

## 1941 LICENSE PLATE TO BE MAROON AND WHITE

Michigan's 1941 automobile license plate, first in the country to be designed according to the findings of science, will sport a maroon-and-white color combination, and will be of the same size as this year's plate.

This decision was reached Tuesday by law-enforcement officials of the state, meeting with Secretary of State Harry F. Kelly at the General Motors proving grounds near Milford. It was based on exhaustive tests made on the proving grounds by automotive experts assisted by state police and representatives of the Department of State.

For the full-year plate, white letters will be used on a maroon background. For the half-year edition, the combination will be reversed—maroon letters on a white background.

Visibility tests showed that the white figures on the maroon background were readable from a distance of 158.4 feet, highest rating of the numerous combinations used. The tests also revealed that a reduction in the size of the plate reduced visibility.

More than 100 police chiefs, sheriffs, state police, prosecutors, automotive officials and representatives of motoring organizations met in conference with Kelly, before the decision was arrived at by the law-enforcing officials. The secretary of state reviewed the

history of license plate development since he adopted the uniform numbering system one year ago. Reporting on the benefits of the new system, Kelly said it had saved the taxpayers \$60,000.00, and had done away with the ordeal suffered annually by motorists who had to wait in line, often out in the cold, to purchase plates during the rush period. Continued progress, based on scientific research, Kelly said, should enable Michigan eventually to produce a plate that would approach the ideal both as an aid to law-enforcement and as a decorative feature of the modern, streamlined car.

Recommendations that the names of counties be stamped on 1941 plates were taken under advisement, pending further tests.

### Old Shells Recovered

Unexploded shells are still being found in the war zone of France 18 years after the World War. A private company which was engaged six years ago to hunt and destroy them is still actively operating with headquarters in Coucy-le-Chateau near the emplacement of the "Big Bertha," which shelled Paris. Besides doing its own hunting, the company is informed of the accidental finding of shells. It sends its special trucks, fitted for handling explosives, and the shell is taken to the exploding ground. It has responded to 4,300 reports of found shells, which have led to its trucks bringing in 1,450,000 tons of "duds." During the same period it has destroyed over 100,000 tons of shells considered non-transportable.

Send in news items EARLY

## AT THE REDFORD THEATER



With Errol Flynn in the type of dashing role that had "Dodge City" breaking records, and Miriam Hopkins awarded the important leading role on the strength of her fine performance in "The Old Maid," Warner Bros. "Virginia City" promises to be one of the Redford Theater's major attractions of the season, when it opens Friday.

The background of the film is a page out of America's most gripping historical era, the West during the Civil War. The setting is the colorful, lawless "mushroom" mining town, Virginia City, during its rowdiest days. The theme recounts an authentic episode which Robert Buckner adeptly wove into the moving screen play. Michael Curtiz, one of Hollywood's most skillful directors, directed the production.

As a Union Intelligence officer, Kerry Bradford, portrayed by Errol Flynn, is sent to the new Virginia City to track down a gold shipment intended for the Confederacy, sent by southern sympathizers in Nevada. His romance with the Queen of Nevada's dance halls, Julia Haynes, Miss Hopkins' role, is short lived when the girl has him kidnapped and he learns she is a Confederate spy.

Bradford is taken prisoner on the Southern gold caravan, led by Vance Irby, played by Randolph

## WEST POINT PARK

Mr. and Mrs. Charles Hines and children of Detroit, were guests Thursday afternoon of Mr. and Mrs. William Zwahlen.

Mrs. George Welch spent the last week in Detroit visiting with relatives.

John Kitchen of Lansing, was the guest of his sister, Mrs. Jack Tallman, for a few days last week.

John Timmer of Muskegon, visited his brother-in-law, Edwin Johnson, over the week end.

Mrs. Gordon Vance was a visitor in Detroit, Friday.

Mr. and Mrs. Charles Hines and children of Detroit, were guests Thursday afternoon of Mr. and Mrs. William H. Zwahlen.

Ray Schofield and family of

Dearborn, called on Mr. and Mrs. Edwin Johnson, Sunday.

The Ray family of Hubbard avenue, have sold their home and are seeking a new location elsewhere. Mrs. Ray and daughter have joined relatives in Canada, while Mr. Ray and sons attend to the removal of their furniture.

Captain and Mrs. O. L. Duncan of Detroit, were guests Thursday night of Mr. and Mrs. William H. Zwahlen.

In honor of the 73rd birthday of Mrs. Margaret Martin, the Sunshine Sisters sponsored a potluck luncheon at the home of Mrs. Martin's granddaughter, Mrs. Edwin Johnson Wednesday. Mrs. Martin was presented with a number of interesting gifts. Following the luncheon, the Sunshine Sisters held their usual devotional service and attended to certain business matters.

Mr. and Mrs. Norbert Schmid, have moved into their new cottage on Shadydale.

Miss Shirley Zwahlen, with Miss Genevieve Green of Farmington returned home Sunday afternoon from New York City, where they spent the last four days visiting the World's Fair, and other points of interest.

Mrs. Gerald Pease and daughter Gloria, visited Mrs. Pease's mother in Detroit, Friday.

With the arrival of warm weather, an outdoor Sunday School, the Sunshine Bible School, has been organized by Rev. Gordon Cameron. It is held in and around the cottage occupied by Mrs. J. W. Ault, at 3:45 p. m. on Sundays.

There will be a class for adults, one for young folks in their teens, another for intermediate boys and girls and a fourth for kindergarten children. The work is expected to be carried on in such a way that it will not prove tiresome to any who are attendants of some other Sunday School. Rev. Cameron, the efficient teacher of the adults, is an elder in the Central Presbyterian church, Detroit, but carries on his work in an interdenominational way. His wife expects to look after the teen age group. Anyone, regardless of age or creed, is invited to attend this Sunday service.

Mr. and Mrs. Fred Hoyle and son David, of Detroit, were Sunday afternoon guests of Mr. and Mrs. Earl Redding.

Miss Doris Gilbert and Miss Mary Redding of West Point Park, were among the 1940 Seniors to go on the boat trip to the "Greater Buffalo," leaving Detroit at 10:30 Saturday morning, returning at 8 o'clock in the evening. Dancing and other entertainments furnished the chief features of the day.

Mr. and Mrs. Elmer Heichman were dinner guests Saturday evening of Mr. and Mrs. John Ling of Northville.

Mr. and Mrs. Marvin Adils and daughters Shirley and Jeanne; Mr. and Mrs. Harold McVicar and son Harold; and Mr. and Mrs. Gunt and daughter, were guests Thursday of Mr. and Mrs. Emil Teskha of Howell.

Mr. and Mrs. Emil Teskha of Howell were Sunday afternoon and

evening guests of Mr. and Mrs. Marvin Adils.

Miss Jeanne Adils gave a linen shower Wednesday evening, in honor of Miss Virginia First, who will be married June 15th. About twelve of her high school friends were present.

Mrs. Lucian Gilbert and daughter Doris, visited Detroit Friday on a shopping tour.

The two powers which in my opinion constitute a wise man are those of bearing and forbearing.—Epictetus

Simplicity of character is the natural result of profound thought.

## Sorensen Cow Completes New Official Record

A new record, exceeding the average of the Guernsey breed for her age and class has just been completed by a three- and one-half year old cow Cora Waneeta 472808 of Farmington, tested and owned by Charles E. Sorensen. Her official record supervised by the Michigan State College and announced by The American Guernsey Cattle Club is 1213.4 pounds of milk and 600.4 pounds of butter fat in class D.

What sweet delight a quiet life affords.—Drummond.

**If I HAD KNOWN HOW MUCH EASIER IT IS TO "HOUSE-CLEAN" WITH PLENTY OF "HOT WATER" WE WOULD HAVE HAD OUR GAS WATER-HEATER YEARS AGO!**

**Change NOW**

**TO A DEPENDABLE HANDLEY-BROWN GAS WATER HEATER**

Yes, ladies, why not install an Automatic Gas Water Heater in your home now. It will make housecleaning so much easier and you will enjoy having plenty of hot water on tap for quick, soapy showers... refreshing tub baths... sparkling dishes and glassware... easier home laundering... and all the other household needs.

HERE'S WHAT A NEW Automatic Gas WATER HEATER MEANS TO YOU

- IT'S FASTER
- IT'S BETTER
- IT'S CHEAPER
- IT'S CLEANER
- IT'S FULLY AUTOMATIC

**See IT TODAY**

LIBERAL TRADE-IN ALLOWANCE FOR YOUR Old HEATING EQUIPMENT

## CONSUMERS Power COMPANY

**THE HIGH SPEED KILLER THAT SOLVES THE RESIDUE PROBLEM**

# GENICIDE

**A NEW-TYPE CODLING MOTH INSECTICIDE NON-TOXIC TO HUMANS...SAFE FOR TREES**



GENICIDE is an associate departure from other presently used spray materials such as arsenicals, nicotine, fluorine, etc. It is revolutionary in its development and in its performance.

GENICIDE is the highly important answer to the two-fold codling moth and spray residue problem. To find a spray material that would adequately solve the problem, and scores of experiments as well, have been trying for many years. GENICIDE is the direct result of long and exhaustive research conducted exclusively by the laboratory and field organization of the General Chemical Company. It represents one of the most significant and successful research programs ever conducted on an insecticide.

To the commercial apple grower, GENICIDE is a most important development in the field of insecticides. It is non-toxic to humans and, therefore, is the long-looked-for solution to the spray residue problem. At the same time, GENICIDE excels all other codling moth sprays in killing speed and in all-around spray protection... and yet it is safe for the trees.

### SOLVES THE RESIDUE PROBLEM

GENICIDE reduces the residue removal problem to simple brushing or non-injurious washing. This means that when the GENICIDE spray schedule is followed, the cleanliness of the fruit will be for appearance only!

**4 YEARS OF ORCHARD TESTING IN PRINCIPAL PRODUCING AREAS UNDER SEVERE INSECT CONDITIONS PROVE GENICIDE'S ADVANTAGES**

Tested Against Lead Arsenate and Other Apple Spray Combinations  
**LEAD ARSENATE-OIL COMBINATIONS:** When GENICIDE, together with

an adhesive was tested against the combination of lead arsenate and summer oil, also against the various lead-oil combinations used in the Pacific Northwest, the result was a substantially greater yield of clean fruit with a "no" reduction in string fruit in favor of the GENICIDE schedule. Resulting higher market returns enable the GENICIDE spray schedule to compare in cost with lead arsenate-oil combinations and, in addition—

The GENICIDE spray residue was easily removed, whereas the lead-oil residue necessitated a complicated washing program to meet the tolerance.

**NICOTINE-BENTONITE-OIL COMBINATIONS:** The various nicotine-bentonite-oil combinations used in the tests fell far short of the GENICIDE schedule in the "back-out" of clean fruit. GENICIDE, since it is used in the same areas as lead arsenate or lead arsenate-oil, does not call for any additional applications. On the basis of the same comparison, the nicotine-bentonite-oil spray schedule requires at least one, and probably two, additional applications. In fact, the market value of the GENICIDE-sprayed fruit was so much greater than that sprayed with the nicotine-bentonite-oil combinations as to effect a substantial economy in favor of GENICIDE.

**NOTE:** Tests were based on the various spray combinations being applied in direct comparison under identical orchard conditions, such as location, variety, timeliness, etc.

Distributed Locally by

**FRUIT SALES AGENCY NOVI, MICHIGAN**

### 8 IMPORTANT GENICIDE ADVANTAGES TO THE APPLE GROWER

1. Non-toxic to humans and safe for the trees.
  2. Solves the residue problem and makes expensive, complicated washing programs unnecessary.
  3. Maintains the vigor of trees which increases yields.
  4. Steps up the market value of the crop by substantial increases in the percentage of clean fruit and premium grades.
  5. Simplifies handling of crop due to reduction in percentage of crop.
  6. Enables grower to clean fruit right on his own property.
  7. Does not interfere with soil productivity or growth of cover crops.
  8. Not objectionable to workmen.
- GENICIDE does not contain Arsenic • Lead • Fluorine • Nicotine • Pyrethrum • Rotenone
- GENICIDE IS AN ENTIRELY NEW INSECTICIDE WITH NEW CONTROL EFFICIENCY**

A PRODUCT OF GENERAL CHEMICAL COMPANY RESEARCH

**"I missed a lot, through Habit Buying, till I found this HUDSON"**

WRITES A RECENT HUDSON SIX BUYER

**SEE US TODAY FOR A BETTER DEAL ON YOUR PRESENT CAR**

We are trading liberally in this big Hudson year!

**ONE OF THE fastest sales gains in Hudson's 31-year history is taking place right now... largely because owners of the "other three" leading lower priced cars are breaking old buying habits, looking around, and finding a lot more for their money in Hudson.**

**LOWER PRICES... STARTING AT \$670**

for Coupe, delivered in Detroit, including Federal tax, not including state and local taxes, if any. Low time payment terms. Prices subject to change without notice.

**PRICE INCLUDES:** Patented Double-Safe Brakes—(if installed ever full hydraulic brakes through leakage due to corrosion or wear), just push farther on regular brake pedal and enjoy Dash-Locking Safety Hood, hinged at front, Handy Shift as starting wheel, New Cushion-Action Door Latches, AIRFOAM SEAT CUSHIONS (small extra cost in Hudson Six closed models, standard in all other Hudsons). And a small extra cost: Overdrive and Weather-Master Fresh Air and Heat Control.

HUDSON OFFERS TODAY'S WIDEST CHOICE OF FINE AUTOMOBILES... In Every Popular Price Class Beginning With the Lowest. Sizes or Eight... Every Popular Body Type... Extra Wide Range of Colors and Upholstery. Whatever Price You Plan to Pay, See Your Hudson Dealer For MORE CAR FOR YOUR MONEY

**Shaw Brothers**

20921 Oxford Ave. Farmington