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NORTHWESTERN TYPEWRITER
EXCHANGERedford 4210
26530 Grand River in Redford

About the Name Lucella
Lucella is one of the numerous
"light" names (of which Lucy is
best known) which we get from the
Latin, says Florence A. Cowles in
the Cleveland Plain Dealer. It
means "bringer of light," a beau-
tiful meaning indeed. Probably it
sprang from Lucifer, the Latin name
for the morning star. By a mis-
interpretation in Christian theology,
Lucifer was regarded as the name
of Satan before his fall, which ex-
plains the common phrase "as proud
as Lucifer."

Soap an Old-Timer
Soap is one of the oldest products
used by man, says "Industrial and
Engineering Chemistry." Funda-
mentally the chemistry of the soap
reaction is essentially the same as
it was in the prehistoric days when
the first soap was made by the
spillage of melted wax from altar
candles on wood ashes, but the
methods of manufacture have
changed to the extent that a modern
soap factory is a model of engi-
neering skill and efficiency.

Letters to the Editor MUST BE
SIGNED3 TELEPHONE TRAFFIC
PEAKS OCCUR EACH DAYBusiness, Social Habits Affect
Need for Telephone Equipment
and Number of Operators

Human habits have a definite
effect on the telephone business.
One of these habits is that of making
telephone calls at certain times of
the day. This results in what are
known as "traffic peaks." The tele-
phone companies must be prepared
with sufficient equipment and an
adequate force of operators to han-
dle these peak loads.

Business and Social Peaks Differ
In New York City, for example,
calls on residence telephones reach
their peak between 7:15 and 7:30
P. M. About 10:30 A. M. is another
busy time for residential telephones.
Business telephones also have their
peak hour between 10 and 11 o'clock
in the morning. There is another rise
and 3 o'clock in the afternoon, but
it is not so great as the morning
peak.

Traffic Varies with Seasons
There is also a marked seasonal
variation in the use of the telephone.
It starts off fairly high in January
and goes along with a slight decline
towards the end of spring. In sum-
mer there is a definite decrease,
especially in the business districts
and in the city residential districts.
In the fall, traffic picks up again,
and rises steadily until around
Christmas week, reaching the peak
of the year on New Year's Eve.

On Sundays, telephone traffic is
always less than week days, but in
the summer it falls to around 60 per
cent less than the average week-day
traffic, while towards Christmas it is
sometimes only 40 per cent less than
week-day traffic.

Holidays Also Affect Calls
Telephone traffic also varies on
holidays in proportion to the im-
portance of the day. Columbus Day
and Lincoln's Birthday are dis-
regarded by many business con-
cerns, with the result that the traffic
on those days is only about 10 per
cent less than normal, but on July 4
and Labor Day the traffic drops as
much as 45 or 50 per cent.

Christmas and Thanksgiving calls
decrease only about 25 to 30 per
cent, since the lack of business calls
is partially balanced by the extra
number of social calls. On holidays
the bulk of the calling is between
10 A. M. and 2 P. M. and Sundays are
about the same. On Saturdays, most
calls come in the morning.

Timber cut in Michigan from
1872 to 1888 would have sufficed
to build a roof over the states of
Rhode Island and Delaware.

AT THE REDFORD THEATER



"The Adventures of Huckleberry
Finn," Mark Twain's sequel to
"Tom Sawyer," with Mickey
Rooney in the title role, playing
his first solo starring part in a
dramatic story of life on the Missis-
sippi, is the attraction starting
Friday at the Redford Theater.
Familiar to millions of readers,
the Mark Twain story presents
Mickey as the river lad who seeks
to aid a runaway slave to escape
up the river to a free state. Their
raft is invaded by two comical
swindlers, "The King" and "The
Duke," who give bogus Shakes-
pearean plays, plot to sell the
slave back to slavery, and are
about to defraud two girls of their
father's estate when Huck exposes
them and precipitates a dramatic
climax.
Much of the action was filmed
on the Sacramento river, which
did service as the Mississippi, and
where one of the last old river
steamers still in service in this
country staged the dramatic race
to rescue the slave from a lynch
mob.
Richard Thorpe, who filmed
"The Crowd Roars" and other hits,
directed the new picture. The cast
includes Walter Connolly as the
Jolly, stages an absurd "Romeo
and Juliet" performance in a river
village. "The Duke," second of the
swindlers, is played by Walter
Frawley, veteran of stage and
screen, and the kindly Widow
Douglases, benefactress of the boy
is enacted by Elizabeth Risdon.
Jim, the runaway, is played by Rex
Ingram, the negro actor who
scored as "De Lawd" in "Green
Pastures."

Soil Improvement Costs Less



An Investment in Soil Improvement.
CHICAGO.—Farmers now pay
about 21 per cent less for fertilizer,
compared with the pre-war price
levels of 1910 to 1914, than they do
for all other commodities used on
the farm, according to a study com-
pleted by the Middle West Soil Im-
provement Committee, based on sta-
tistics of the U. S. Department of
Agriculture.
"Fertilizer price levels today av-
erage about 99 per cent as high as
they were in the pre-war days,"
says a bulletin summarizing the
study, "whereas all commodities the
farmer buys are 120 per cent of the
1910-1914 average.
"For instance, the cost of build-
ing materials is 150 per cent of the
pre-war level. Farm machinery, not
including tractors, is 160 per cent;
clothing 126; food 107; and equip-
ment and supplies 114 per cent.

Presidents as Slave-Owners
Ten men who have occupied the
presidency were owners of slaves.
They were Washington, Jefferson,
Madison, Monroe, Jackson, Tyler,
Polk, Taylor, Johnson and Grant.
The first eight of these were slave-
owners in the full sense of the term
and most of them had slaves while
holding the office of President. An-
drew Johnson bought a few slaves
whom he kept as personal servants,
but he never sold one of them.
Ulysses S. Grant was at one time
joint owner of at least one slave
and accordingly was technically a
slave-owner. After his marriage
his father-in-law presented a slave
boy to him and his wife.

EVERYDAY
Low Prices

Ann Page Preserves Pure Fruit 2 lb. jar 29c	Grapefruit broken segment 3 No. 2 cans 25c	Kellogg's Corn Flakes 2 lg pkgs 19c
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LUX or LIFEBOUY SOAP, cake06c

WHITEHOUSE MILK, tall can, 4 for23c

IONA FLOUR, 24 1/2 lb bag53c

8 O'CLOCK COFFEE, 3 lb bag39c

Ann Page double cooked BEANS assorted 2 1 lb cans 11c	Del Matz NIBLETS 2 cans 25c Cream Style 10c	Fels Naptha SOAP 6 bars 25c
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YUKON BEVERAGES, assorted, 2 qts15c

WALDORF TISSUE, 4 rolls15c

CANDY or GUM, popular brands, 3 pkgs ...10c

OUR OWN TEA, 1/2 lb 21c Lb pkg37c

Store CHEESE Lb 17c	TOMATO JUICE 2 50 oz cans 33c	SPRY 3 lb can 50c lb can 21c
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We Redeem Welfare Orders

A&P FOOD STORES

Grow

Advertising is usually a sign of a
growing business. And people, as a rule,
like to shop at a growing store

Portable Emergency Radiotelephone
Set Will Bridge Breaks in Wires

Emergency radiotele-
phone transmitter and
receiver (right) and op-
erator's control switch-
ing unit (below) de-
veloped by Bell Telephone
Laboratories. Each set,
which includes a small
gasoline-driven gener-
ator, is self-contained,
and can be transported
in car or truck. A pair
of these—one at each
end of a break—can
bridge a gap in tele-
phone wires up to 25
miles in length, or even
longer under favorable
conditions.
A combined radio sending and
receiving equipment for the sole
purpose of handling emergency sit-
uations where telephone wires
cannot readily be employed has been
developed by the Bell Telephone
Laboratories.
Each emergency set consists of a
radio transmitter and a radio re-
ceiver mounted on a portable frame-
work, an operator's control and
switching unit, a portable gaso-
line driven alternator, and a demount-
able antenna, tools, spare parts, and
ground system materials.
Should storm or flood destroy a
section of telephone wire line or
cable, one of these emergency radio
telephone sets may be transported
to each end of the gap. Telephone
wire connections with the sets at
these points will allow resumption
of communication by radio until the
damage can be repaired.

DANGER IS HIS BUSINESS
SAFETY IS OURS

Captain John Craig, Hollywood under-
sea photographer, in his book, "Danger
is my Business," chills his readers with
true stories of buried treasure and es-
capes from sharks and giant sea-rays.
Not for us. Safety is our business.
We have "buried treasure," too, in this
bank—money belonging to others. Our
job is to keep it safe. What has never
been tried before, we never try. We're
conservative. We follow tried and sure
methods only.

Safety is our business—for your pro-
tection.

THE FARMINGTON STATE BANK

Farmington, Michigan

ELECTRIC

hot water speeds up housework

"Let me introduce myself: I'm Elec-
tric Hot Water—the handiest helper
you've ever had when it comes to
speeding up housework! I never keep
you waiting: The minute you need
me, just turn the faucet . . . and I'm
ready to serve you with dishwashing
and the laundry, washing windows and
scrubbing floors, providing comfort
for bath and shower, for shaving and
medicinal uses, for beauty treatments,
or helping with housecleaning and a
dozen other daily tasks. . . . Every
twenty minutes in the average home,
some member of the family needs me
—and I never disappoint them! I am
as dependable as your electric lighting.
Ask about me at any Detroit Edison
office." The Detroit Edison Company.



60 GALLONS OF ELECTRIC HOT WATER COST ONLY 10c A DAY