was going to show him by a logical discourse how impossible it was for two persons so different in mentality, temperament and psychic plane to take upon themselves the relations of man and wife. But hardly had she got well started when Bart interrupted her with: "Martha, are you a good cook?" Under the unexpectedness of the attack she faltered and replied: "Why, yes, mother thinks I am. She insisted on my learning domestic science. Why?"

"Well," drawled Bart, "being able to cook, of course, isn't everything; but a woman who knows how to cook herself can supervise the kitchen department better than one who can't. You have every other qualification for a good wife. I'm glad you have a knowledge of cooking, but we are married in handy after we are married."

"Married?" gasped Martha. "Who are we?"

"Why, you and I, of course," replied Bart. "I saw your father about it, and he's agreeable."

"This is madness," cried Martha. "I have no idea of marrying you."

"Better get the idea, then," returned Bart calmly, "for I'm going to marry you—and you have known it for a long time. Guess we can tin our psychic planes so that they will meet if we try. Then you know you would have years and years of married life to devote to my mental uplift." That last shot hit the bull's-eye. There dashed through Martha's brain two pictures. In one she was married to Bart and leading him gently to higher things. In the other she was married to Egbert Manchester, who was oppressing her with his intellectual superiority and correcting her at every slip she made.

"You are going to marry me," went on Bart confidently—"and if I catch that slimp, Egbert Manchester, hanging around here much more I'll punch his nose."

"I was never so astonished in my life!" protested Martha.

"Glad of it," replied Bart, "come, give us a kiss." Martha struggled as he took her in his arms—but what could a poor weak woman do in the hands of a caveman?

Stunning

"Your gown is stunning,"

"Something like that," answered Miss Caprene. "When he first saw it father nearly fainted."—Washington Star.

CHEVROLET ANNOUNCES
A NEW MODEL

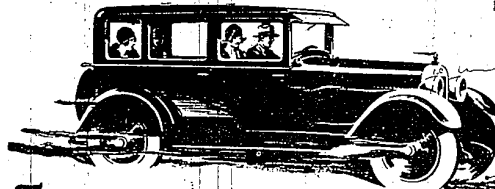
Chevrolet has announced a new model, the Imperial Landau. It is a five passenger, closed car of luxurious appointments and new design, listing at \$780, f. o. b. Flint.

Heralded as the aristocrat of low priced cars, the new model is equipped with a specially designed Fisher body, marking a new creation by Fisher that provides the low priced field with a

smart, rakish Landau. Contributing to the distinction of the Imperial Landau is the specially designed low-slung Fisher body with its many advancements in design from vaulted roof and oblong plate glass windows to smoking set. Hardware is of special design throughout, with garnish rails in polychrome and door panels of beaded maroon leather—in pleasing contrast with the deep tufted tape mohair upholstery. Emphasizing the exterior beau-

ty of the car is the lustrous satin black Duco finish, with double bead stripes of Chasseur red. Window frames have a crimson trim on the outside and maroon within the rear. The top rear quarter and the sun visor are of mouse gray textile leather.

The Imperial Landau is fitted with a swing-out type windshield of one-piece design on nickel-plated brackets, while narrow front pillars provide for increased driving vision.



50 miles an hour all day long

The symbol of the fleet homing pigeon applies to the Essex Super-Six, not only in its ability to travel at high speed with economy of effort all day long, but in its smooth road skimming ease that is actually like flying.

Increasing thousands of owners, and increasing thousands of miles are proving that these qualities which delight you on your first ride are just as lasting as they are brilliant.



ESSEX SUPER-SIX
2-pass. Speedabout, \$700; 4-pass. Speedster, \$785
Coach, \$735; Coupe, \$735; Sedan, \$795
All prices f. o. b. Detroit, plus war excise tax

ESSEX Super-Six

W. F. GOERS

PHONE 211

LAKE DRIVE GARAGE

FARMINGTON

For Your Decoration Day Trip and All Season — Enjoy the Safety, Comfort and Economy of



Firestone Round Tread Balloon

MANY Firestone Dealers are prepared to take in your old tires, offering you a liberal allowance on a new set of Gum-Dipped Balloons.

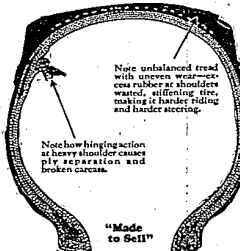
Firestone Dealers are given the advantages of attending Tire Educational Meetings held throughout the country, where tire design and construction are discussed. The sections of used tires reproduced here are a part of this program. Study these two sections and you, too, will understand what Firestone means by tires built for service and tires made to sell.

OLDFIELD
TIRES

at Low Cash Prices

30x3	Fabric	\$5.85
30x3 1/2	Fabric	6.85
30x3 1/2	Cord	7.35
29x4.40	Balloon	8.40
32x4	Cord	13.40
31x5.25	Balloon	15.35
33x6.00	Balloon	18.35

Oldfield Tubes
also priced low



Flat Tread Balloon

The Firestone Gum-Dipped Balloon with its scientifically designed tread permits free flexing, easier riding, extra comfort and safety.

The balloon tire with heavy, flat tread design is obviously stiffer and rides harder. The excess rubber, placed for appearance at the edges of the tread, is not only wasted but produces hinging action causing ply separation and "shoulder breaks."

Firestone designed and manufactures Oldfield Tires and Tubes, distributing them direct to Firestone Dealers only, through 148 Factory Warehouses. This efficient and economical distribution assures tire buyers everywhere, clean, fresh stocks of Firestone and Oldfield Tires in all types and sizes, and has helped to make possible today's remarkably low prices—the lowest in tire history. See the Firestone Dealer today.

Following Dealers Can Save You Money and Serve You Better:

OLIN RUSSELL

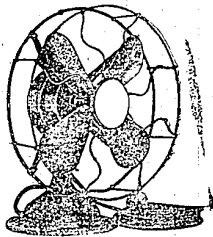
PHONE 151

FARMINGTON

THOS. DAVEY

SEVEN MILE & FARMINGTON ROADS, RT. 2

Cooling Breezes—



SCARCELY any invention of late years has given more Summer comfort than the Electric Fan, or is more indispensable in the home.

The Electric Fan, by maintaining a steady stream of fresh, cool air, promotes both health and enjoyment.

Its refreshing breezes are produced at a trifling cost—less than one-third of a cent an hour.

This is the time to give the matter your thought. Come in, please, and look at our stock.

THE DETROIT EDISON COMPANY