Interstate

Station-to-Station day rates from

New York City
Denver, Colo.
El Paso, Tex.
Baton Rouge, La.

are samples of the interstate Station-to-Station day rates under the recent reductions made between points 130 to 1500 miles apart.

Rates for Person-to-Person calls within the same distances also have been reduced. This is the third reduction in intersta

offered the public by the Bell System within little more than two years. It is in keeping with the fundamental policy of the system to furnish the

service at the least cost to the

Parmington · To:

Pierre, S. D. Chicago, Ill. Duluth, Minn.

Miami, Fla.

Long Distance Rates Reduced

Mrs. James Layn of Grand-River entertained Mr. and Mrs. H. Walters Monday evening at dinner in honor of Mr. Layn's birthday anniversary, preceding a theatre party given by Mr. and Mrs. H. Walters in honor of Mr. Layn

Mr. and Mrs. Roy Aldrich Jr., visited their sister, Mrs. E. H Hughes and family in Flint over Sunday

Mr. Headerle and Mr. Kalder were in Lansing on school busi-ness last Monday.

GRAND RIVER HAIR SHOPPE

1739 Grand River Redford



BEAUTY CULTURE In All Its Phases

# LIGHT

## A Double-Edged Tool for Merchants

This much is certain: That proper win-2 dow lighting will attract passers by into your store; that effective interior lighting influences increased sales of merchandisc. These two results have been proven time and again in tests by successful

Example: A small department store alternated the intensity of its illumination during a period of six weeks: one day 5-foot candles, the next day 15-foot candles, and so on. Results with 15-foot candles: (1) 12 per cent more buyers and (2) 29 per cent increase in dollarvolume of goods sold:

Without charge, our illuminating engineers will gladly measure your lighting, inspect your equipment, and make saitable recommendations.

EDISON DETROIT



MRS. H. GREEN



Pure Cane Sugar Northern Tissue Toilet Paper 3 rolls 19

White House Milk

Bulk Rice Fancy

Head Lettuce

12 tall \$1.00

25 lb pocket \$1.45

61/2-0x size 29c

CHEAT ATLANTIC & PACIFIC TO ESTABLISHED 1859

Grape Fruit Large Size