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 He's just the proper size for your luncheon or gift table.
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 "SERVICE STERLING"
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 FARMINGTON, MICHIGAN

Men's Furnishings Store Is Opened

The E. R. Schweler Men's Wear store made its debut in Farmington last Friday morning — the first and only exclusive men's furnishing store in the city.

Located in the former Edison office on Farmington Road, the new addition to the city's business section is tastefully decorated with blond modernistic display and open show cases. The racks and cases Mr. Schweler had especially made by hand by a private cabinetmaker. The walls are decorated a neutral shade of soft green, against which the blond furnishings stand out distinctly.

Schweler, who likes to be called "Ed" — and wants the folks in Farmington to call him that — has installed a line of merchandise in keeping with the physical aspects of the store.

The store features such nationally-advertised brand merchandise as Van Heusen's shirts, Intervoven Sox, Dobbs hats and Hickok jewelry and belts. A line of footwear is also included. While the store will carry no ready-made men's suits, a custom-made service in this line complements other complete men's furnishings, including sport shirts, sport coats and jackets, men's slacks and underwear.

For the opening, baskets of flowers from other merchants and groups were arranged throughout the store. The well-wishers included the Kiwanis Club, the Farmington Radio Shop, Davis' Country Store, Milotte's, Howard Old Garage, Smith-Bradley Drug Co. and the Loomis Insurance Agency.

Other merchants who sent congratulations and flowers were Conroy's, Earl Vivier Oldsmobile, Farmington State Bank, Farmington Recreation, Buffet Bar, Hooking Club, Sanders' and Smith Shop, Farmington Dairy, Mac's \$5 to \$5.00, Loyal's Smart Apparel Shop.

CELEBRATES BIRTHDAY
 Mr. and Mrs. E. E. Euker, 2875 Haggerty Road, entertained the immediate members of their family at a dinner party on Friday, November 18, in honor of their son, Redford, who was celebrating his birthday.

UNKLE HANK '37
 IT'S FUNNY HOW FOLKS HATE TO HAVE OPERATIONS BUT HOW THEY LIKE TO TALK ABOUT THEM AFTER THEY HAVE 'EM.

Having the motor of your car repaired at the right shop is as important as having the right doctor for an operation. Don't take chances... depend on CURT HALL for the finest work in town, whether you desire a new motor or motor repairs. We have a financing plan for buying motors where no down payment is required.

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EVEN HUNGER CAN'T ERASE SMILE

SHANGHAI, CHINA — SOUNDPHOTO — Long lines of hungry Chinese at Shanghai smilingly wait their turn to buy rice, which is becoming in dangerously short supply as the Chinese red advance. Show is in danger of falling to the reds momentarily.

WEST POINT PARK
 By MISS L. A. AULT
 TELEPHONE FARM, 1461-M

Little Miss Ann Johnson, from near Redford, spent Thursday night and Friday with her grandmother, Mrs. M. E. Ault.

The Homer Coolmans spent last Sunday at the Schmidt farm, near Howell.

Donald, eleven year old son of Norman Kauranen, is recuperating from painful facial injuries when he was accidentally struck by a bat while on the grounds at Pierson School last Tuesday.

Miss Jeanne Craig from Detroit was visiting with her aunt, Mrs. Stanley Chavey, last Sunday.

Mr. and Mrs. Leslie Grundy were Detroit visitors Friday.

Charles and Norman Bolyard have returned from their hunting vacation.

The Edwin L. Johnsons, Clarita Ave, near Redford, left Friday evening for a week end stay with relatives at New London, Ohio.

Mrs. M. E. Ault was present at a family dinner given last Sunday at the home of her brother, Carl Borland, on the east side, Detroit.

Mrs. Norbert Schmidt, from near Howell, was visiting with her parents, Mr. and Mrs. Homer Coolman, Thursday.

Johnny Imonen, Hubbard Ave, had a serious attack of illness last week.

The Sandau children of Hubbard Avenue have been ill with severe colds.

Nancy and Dolores Varhol were numbered on the sick list this last week.

Miss Norma Judd is spending the week end with her parents in Detroit.

Mrs. George Houtz and her youngest daughter have both been ill with heavy colds.

The Lewises, Hubbard Avenue, spent Saturday evening with their friends in South Lyon.

Mrs. Lloyd Rhoades, formerly of Hubbard Ave, but now of Houghton Lake, has been visiting in this section.

Leo Cavillio has sold his bakery on Selwyn Mile Road and after a month will be busy elsewhere.

Ralph and Kenneth Houtz were included in a group of five hunters reported to have acquired a bear this last week as well as a supply of venison to bring home.

Mrs. Edward Brugman and her new little son, Larry Jon, returned home from Mt. Carmel hospital Wednesday.

In combination with a "Brush Demonstration" Mrs. Cecel Willet was hostess to the Sewing Club last Thursday. She enjoyed a fine turnout of neighbors and friends.

The Sewing Club will not meet again until after Christmas.

The Homer Coolmans have acquired a trailer-house and are preparing to spend a few weeks, covering the holidays, in and around Miami, Fla.

While the regular carrier was off on a hunting vacation, Mrs. Erwin Bohlinger was distributing mail on Route 2.

Friends from Rosedale Gardens were visiting with Mrs. George Welch Tuesday.

Mr. and Mrs. Marvin Addis and Mrs. Emerson Ault were Friday night guests of Mr. and Mrs. John Ackerman in Dearborn.

Mrs. Forrest Ault was at the Leo Woods residence near Inkster Thursday, visiting with relatives and extending birthday congratulations to her little year old niece, Roberta Woods.

Miss Patty Schult is reported a flu victim.

Mrs. Austin Ault was a downtown visitor Tuesday.

Mrs. Cecel Willet spent Saturday in Detroit.

Mrs. E. C. Imonen was calling in Detroit Wednesday.

By invitation, the Prayer-Bible Study Group of the Neighborhood Church met for hymn singing and prayer and Bible reading at the home of Mrs. George Welch Thursday evening. Mrs. Welch has for some time been an invalid and is bedfast most of the time.

From 8 until 9:30 Thanksgiving evening the Neighborhood Church will be open for any of the neighbors who wish to step in.

To keep up with the shortening hours of daylight, the Boys and Girls Group of the Neighborhood Church are now getting together at 4:30 p.m., which will probably be an established hour until spring.

All children of the neighborhood are invited to participate in the activities of the group.

The Neighborhood Church is still open for worship at 10:30 a.m. on Sundays. A very special service is being arranged for Sunday, November 25th.

The Sunshine Sisters held their Thanksgiving meeting in the Neighborhood Church last Wednesday afternoon, starting at 2 o'clock. A nice group was present to greet Rev. and Mrs. Waldemar home missionary workers, who were guest speakers for the occasion. Mrs. Waldemar also sang two beautiful songs. The inspiring program, full of encouragement to better things spiritually, was greatly enjoyed by all.

Birthday greetings were extended during the afternoon to Mrs.

Spencer J. Heeney
 Funeral Home

Our record through the years has been to always personally conduct each and every funeral from this establishment.

ESTABLISHED 35 YEARS

23720 N. Farmington Road Phone 0470

Stanley Chavey, Mrs. George Mid-dlewood, Mrs. Forrest Ault and Linda Muir.

Plans were made to relieve a needy family at Thanksgiving.

The next Sunshine meeting will be held in Neighborhood Church on Wednesday, December 1, at 1 p.m. "Christmas Planning" will be the topic.

Mr. and Mrs. Floyd Rogers of Bartlett Road are spending Thanksgiving with Mrs. Rogers' parents, Mr. and Mrs. C. A. Pihel of Rock-ford, Illinois.

From where I sit... by Joe Marsh

Television on the Farm

Buck Childs' home has become nightly popular ever since he got that television set—one of the few sets in our town, outside of Andy's Garden Tavern.

Not only do the kids stay home nights, but the neighbors drop in to see whatever's being telecast. And Buck and the missus always make them welcome, with a mellow glass of beer or ale (with cider and cookies for the youngsters).

While I guess everyone admits that television still has far to go, it's not hard to see that it will some day be as much a part of American home and farm life as the temperate glass of beer that Buck serves, and the hospitality that goes with it.

And from where I sit, anything that adds to gracious living in America—brings folks together for temperate, quiet entertainment—is a boon to this home-loving land of ours. (We're thinking of buying a television set ourselves!)

Joe Marsh

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Rural Tele-news

BARK THAT BITES—To test various types of insulating coatings for telephone wires, Bell Laboratories maintain a dense birch forest in New Jersey. Wires strung through the forest show how different materials resist the rubbing action of tree limbs under actual outdoor conditions.

50,000 GRAINS OF COAL—Did you know there was coal in your telephone? Actually, there are about 50,000 grains of it—behind the diaphragm of the mouthpiece. This is enough to cover a surface about the size of a dime. Coal is used in telephones because it can translate the vibrations of your voice into electric waves on wires. These waves can be sent to another telephone, where they are converted back into your "voice."

HANDY HUNTING GROUND—It's easy to locate a doctor, veterinarian, farm equipment dealer, feed and grain supplier or any of the countless other people you need to call at one time or another. They're listed by trade or profession in the Yellow Pages in the back section of your telephone directory. Make a habit of using the Yellow Pages and see how much time and effort it saves you day-in and day-out all year round.

MICHIGAN BELL TELEPHONE COMPANY
 Over \$12,500,000 postwar rural construction program means more and better rural telephone service.

RETURN FROM FLORIDA
 Mr. and Mrs. Arthur Gelstler, of Orchard Lake Road, have returned from a vacation in Florida. While there, they visited Mr. and Mrs. Thomas Whitcup in Orlando. The latter are former residents of Farmington.

Any old muffler won't do for your Buick

Even the best ordinary muffler can cur your car's horsepower as much as 25%.

Not so with a factory-engineered Buick muffler. Buick engineers designed this "straight through" muffler to do its job with only 2 1/2% loss in HP—ten times better performance.

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