ATHLETES FOOT ITCH

ATHLES ES FOOT ITCH
MAKE 5 MINUTE TEST
Get TE-OI, at any drug store, Apply
hits POWERFUL PENFIRATING fungiidle FULL STRENGTH, Reaches MORE
rems to Hill the litch. Get NEW foot
omnfort or your 355 back. Today at
SMYTH BRADLEY
Farmington
South Lyon
Farmington
South Lyon

Quality GROCERY tems

GARDEN FRESH



VEGETABLES

For Tasty Summer Meals - MEATS

PORK - BEEF - VEAL

Delicious BAKED GOODS

For Deliveries

PHONE 0996

Robinson's Market

29404 GRAND RIVER, AVENUE At Middlebelt

SHOP THE EASY WAY

Just pick up your phone and call DAVIS COUNTRY STORE



It's just as easy as that -You can depend on Davis

to fill your order with quality foods. Choice Selections

BEEF • PORK • COLD CUTS

Fresh FRUITS and VEGETABLES

HOLDEN RED STAMP BOOKS REDEEMED

Premiums on Display

Money Orders Issued - Phone Farmington 2273

WE DELIVER

DAVIS COUNTRY STORE

20330 South Farmington Road





New Beauty - The Easy Way to Decorate Walls and Ceilings

- LOVELY HARMONY COLORS
- HIDES PLASTER CRACKS
 COVERS NAIL HOLES & SEAMS
- LEVELS OUT UNEVEN SURFACES
- EASY TO APPLY
- WASHES PERFECTLY



By applying plaster and paint in one easy application you obtain most colorful and effective walls and save much time and work. Paint-O-Plast hides surface defects as it beautifies, Its permanence and washability make it most practical for use over any surface and for all rooms.

2.95 JGAL.

& H. PAINT STORE C. 33302 7 Mile Road at S. Farmington Road

WASHINGTON

DIGEST . . . (Continued from Page Two)

tontinued from Page Two)
health. Between the ages of 15 and
34, tuberculosis is our greatest killer. At any given time, 500,060 per
ple have it. But they don't know it.
Alarming: You but they don't know it.
Alarming: You but the fort know it.
Alarming: You but this.
Alarming: You but this.
Alarming: You but this.
Alarming: You but this.
Alarming: You but the company in the com Americans (particularly advertising men) on the selling power of
ndvertising, and in a short time a
council was formed which was soon
helping to plant 50 million victory
gardens, salvage a million pounds
of tin, 23 million tons of paper, 538
million pounds of fats. Often it de-

should.

What this all this to do with advertising? Just this: The above words were copied from an advertisement, a full-page advertisement in a recent New York Times, and prhaps other papers by this time. It isn't an ordinary ad. It is not directed primarily to the people without homes, without nurses, it is, directed to the persons and organi-

without nomes, without nurses, it is a directed to the persons and organizations who can help bring these facts home to the general publicato you. It is an ad written by and about the Advertising-Council, concerning an operation of which amost everybody is conscious but about which few people know the details.

details.
It is an operation based on giving away what the givers ordinarily sell—advertising space, advertising space, advertising space, advertising fees, advertising copy. It answers the question: "Why doesn't some-body DO something?" The reply is —It's given in works as well as words—"Somebody IS."

words—"Somebody IS."
The council grinds nobody's axe
except yours, the public's, seeks no
profit, asks no expense account, has
only one objective: To make America a still better place that it already is.
The Advertising Council was

OAKLAND COUNTY RED CROSS NOTES

Marshall Smith, Chairman of the Oakland County Chapter, American Red Cross, announces that word has recently been received within the local chapter that the American National Red Cross will institute a

Semi-Public Coin Box

MISCELLANEOUS EQUIPMENT

gram.

That part of the program which deals with collecting blood will operate substantially along the same lines as the wartime blood program, with established blood donor cenerate line with established blood donor centers and with mobile units to cover outlying communities. Red Cross chapters will assume the important responsibility of enrolling blood donors. Many volunteers will be necessary to assist with the pro

-:- Obituary -:-

Charles W. Brown

Charles W. Brown.
Charles W. Brown. 39 years old,
passed away on Saturday, August.
2, at Veterans Administration Hospital in Dearborn. Mr. Brown was
born January 13, 1917. His bome
in Farmington was at 20015 Farmindfor. Brown was a veteran of
World War II, having been in service over four years, 36 months of
which was a super exercises.

which was spent overseas.

The body was at the Spencer J.

Heeney Funeral Home until Saturday night, when it was shipped to
Chattanooga, Tennessee, where seromattanooga, Tennessee, where services were held and burial took place.

Mr. Brown is survived by his wife, Martha.



ACCENT ON YOUTH

Soft, easy to arrange waves and curls — to frame the youthful face.

Closed on Monday Afternoon

LAREE'S BEAUTY SALON 43339 Grand River, Novi Phone NORTHVILLE 429-J

duction board, called in a group of advertising executives and discus-sed with them what the average cictzen could do to help victory— and incidentally, what would make him do it. You don't have to sell Americans (particularly advertistime efforts—they are embodied in for the tuture."

The various forms of advertising of an a certain number of people many firms, as spots on the radio, (and nations) these days have to be fact sheets and other material to show in the control of the control of

born a week after Pearl Harbor product was concerned, but it get when Donald Nelson, about to take over chairmanably of the war production board, called in a group of advertising executives and discussed with them what the averaged tectron could do to help victory—the various forms of advertising of the countries when well as the victory—the various forms of advertising of the various forms of advertising of land incidentally what would make may riven as anothe on the radio. And at certain number of people

Why not prepare now to give your children a good sendoff to school. Cleanliness and neat appearance is as good as bringing the teacher an apple.

GRIMES CLEANERS

Phone 0077

It Won't Be Long!

33342 Grand River

63rd ANNUAL MILFORD FAIR AND RODEO **AUGUST 6-7-8-9**

Afternoon and Evening Agricultural and Commercial Exhibits F. F. A. Exhibits Majestic Greater Shows On Midway

Majestic Greater Shows On Midway
Wednesday Noon — Parade To Fair
Thursday - Kiddies Day
Firestone Bicycle - Grand Prize
Friday evening - Band Concert
Friday - Light Horse Pulling Contest - 12 noon
Saturday - Heavy Horse Pulling Contest - 12 noon
(Mighest prize money ever posted at Milford or surrounding fairs)
Rodeo Each Afternoon and Evening
Soft Ball Games - Thursday, Friday - Saturday
Stock Parades Wednesday, Thursday and Friday
GRANDSTAND - 505 TAX Inc. GATE - 25c TAX Inc.
PARKING 25c

TO FARMINGTON TELEPHONE CUSTOMERS:

Legal Notice of Application to the Michigan Public Service Commission by the Michigan Bell Telephone Company

Authority to Make Effective Certain Schedules of Rates, Rentals and Charges

in the Farmington Zone of the Detroit District Exchange.

In accordance with Public Acts No. 206 of 1913, No. 419 of 1919, and No. 3 of 1939 notice is hereby given that an application will be presented by the Michigan Bell Telephone Company to the Michigan and cores of the Michigan Bell Telephone Company in the State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Extended State of Michigan Bell Telephone Company in the Ext

THE PRESENT AND PROPOSED SCHEDULES FOR THE FARMINGTON ZONE ARE SHOWN BELOW

The Company's application also will request the Commission to set a date for the hearing of the matter.

NOTE All rates shown below exclude Federal taxes

MONTHLY ZONE RATES

PRESENT † LOCAL ZONE SERVICE EXTENDED AREA SERVICE				PROPOSED						
				ERVICE	VICE LOCAL ZONE SERVICE			EXTENDED AREA SERVICE		
		Messages to other	Flat Rate		Messages to other		Massages to other	Flat Rate		Messones to other
Class of Service	Flat Rate	zones, each messoge unit	Rate	Includes messages to:	xones, each mestage unit*	Flat Rate	zones, F each message unit	Rate	Includes messages to:	zones, each message unit
BUSINESS: 1 party, each PBX trunks, each 2 party, each 4 party, each Rural, each Extension telephones	\$2.30 2.76 2.00 2.000 2.25*	\$.05 .05 .05 .05 .05	(not	(not offered) (not offered) (not offered)	\$.04 .04	\$5.50 \$.05 8.25 (not offered) (not offered) (not offered) 1.25		\$ (not offered) (not offered) (not offered) (not offered) (not offered)		\$
RESIDENCE: 1 party, each	1.75	.05	3.25	Farmington Detroit Area 5 Livenia Southfield	.04	3.00	.05	3.75	Formington Detroit Area S Livonia Longacre Northville Southfield	.04
PBX Trunks, each 2 Party, each 4 party, each Rural, each Extension telephones	2.19 (not offered) 1.45 1.50*	.05 .05 .05 .05		offered) offered)	.04		.05 .05 offered)		Walled Lake offered) offered)	.04

(Yurnished only out	side the base rate an	ea. *25c per month additional for service beyond 3 miles from	n base rate area.			- 1
		PRESENT †		PROPOSED		- :
Class of Service	Guarantes per Day	Messages Credited Against Guarantee**	Guarantee per Day	Messages Credited Against	Quarantee**	
mi-Public Coin Box		essages to telephones of the Formington zone only \$.05 each.	\$.25	Messages to telephones of all zone change and to all telephones of the		

shown at the rates indicated in the proposed rate schedule.

100.00

Messages to telephones of all zones of Detroit District I change and to all telephones of the Northville and Wall Lake Exchanges, at \$.05 per message or message u

			Hotels & Apartments:	Presen
	ange of Proj		1st 10 Stations, each:	\$1.15
			Next 40 Stations, each:	.95
ns, chimes, lamp Indicators, buttons, buzzers, d associated control equipments, where re-		2.0	Hext 50 Stations, each:	.75 .50
oth:	4 05 - 4	SO.	All Other Stations, each:	.30
ndard Type-Other than for Semi-Public			• (\$1.00 with measured service.)	
ns, each:	.50 —	1.50		
		, ,	MILEAGE CHARGES	
ding Units, eachs	.75	2.00		Mon
winding control equipment where required,		2.00		Presen
	.05	.85	Private, Extension Station, P.B.X. Station, Auxillary	
talking paths	.50		Signal and Push Button and Buzzer Lines, Individual	
Main Station Service	1		and P.B.X. Station Lines Terminating in Both an	
Airline distance between normal and serving	1		Instrument and Key Cabinet, Key Cabinet Station Lines, Key Cabinet Call Circuits, Code Call and	
ice :	1		Paging System Lines, Central Office or Tie Lines Ter-	
mile or fraction	2.00	31	minating in Both a P.S.X. (Order Table or Turret)	
Service—Semi-Public, each;	.75	<i>3</i> 6	and Key Cabinat.	
one Systems			. Terminals in different buildings same/block or different	
ans charges now based on number of key-			blocks—circuit in passageway	•
stations; charges to be based on 1-A Key			Each 1/4 mile or fraction—circuit mileage	\$.339
features, master and controlled stations,			Each 1/10 mile or fraction—airking mileage	_
	.05 —		Minimum Charge	1.00
lephone equipment features, each:		.23	Different blocks—no passageway	
inspirone edolbisem—inchier similar contrari			1st 1/4 mile or fraction—airline/mileage	1.00
3A-Key Telephone switching apparatus, each:	2.00	3.00	*At present the first 1/2 mile of circuit mileage is	
er Equipment for Use on Tell Connections			furnished without charge on extension and P.B.X.	
Keys, eacht	,75	1.50		
ging Central Office Equipment each:	.50		Interzone or Interexchange Private Line Telephone	,
emises Service Instruments, each:	.25		Service (Includes Tie Lines and P.B.X. Stations) for- nished by means of extended facilities	-
lying and Secretarial Service Equipment			Channels between terminals.	
ach:	.50	5.00	Each 1/4 mile or fraction—circuit mileage	1.00
operator sets	1.00		Minimum Charge	4.00
ment-separately mounted-each unit of 10	5.00		Replaced by following charges which apply to all later-	
niral office relay equipment, each:	1.00		zone private line service in the Detroit District	
key cobinet equipment, each:	.10	.50	Exchange:	
n equipment including power plant	4.00		Local changel between the terminal location and the	
e appearance charge discontinued—results ses or decreases depending on customers			suburban zone central affice or the serving Detroit	/
at.)			Zone area rate center.	
Key equipment, each:	.50	4.00	Each 1/4 mile—cirline mileage	_
Service Auxillary Facilities			Minimum Charge—Detroit Zone	-
Key, eath:	.05		-Other Zones	_
e Instruments, eachs	.17	.22	. Interzone Channel	
Special and Additional, each:		.20	Each mile or fraction—airline mileage between	
Sets for Specialized Uses, Outdoors, eachs			suburban zone rate centers or suburban zone rate	1
for Cutoff and Tonnels	05		center and serving Detroit Zone area rate center	_

vitching Key-Cutoff and Transfer
PRIVATE BRANCH EXCHANGE EQUIPMENT
vitchboard positions, each:
Commercial Schedule
Manual systems—(cord)—Non-Multiple\$3.00 — \$ 5.00
(cord) Multiple 7.00
Diol systems—(cord)—Non-Multiple 2.00 —— 10.00
(cord)—Multiple 7.00
(cord)—Multiple
Hotel Schedule
Manual systems—(cordiess)—Non-Multiple 1.00 4.00
(cord)—Non-Multiple 10.00 21.00
(cord) Multiple 7,00
Jacters Connectors Salacton Connectors 15-4

PRIVATE BRANCH EXCHANGE STATIONS

	Monthly Roles		
ommercial:	Present	Proposed	
1st 10 Stations, each: Next 40 Stations, each: Next 50 Stations, each: All Other Stations, each:	.85	\$1.25*	

Increase by 5¢ the initial 3-minute period charge for station and person calls between points 10 to 112 miles apart.

Reduce present initial period allowance of 5 minutes to 3 minutes, for station calls of 15t, 20t and 25t.

zone territory now outside such area. Thus the base rate area boundary and the zone area boundary would be identical. and exchange line mileage; charges now applicable to cer-tain classes of service outside the base rate area would be eliminated. Under the proposed rate schedule, two-party, four-party, and rural business services, and four-party and rural residence services would not be available.

The Company will request authority to enlarge the Farm-ington zone base rate area to

Present customers with those classes of service would have available the classes of service

MISCELLANEOUS RATES

	Monthly Rates	Monthly Rates
Hotels & Apartments:	Present Proposed	Present - Proposed
1st 10 Stations, each:	£1.15	Foreign Exchange Telephone Service furnished by
Next 40 Stations, each:	.95 \$1.25*	means of extended facilities between the custom-
Next 50 Stations, each:		er's location and the common exchange boundary
All Other Stations, each:	.50	line.
*151.00 with measured service.1		Individual business or residence line
- (\$1.00 with mediured service.)		First V mile or fraction—oldline mileage \$1.00 \$4.00
		Minimum Charge—residence 2.00 4.00
MILEAGE CHARGES		Two party business or residence line
	Monthly Rates	First Vs mile or fraction—cirline mileage 75 2.00
	Present Proposed	Minimum Charge-residence 1.50 2.60
Private, Extension Station, P.B.X. Station, Auxiliary	77414III , 710P0144	Four party business or residence line
Signal and Push Button and Buzzer Lines, Individual		First V _e mile or fraction—airline mileage
and P.S.X. Station Lines Terminating in Both an		Evral business or residence line
Instrument and Key Cabinet, Key Cabinet Station		Each V4 mile or fraction-airline mileage25 1.00
Lines, Key Cabinet Call Circuits, Code Call and		Each additional 1/4 mile
Paging System Lines, Central Office or Tie Lines Ter-		
minating in Both a P.S.X. (Order Table or Turret)		SERVICE CONNECTION, MOVE AND CHANGE CHARGES
and Key Cabinat.	•	
. Terminals in different buildings same/block or different		Present · Proposes
blocks—circuit in passageway		Service Connection Charges [1]
		Instruments Not In Place
Each 1/10 mile or fraction—circuit filleage	5.40	Main Station and P.B.X. Trunk—Business \$3.00 \$3.50
Minimum Charge		-Residents 1.50 2.00
	1.00	Extension and P.B.X. Station—Business 1.50 ; 1.75
Different blocks—no passageway	1.00 3.00	Residence 1.00 1.25
1st 1/2 mile or fraction—airline/mileage		-Residente (2)50 .75
*At present the first 1/2 mile of circuit mileage is		Instruments in Place
furnished without charge on extension and P.B.X.		All Facilities Retained—Susiness
station lines.		—Residence 1.00 1.25
Interzone or Interexchange Private Line Telephone	• ;	Moves (inside) or Change Charges (3)
Service (Includes Tie Lines and P.B.X. Stations) for		Stations-Business and Residence
nished by means of extended facilities		—Residence (4)
Channels between terminals.		Other Equipment and Wiring Cost , Cost
Each 1/4 mile or fraction—circuit mileage	1,00 Wilhdrawn	NOTES: (1) Service connection charge not applicable to service stations.
Minimum Charge	4.00 Withdrawn	public telephones and tall stations.
Replaced by following charges which apply to all inter-		(2) When certain services are performed at same time, as outlined
zone private line service in the Detroit District	,	in loriff.
Exchange:		(3) Change charge not applicable when a change is made neces-
Local channel between the terminal location and the		sory by a change in class of service or type of system, Move.
suburban zone central affice or the serving Detroit		charge not applicable when made at time of installation of a
Zone greg rate center.	4	residence extension.
Each 1/4 mile-airline mileage	_ 1.00	(4) At time of establishing service by Instrumentalities in place.
Minimum Charas Datrait Zone		

Rural business and residence line
After the first ¼ mile—each additional ¼ mile
or fraction—airline mileage

INTRASTATE TOLL RATES

SUSPENSION OF SERVICE Replaced by the following charge which applies to all foreign zone service where both the normal and foreign zones are in the Detroit District Exchange:

Residence service—first three months or less—\$1.50—no mini-mum period of suspension. Business Service—for the period of suspension, the tote is a minimum of 50% of exthange service charges for one month-

INSTALLATION CHARGES

rtime rates on all calls to 1/3 of initial period rate, per minute, instead o ent.
ght and Sunday rates from present 60% of day rates to 80% of day rates.
5f per initial period on person cells up to 36 miles, and raise rates on pers
miles uniformly to 40% above station rates.

BELL TELEPHONE COMPANY