

Quality GROCERY items

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

Farmington

2273

 It's just as easy as that —
You can depend on Davis
to fill your order with quality foods.

 Choice Selections
of
BEEF • PORK • COLD CUTS
Fresh FRUITS and VEGETABLES

HOLDEN RED STAMP BOOKS REDEEMED

Premiums on Display

Money Orders Issued

WE DELIVER

Phone Farmington 2273

DAVIS COUNTRY STORE

20330 South Farmington Road

WASHINGTON DIGEST

(Continued from Page Two)

health. Between the ages of 15 and 34, tuberculosis is our greatest killer. At any given time, 500,000 people have it. But they don't know it. Alarming? You bet it is.

Something about our kids. Your children are getting a rough deal in school. Too few teachers. Too antiquated equipment. Old textbooks or none at all. Make you mad? It should.

What has 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 perhaps other papers by this time. It isn't an ordinary ad. It is not directed primarily to the people without homes, without nurses, if it is directed to the people and organizations who can help bring these facts home to the general public to you. It is an ad written by and about the Advertising Council, concerning an operation of which almost everybody is conscious but about which few people know the details.

It is an operation based on giving away what the givers ordinarily sell — advertising space, advertising ideas, advertising copy. It answers the question: "Why doesn't somebody do something?" The reply is — it's given in works as well as 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 than it already is.

OAKLAND COUNTY RED CROSS NOTES

Marshall Smith, Chairman of the Oakland County Chapter, American Red Cross, announces that word has recently been received from the local chapter that the American National Red Cross will institute a national blood program which will provide whole blood and plasma to any in need of this treatment. The decision to provide this service was made by the National Red Cross Board of Governors after serious consideration of the plan which included consultation with chapter chairmen in all parts of the country. In this program, any healthy person in the United States may give blood and any one in need may receive it. Many will do both. There will be no charge by the Red Cross for the blood, the only charge being made by the physician or hospital administering the blood.

Mr. Smith states that the program will develop gradually and it is not yet known when the Local Chapter will participate. In the meantime, the blood donor committee of which Harry Hoyt is chairman, will continue to cooperate with the Michigan Department of Health in the blood plasma program.

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 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 program.

Obituary

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 home in Farmington was at 20515 Farmington Road.

Mr. Brown was a veteran of World War II, having been in service over four years, 36 months of which was spent overseas. The body was at the Spencer J. Healey Funeral Home until Saturday night, when it was shipped to Chattanooga, 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
(Formerly with the Twins)
43339 Grand River, Novi
Phone NORTHVILLE 429-J

born a week after Pearl Harbor when Donald Nelson, about to take over command of the war production board, called in a group of advertising executives and discussed with them what the average citizen could do to help victory — and incidentally, what would make him do it. You don't have to sell Americans (particularly advertising men) on the selling power of advertising, 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 developed more manpower than could be used as far as absorbing the

product was concerned, but it got around, including helping sell 800 million dollars worth of war bonds. Now you are reading and hearing the results of the council's peace-time efforts—they are embodied in the various forms of advertising — many firms, as spots on the radio, fact sheets and other material to members of business firms, unions, civic groups and other citizens who can put that tremendous power, ad-

vertising, to work personalizing big national problems. Doing it so "Americans can show the world that voluntary public action of a free people is mankind's best hope for the future."

And a certain number of people (and nations) these days have to be shown. This "showing" is a far cry from the dollops of the photogenic "buckster."



It Won't Be Long!

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

33342 Grand River

Phone 0077

TO FARMINGTON TELEPHONE CUSTOMERS:

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

For Authority to Make Effective Certain Schedules of Rates, Rentals and Charges in the Farmington Zone of the Detroit District Exchange.

effective certain schedules of rates, rentals and charges for the furnishing of telephone service and facilities in the exchanges and zones of the Michigan Bell Telephone Company in the State of Michigan.

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				PROPOSED			
LOCAL ZONE SERVICE		EXTENDED AREA SERVICE		LOCAL ZONE SERVICE		EXTENDED AREA SERVICE	
Class of Service	Flat Rate	Messages to other zones, each message unit**	Rate	Class of Service	Flat Rate	Messages to other zones, each message unit**	Rate
BUSINESS:							
1 party, each	\$2.30	.05	\$4.50	Farmington	\$5.50	\$.05	\$.05
PBX trunks, each	2.76	.05	5.30	Detroit Area 5	8.25	(not offered)	(not offered)
2 party, each	2.00	.05	(not offered)	Livonia	(not offered)	(not offered)	(not offered)
4 party, each	2.00	.05	(not offered)	Lebanon	(not offered)	(not offered)	(not offered)
Rural, each	2.25	.05	(not offered)	Northville	(not offered)	(not offered)	(not offered)
Extension telephones	1.00	1.00	1.00	Southfield	1.25	(not offered)	(not offered)
RESIDENCE:							
1 party, each	1.75	.05	3.25	Farmington	3.75	.05	.04
PBX trunks, each	2.10	.05	3.80	Detroit Area 5	5.63	(not offered)	(not offered)
2 party, each	(not offered)	.05	2.75	Livonia	3.00	(not offered)	(not offered)
4 party, each	1.45	.05	(not offered)	Lebanon	(not offered)	(not offered)	(not offered)
Rural, each	1.50	.05	(not offered)	Northville	(not offered)	(not offered)	(not offered)
Extension telephones	.50	.50	.50	Southfield	.75	(not offered)	(not offered)

(*Washed only outside the base rate area. **25¢ per month additional for service beyond 3 miles from base rate area.)

PRESENT		PROPOSED	
Class of Service	Quarantine per Day	Messages Credited Against Quarantines**	Quarantine per Day
Semi-Public Coin Box	\$.08	Messages to telephones of the Farmington zone only at \$.05 each.	\$.25

(*)Messages to zones other than those included in the local calling areas are limited. Additional charges are applicable for messages of over 3 minutes duration. (**)Detroit District Exchange zones and the Northville and Walled Lake Exchanges.

The Company further will request authority to make certain changes in other rates, as shown below:

MISCELLANEOUS EQUIPMENT		MISCELLANEOUS RATES	
Range of Proposed Increase Per Month		Monthly Rates Present Proposed	
Auxiliary Signals		Hotels & Apartments:	
Bells, home, phones, lamp indicators, buttons, buzzers and associated control equipment, where required.	.05 - .50	1st Station, each	\$.15
Beetle-Standard Type—Other than for Semi-Public	.50 - 1.50	2nd Station, each	\$.15
Paystations, each	.50 - 1.50	3rd Station, each	\$.15
Code Call	.75 - 2.00	All Other Stations	\$.15 (with measured service)
Code Sending Unit, each	.75 - 2.00	MILEAGE CHARGES	
Signals including control equipment where required.	.05 - .85	Private, Extension Station, P.B.X. Station, Auxiliary	
Additional talking posts	.50 - .85	1st Station, each	\$.15
Conditioned Main Station Service	.50 - .85	2nd Station, each	\$.15
Allegiance—Allegiance distance between normal and serving	1.00 - 2.00	3rd Station, each	\$.15
First 1/2 mile or fraction	2.00	All Other Stations	\$.15 (with measured service)
Joint User Service—Semi-Public, each	.75	INTERESTS OR INTERCHANGES Private Line Telephone	
Key Telephone System	.75	Each 1/2 mile or fraction—minimum mileage	1.00
Writing plans charges new based on number of key	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
equipped stations changes to be based on 1-4 key	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
telephones, master and controlled stations	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
1-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
2-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
3-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
4-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
5-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
6-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
7-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
8-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
9-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
10-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
11-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
12-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
13-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
14-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
15-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
16-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
17-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
18-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
19-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
20-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
21-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
22-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
23-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
24-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
25-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
26-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
27-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
28-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
29-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
30-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
31-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
32-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
33-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
34-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
35-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
36-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
37-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
38-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
39-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
40-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
41-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
42-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
43-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
44-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
45-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
46-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
47-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
48-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
49-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
50-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
51-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
52-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
53-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
54-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
55-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
56-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
57-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
58-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
59-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
60-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
61-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
62-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
63-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
64-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
65-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
66-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
67-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
68-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
69-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
70-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
71-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
72-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
73-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
74-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
75-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
76-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
77-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
78-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
79-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
80-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
81-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
82-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
83-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
84-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
85-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
86-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
87-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
88-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
89-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
90-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
91-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
92-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
93-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
94-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
95-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
96-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
97-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
98-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
99-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00
100-A Key Telephone equipment features, each	.05 - 1.35	Each 1/2 mile or fraction—minimum mileage	1.00

Brush on PAINT and PLASTER in ONE OPERATION

NEW AND OLD PLASTER (BRICK) WALL BOARD

Enterprise PAINT-O-PLAST

THE DOUBLE PURPOSE WALL FINISH