

Advertising Carefully Read In Rural Areas, Survey Says

Farmers show twice as much interest in the advertising in the newspapers they read as do city people, a survey recently made by the Northwestern National Life Insurance Company shows.

The survey, based on personal interviews with 835 people, 91 of whom were farmers, showed that where as only 20 per cent of the city group stated that they read newspaper advertising thoroughly, 43 per cent of the farmers said that they read the advertising thoroughly.

It is interesting to note that 43 per cent of the farmers also said that they read the inside news of the paper.

Other groups included in the survey, all from city areas, were housewives, laborers, white collar workers and students. The interest among farmers in advertising was far greater than any other group, 29 per cent of the city housewives said that they read the advertising in newspapers thoroughly and only 21 per cent of the laborers, 15 per cent of the white collar workers and 10 per cent of the students admitted reading the advertising with the thoroughness with which farmers read it.

Those interviewed by the insurance company were asked to tell whether they read advertising thoroughly, hastily, just read the headlines or don't read the advertising at all. For the entire group only 20 per cent said that they read the advertising thoroughly and 41 per cent said that

terior. Applicants must not have passed their 53rd birthday. Closing date April 3.

Full information may be obtained from the Secretary of the United States Civil Service Board of Examiners at the post office or customhouse in any city which has a post office of the first or second class, from the United States Civil Service Commission, Washington, D. C.

LOCALS

Mr. and Mrs. Byron F. McCluskey report a most enjoyable trip to California, and at present are spending several weeks in Dallas, Texas, before resuming their journey.

Mr. and Mrs. W. Allen Nelson and Mrs. W. Allen Trimble, of the former's brother, Orville and family, and aunt, Mrs. Bessie Decker, who were they attended services in the Methodist Church, the original Congregation of which was organized in the home of James A. Trimble, on great-grandfather of Mr. Nelson, about 1810. A window in the present church, which was built in 1858, is dedicated to the memory of the Trimble family, among them a former governor of Ohio, William Allen Trimble, and Mother Mary, his daughter, of W. C. T. U. fame.

Mrs. Myra Taylor, and brother Grant, of South Lyon, visited at the Clyde Adams home Tuesday afternoon and evening.

Mrs. R. E. McCurdy, 23911 Macomber avenue, and Mrs. Carl Ritter, 23800 Elgin Mile road, are offering tickets on advanced sale, and a reduced rate for the Detroit Floral show. Please phone in or call for your tickets.

Mr. and Mrs. Ralph Aulton were at the home of the latter's sister Mrs. Roy Young, in Oxford, on Sunday, for a birthday dinner in honor of Mrs. Aulton and her sister, Miss Mable Brandt of Flint, fame.

Mrs. Reynolds Bacon is at the University Hospital at Ann Arbor, for three weeks.

Mr. and Mrs. Malcolm MacGregor and son of Detroit were the Sunday dinner guests of Mr. and Mrs. Fred.

Mr. and Mrs. Charles Rogers and daughter Sally, of Ithaca, spent last week end with Mrs. Rogers' parents, Mr. and Mrs. Oils Jensen.

Mrs. Jensen, who is recovering from a serious illness, has been in bed again the past week with influenza, but is feeling some better.

Mrs. George Hake, Mrs. Kenneth and Mrs. Clyde Adams were the Wednesday luncheon guests of Mrs. Norman Barrons.

Mrs. and Mrs. Harold Westfall entertained the latter's cousin, Emma Ahen and friend, on Sunday.

Mrs. William Burnett was the Thursday luncheon guest of Mrs. Ray James.

Mr. and Mrs. H. J. Schrandt of Flint took over the Sunday guests of Mr. and Mrs. Robert Burns, of the occasion being Bobby's third birthday anniversary.

Mrs. Isaac Bond attended a meeting of the Parliamentary Study Club in the Board of Commerce building in Pontiac (Wednesday) afternoon. A lesson on "The History of an annual meeting" was demonstrated under the direction of Mrs. Charles L. Wilson.

Mrs. Fred D. Moser is spending the week with her daughter, Mrs. Marie Dulmus.

Mr. and Mrs. Glenn Greene and daughter Miss Genevieve Greene called on Mr. and Mrs. John Greene at White Lake Sunday.

Mrs. Francis Staples of Whitmore Lake visited Mrs. K. E. Griffith Tuesday. Mr. and Mrs. Staples expect to move into their new home on Shilavess avenue about June 1.

Mr. and Mrs. Norman Barrons and son Bill were the guests of Mr. and Mrs. Severus of Royal Oak last week.

William and Arthur Fulkerson of Detroit were Sunday guests of their uncle and aunt, Mr. and Mrs. Oils Jensen.

Mr. and Mrs. Charles Walling, Mr. and Mrs. William Burnett and Miss Marie Walling spent Sunday in Toledo with Mrs. Walling's sister, Mrs. Pearl Thibault.

Mrs. Walling remained, and will spend a week visiting, before returning to her home.

Rev. Postwick of the Reform Baptist Church was a Monday guest of Mrs. Oils Jensen.

Mrs. Arthur Lamb called on Mrs. Florence Bachelor at Walpole Lake Tuesday.

Mrs. Lloyd Gulien is spending two weeks in Washington, D. C. with her son-in-law and daughter, Mr. and Mrs. Bud Barker. A son was born to the Barkers about two weeks ago.

Miss Carol Harger of Albion col. is spending a few days with her parents, Mr. and Mrs. S. D. Harger.

Mrs. Grace Creamer, of St. Petersburg, Florida, was a guest of Mr. and Mrs. K. E. Griffith Tuesday.

Mr. and Mrs. Jack Thibault and Mrs. Inken of Detroit spent Thursday afternoon with Mrs. Oils Jensen.

Mr. and Mrs. William Hornath and son Billy spent Sunday in Bad Axe and Port Huron.

Mr. and Mrs. Kenneth Lord and son Howard spent Sunday with Mrs. Lord's sister, Mrs. L. E. Shand, at Atlas.

Mrs. Lora's sister, Mrs. Jean Storms, of the Epist Church, held their regular meeting Thursday at the church.

Richard Schreiber, son of Mr. and Mrs. Paul R. Schreiber, has returned to school, following a period of illness.

Miss Mildred Prindle, Miss Marguerite Moore of Lansing and Murray Moore of Detroit spent the week end in Trenton as the guests of Mr. and Mrs. Charles Thorburn.

Herman G. Nichols of Port Huron, spent the week end at the home of his parents, Mr. and Mrs. Floyd H. Nichols.

Mr. and Mrs. M. B. Pierce, Miss Ernestine Pierce and Al Pierce, were Sunday guests of Dr. and Mrs. Hazley in Detroit.

Mrs. T. E. Allen and Mrs. Phoebe Ross spent Tuesday in Pontiac. Miss Margaret Rudberg spent Tuesday shopping in Detroit.

Mr. and Mrs. Charles Thornton and daughter Nancy spent last Thursday at the home of Mrs. Thornton's parents, Mr. and Mrs. Harry Moore.

Mr. and Mrs. Paul R. Schreiber and Mrs. Edith Eddy, spent Tuesday evening at Masonic Temple in Detroit.

Mr. and Mrs. Rolfe Smith and small son are spending the week end about March 20, and will make their home on W. Ann Arbor street.

Mrs. Blanche Wright visited her mother, Mrs. Quinn, in Detroit, and Mrs. Roche and Mrs. Ross, Tuesday.

Mr. and Mrs. F. C. Zebornick had dinner, with Mr. and Mrs. Keith and Mrs. William Hogarth, Wednesday evening.

The West Farmington P.T.A. meeting will be held, March 15, at the home of Mrs. W. C. T. U. president of the Juniata Home for children at Pontiac will be the speaker.

Mr. and Mrs. William Hogarth entertained six couple at dinner Monday evening at the Book Club in honor of Mrs. Hogarth on her birthday anniversary.

Mrs. A. C. Clem and son of Seven Mile road were Sunday called at the Oils Jensen home.

Mr. and Mrs. John Shure, Jr. and Mrs. John Shure, Sr. were on Brookdale avenue, Sunday evening, after a two weeks' vacation in Florida.

Mr. and Mrs. Curtis Hall spent Monday evening at the home of Mrs. Hall's parents, Mr. and Mrs. Richard Huseell and Mr. and Mrs. Donald Huseell, who are on making their home in California.

Mr. and Mrs. Will Kratzer and daughter Thelma and Mr. and Mrs. A. W. Peck spent the day at Detroit. Dinner guests of Mr. and Mrs. P. C. Zebornick.

Mrs. Byron Lapham and infant daughter, Clara Ann, returned Sunday evening from Pontiac General Hospital.

Miss Catherine Storms is spending this week in Washington, D. C. with her sister, Miss Jean Storms.

The Farmington Township Civic Association is holding a card party at 8 p. m. at the home of the "Tops" Hall in the City of Farmington.

Louise Plackpoin of North Farmington returned home recently after spending the winter with Mrs. John J. Schulte during her recent illness.

OPERATOR LOCATES MAN 'SOMEWHERE IN EUROPE'

Completes Connection With Aid of Clues From Five Nations on Two Continents

"Somewhere in Europe." That was the information a long distance telephone operator in Charleston, W. Va., received when she was asked recently to reach a man who was known to be traveling in Europe.

New York Refers to London

The traveler's itinerary was on file at a bank in New York City. But it was a Sunday, and banks are not open on that day. However, the operator called up the bank in New York and found the janitor on duty. He gave her the telephone number of one of the vice presidents.

This man, in turn, placed the operator in touch with the manager of the travel bureau, and from him it was learned that the person desired was supposed to be at a hotel in London, England, on that day.

A call was then put through to the London hotel, where it was found that he had left the city previously for Paris. The hotel did not have his Paris address.

Reached in 2 1/2 Hours

The operator then called Paris, and, through the office of the Prefect of Police, was informed that the person desired had departed the day before for Geneva, Switzerland.

She was then contacted, with the aid of the Prefect of Police there, the party was located at a hotel and a call was put through.

"When you consider that this man was traced across the ocean and then over three countries and finally connected with me at a hotel in all in the space of two and one-half hours," said the Charleston man who placed the call, "it exceeds my admiration not only from a technical standpoint, but from a human standpoint as well. I think the persistence and resourcefulness of the operators who worked on the call cannot be complimented too highly."

In May, 1937 the run ration was discontinued in the United States. A Congressional bill provided that "an additional ration of coffee and sugar be provided for the blue-jackets at his first turning out."

Associations

By DOROTHY DOUGLAS
McMurrey Syndicate.
WVU Service.

MARY was very keen on anything bordering on associations, whether it was her sister's baby's first rattle or an erasable memosheet as she also harbored a hundred and one little brain memories.

It was quite natural, then, when Mary had the pleasure of her first trip to England and back that she should make a straight journey to the little Sussex village where her parents had courted and wed. For Mary was that somewhat chaotic blend of the human tree which divided its characteristics nicely between English parentage and American blood.

She was always collecting material mementoes as she also harbored a hundred and one little brain memories.

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Angna Enters, Mime, On Town Hall Series



Angna Enters, acclaimed almost unanimously by critics as the greatest feminine mime of our generation, will close the Detroit Town Hall series in the Fisher Building Wednesday, March 15, at 11 A. M. This brilliant creative genius of the theatre, who has been variously referred to as actress, mime, and penetrating satirist, and who plays to packed houses and standing room in New York, will bring her unique talents to Detroit for the first time in four years. Her new program "The Theatre of Angna Enters."

Celebrated on the stage, Miss Enters is almost as well known as an artist. Her Detroit visit will be unusually interesting because the Detroit Art Institute is sponsoring a two weeks exhibition of her paintings and sketches at the Art Institute, Grosse Pointe, opening March 15, the day of her Town Hall performance.

Gifted with unique versatility, Angna Enters also designs her own costumes, composes the music for a number of her sketches, and is the author of a successful book, "First Person Plural," which has been a best-seller since it was published a year ago. She has been

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Oakland County Park Best Attended in State

Total number of persons using State parks for winter sports reached 48,751 during the month of January, according to W. J. Kinzcoff, chief of the parks division of the Michigan department of conservation.

This figure, Kinzcoff pointed out, represents an increase of nearly 7,000 over the figure for January, 1938, when 23,000 persons used parks for winter sports.

Leading all parks in total attendance was Bloomer Park, number 2, a 47 acre park in Oakland county, one and one-half miles east of Rochester. High banks leading down to the valley of the Clinton river make it especially suited for skiing, tobogganing and coasting.

Second among the parks was Grayling with an attendance of 6,750. Wilson reported 4,450; Linton, 4,207; Dodge No. 4, 4,160; Bloomer No. 3, 3,310, and Dodge No. 10, 2,370.

Letters to the Editor MUST BE SIGNED

CHRISTIAN SCIENCE

First Church of Christ, Scientist, Detroit.

A branch of The Mother Church, The First Church of Christ, Scientist, Boston, Massachusetts.

Sunday Services at 10:30 a. m. and 7:30 p. m.

Sunday School for girls up to the age of 20 at 10:30 a. m. and 7:30 p. m. on Wednesdays. All are welcome.

Successful Poultrymen

Always buy a good grade of Chicks
Always keep them in good Equipment and
Always feed them good Feed

Your chances of succeeding will be better by feeding them either

LARRO CHICK BUILDER

or
Hexite Starter & Grower

Either feed will produce strong healthy birds in the shortest possible time

FARMINGTON MILLS

Phone 26

Enjoy a Better HOME

IT'S SIMPLE ARITHMETIC

If you have a free and clear lot or 10% in cash of the total of the cost of your house and lot you can get an F.H.A. mortgage. See us soon for further details.

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Farmington Lumber

Phone 20 and Coal Co. Farmington