

SOUTHERN BEACH WEAR

We have just received our Summer line of Men's, Women's and Children's Bathing Equipment in a variety of colors and styles popular at southern resorts this winter.

TRUNKS, SHIRTS AND ONE-PIECE SUITS
From 49c to \$4.50

WOMEN'S AND GIRLS' LATEST MODEL SUITS
\$1.89 to \$2.89

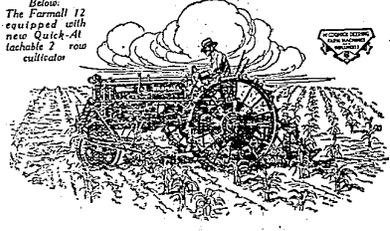
KIDDIES SUITS AT ONLY:69c

Also a complete line of bathing caps, shoes and belts.

Fred L. Cook & Co.
Fred L. Cook
Adolph Nacker
Phone 10
Farmington

A REAL FARMALL
... In a Size to Fit Small Farms

Equipped with: Oil filter; air cleaner; fuel strainers; high-tension magnet; variable-control governor; power take-off; adjustable drawbar; 3-speed, ball-bearing transmission; belt pulley; double-control brakes; enclosed steering gear; ball bearings at 22 important points; adjustable tread (adjustable to practically any width from 44" to 79 inches).



If you are one of the thousands of farmers who have felt the need of a smaller all-purpose Farmall tractor at a lower price, you will be interested in a demonstration of the Farmall 12. More than that, you will enjoy looking over this new tractor and discovering for yourself that it is a real McCormick-Deering Farmall, from end to end, in quality, equipment, and versatility. It offers you the exclusive features and advantages, the all-around utility for which the Farmall 20 and Farmall 30 are celebrated, in a tractor scaled down in size, weight, and power. At your first opportunity, check the Farmall 12's capacity and all-purpose, all-crop usefulness against your farm power needs. We will supply detailed information on request. Farmalls are built in three sizes—a size for every farm.

Everett Implement Company
17330 Lahser Rd. (In Rear) Redford

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

Deluxe Model Home



Prospective Home Builders!
We Now Invite Your Inspection of the Construction in its Various Stages of This Deluxe Model Home.

Features

Air conditioning; full insulation; Johns Manville roof; completely finished basement including recreation room; Fenestra casements with marble windowsills throughout; tile kitchen and bathrooms; 7 rooms, library, living room, dining room, kitchen and breakfast room on first floor; 3 large bedrooms on second floor; 1 1/4 acre lot.

ASK ABOUT OUR CHOICE/LOCATIONS FOR BUILDING

FULL INFORMATION AT
22634 Brookdale Drive or Detroit Office
24618 Grand River Avenue, Redford 4211

Ernest F. Light, Sr.
Builder—Est. 1919

MALCOMSON & HIGGINBOTHAM, INC.
Architects

CLARENCEVILLE

The condition of Mrs. Karl Hillmer, who has been seriously ill, is improved.

Mr. and Mrs. Karl Ritter Base Line Road spent Sunday at Port Huron at the home of their son Jerry and wife.

The young daughter of Mr. and Mrs. Malone of Clarenceville fell from the roof of a garage Sunday and cut her leg.

Mrs. C. C. Ritter, W. A. Cautker of Pleasant Ridge, F. C. Zebornick, William McCullough, J. Dalrymple and Arthur Powers were among those who attended the Grosse Pointe Garden show Saturday afternoon.

Thirty-eight relatives attended a birthday party held Saturday evening, May 16, at the home of Mrs. Carl Waack in honor of the birthday of her sister, Miss Fanny Pearce.

Mr. Ed Harper is in General Hospital at Pontiac, where she recently underwent a serious operation. She is recovering.

Mrs. Otis Jensen is recovering from an attack of flu.

Mr. and Mrs. B. H. Rule and family, accompanied by the latter's mother of Detroit, spent the week end with relatives at Midland.

Mr. and Mrs. Fred Menke spent the week end at their cottage at Hi-Land Lake.

Mr. and Mrs. W. Longfellow entertained as Sunday guests Mr. and Mrs. Heckerly and Mr. and Mrs. Roush of Detroit.

Mr. and Mrs. S. W. Park spent Sunday with Mr. and Mrs. Harry Reid of Highland Park.

Mr. and Mrs. Harry Smith are motoring to Columbus, Ind., Wednesday, where they will visit relatives.

Mr. and Mrs. W. S. Bailey spent Sunday with Mr. and Mrs. H. L. Brown of Redford.

The first annual banquet for the officers and members of the Magi Club was held Wednesday afternoon in Detroit: Mrs. Velma Seebaldt is the new president.

Mrs. Nellie Seaton who recently underwent an operation is convalescing at the home of relatives at Grand Lodge.

Mrs. Fannie Holloway has been seriously ill at the home of her daughter, Mrs. F. F. Farmer of Detroit.

Mr. and Mrs. H. A. Seebaldt are entertaining the latter's sisters and niece of Chicago.

PHONE COMPANY AGAIN HELPS ADVERTISE STATE

Again this year the Michigan Bell Telephone Company, is sponsoring a series of "Vacation in Michigan" advertisements designed particularly to advertise Michigan to Michigan people and, thru them, to thousands outside of Michigan. This is the ninth year that such a campaign has been run by the Michigan Bell company. Starting about the middle of this month, it will continue through June and into July.

These advertisements of the Michigan Bell Telephone Company this year will appear in more than 50 daily newspapers and approximately 200 weekly newspapers, covering practically the entire state. It is the company's intent, as in the past, to point out to the many thousands of Michigan people who now are planning their summer outings, that there is no more favored place than our own state for spending one's vacation—with its infinite variety of both natural and man-made recreational facilities, its vast extent of shoreline along the Great Lakes; its thousands of lakes and rivers; its hills, valleys, forests, splendid highways, modern towns and cities, its champions in various sports, its great industries, its splendid agricultural districts, and its evenly tempered climate.

A statement by a company official says: "As Michigan prospers, so prospers the Michigan Bell company and all other Michigan businesses. There will be more Michigan-made cars sold, more agricultural products consumed, more newspaper advertising, more work provided in stores, hotels, restaurants, offices and places of amusements. And, because more telephones will be installed and more telephone calls will be made, if more vacation money is spent in Michigan.

While such an effort is and must be sound commercially, this is not merely a selfish idea, on the part of the Michigan Bell Telephone company, for it certainly is true that those visitors who come to Michigan and those Michigan people who spend their own vacations here will benefit thereby will have as good or better vacations than if they went elsewhere. There are a very great many persons in Michigan, also, who know the benefits of their own state, its resources, its industries, its people, its cities, its countryside, and its historical points; it is not too much to say that they will be better citizens of Michigan if they know it better. The newspapers of Michigan have done a splendid work in publicizing Michigan and their own

communities to their readers, and the Michigan Bell Telephone company is glad to lend a hand in the task.

There will be something of a departure from other years in the Michigan Bell's "Vacation in Michigan" advertisements for 1933. Believing that the metropolitan centers, with their great industries and buildings, and the State University and the State Capitol, have a definite appeal to persons all over Michigan, and that perhaps the lakes, rivers, dunes, resorts and countryside appeal more to city people than to those who find such scenes at their front doors, the company plans to publish a double series of "Vacation in Michigan" advertisements, devoting a series to each type of appeal, one statewide and the other in some of the larger city papers.

Fishing on Isle Royale Lakes Open June 25

Due to the fact that none of the inland lakes on Isle Royale is designated as a "pike" lake by the State Conservation Commission, all remain in the "bass lake" classification and cannot legally be fished until June 25.

The excellent lake-trout, brook trout and great northern pike fishing in the bays and inlets of Isle Royale and in the waters of Lake Superior surrounding the island, however, provide an abundance of good fishing to visitors during the period in which the island's inland lakes remain closed and thereafter.

Not Getting Stuck
Sailor (to retired sea captain): "You say the man who marries your daughter will get a prize. May I see it?"

Farmington Cows Make New Official Records

Peterborough, N. H.—Guernsey cows owned by C. M. Sorensen of Farmington, Michigan, have just finished a new official record for production which entitles them to entry in the Advanced Register of the American Guernsey Cattle Club. These animals include two year old Bournedale Peggy 378330 producing 11922 1/2 pounds of milk and 545 1/2 pounds of fat in class G, and two years old Bournedale Surprise 2nd 379259 producing 9711 1/2 pounds of fat in class G.

Illegal Use of Snag Hook Brings \$5 Fine

The use of a snag hook is illegal in Michigan, except when employed as a gaff to assist in handling fish already caught in a lawful manner. Ray Druess, 36, Brimley, paid a fine of \$5 and costs of \$7.25 for the illegal use of a snag hook in the taking of rainbow trout in Pender's creek, Chippewa county.

Coach: "Did you take a swim this morning."
Nit: "No, is 'here one missing."

Dr. Joseph W. Norton
OSTEOPATHIC PHYSICIAN and SURGEON
GENERAL PRACTICE
33200 Grand River Avenue
Farmington
TELEPHONE 404

FERTILIZER

The good men do, lives after them, even when they spread fertilizer. At least that seems to be the conclusion of a five year experiment at Michigan State College, East Lansing, conducted by R. L. Cook and C. E. Millar, of the soils department. Plots which were fertilized several years ago showed increased yields over plots which had never been fertilized. Experiments also revealed that fertilizer used in dry seasons resulted in greatly increased yields during the next rainy season. The summary of their work is published in the May issue of The Quarterly Bulletin of the Agricultural Experimental Station and which will be available in a few days.

PEARS

Experiments in production of pears at Michigan State College, have proven the value of Old Home variety pear trees in cross pollination with standard pear varieties, according to Stanley Johnson of the horticulture department. Successful production depends in some measure on providing cross pollination, his experiments reveal. A summary of his work is published

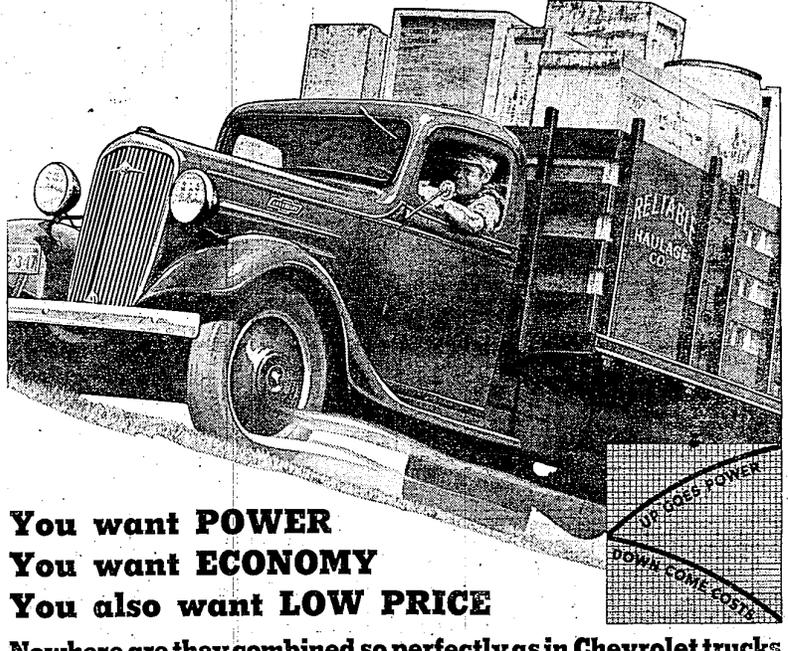
In the May issue of The Quarterly Bulletin of the Agricultural Experimental Station at the college and which will be available in a few days.

Another Gospel
Two leaves of Second century A. D. papyrus, acquired by the British museum, are said to be fragments of a gospel, dealing with the life of Christ.



Helene Curtis
for YOUR Modern Coiffure
\$3.50
Margaret S. Beauty Shoppe
Peoples State Bank Bldg.,
33310 Grand River
Phone 265

Dance
TO A NEW ORCHESTRA EVERY SATURDAY NIGHT
BEN'S NOVI INN
GUY NICHOLS, Caller



You want POWER
You want ECONOMY
You also want LOW PRICE
Nowhere are they combined so perfectly as in Chevrolet trucks



Be Wise • Economize • Buy Chevrolet!

POWER—to pull your loads! First choice—Chevrolet! It has the greatest pulling power of any truck in the entire low-price range!

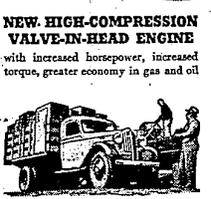
ECONOMY—to save you money! First choice—Chevrolet! It's the most economical truck in the world for all-round duty!

LOW PRICE—to conserve your capital! First choice—Chevrolet! It sells at the lowest price at which you can buy any high-powered truck!

All the qualities which make a truck a money-maker—all the qualities which make truck operation profitable—Chevrolet yours in the highest degree in these big, dependable Chevrolet trucks.

Get your nearest Chevrolet dealer today for full information and a thorough demonstration of Chevrolet trucks. And then... Be wise—economize—buy Chevrolet trucks.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.
GENERAL MOTORS FINANCIAL PLAN—MONTHLY PAYMENTS TO SUIT YOUR PURSE



CHEVROLET TRUCKS
WORLD'S Toughest HIGH-POWERED TRUCKS

Blakeslee Motor Sales
CHEVROLET TRUCKS AND SERVICE
Farmington