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Six mechanics stand on the wing of the smallest all-metal man-carrying airplane in the world to test its strength at Van Nuys, Calif. An 800-pound midget racing monoplane, the baby craft has a wing span of only 18 1/2 feet, is four feet high and powered with an 85-horsepower engine. Lock-head pilots and engineers built the plane in their spare time as a hobby.

INSURANCE SUMMER NEEDS

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Quilted PATTEN

By Kay Knowlton

HERE'S NOOZE: The new Frigidaire Automatic Washer is being announced this week with much fanfare and blowing of trumpets, and the place to actually see one (you can reach right out and touch it) is Craig Appliances, Inc., 112 S. Woodward. This newly opened appliance shop has just about everything in the line of labor saving equipment, from the "Waste King" kitchen waste disposer to Home Freezers in the area you want—what's more, they're all in operation. You'll find a trip to Craig's both pleasant and profitable.

More and more of our better merchants are closing one full day each week to give their people better working conditions. From now on Brass Unlimited, Woodward Ave. at 14 Mile Rd., the home of solid brass fireplace fixtures, will be closed every Monday, but open every other day from 12 noon until closing. While you are on vacation let Brass Unlimited refinish your fireplace fixtures—they'll be buffed and polished so they come out just like new. Lots of our regular customers taken advantage of this unusual service and have been delighted with the results.

In order to get the beauty sleep you want (and need) during this summer weather, have your beds equipped with Spring-Aire mattresses by Wieldand's Fine Furniture, 523 N. Woodward. This is the first time since before the war that you can get special mattresses of all descriptions, from 80-inch jobs for that extra tall husband to extra-wide jobs for your aching sacroiliac. And you can have the corners cut out, if you wish, to fit that extra bed Aunt Sally left you. So be sure to see Wieldand's for Spring-Aire mattresses.

Did you know there's a perfectly wonderful new place right here in Birmingham to have a luncheon, afternoon bridge, or wedding breakfast? I refer to Mayans, Woodward Ave. at Oak St., where Mrs. May Hale is serving perfectly delicious food in an atmosphere that will do credit to you and your guests. Just call Mrs. Hale at 408-M to arrange for your next party, as Mayans has a private dining room that is a grand place to entertain. Luncheon served every day except Monday at 12 noon, and dinners from 5 to closing.

At last I have found a shampoo that really good for the hair—one that contains no soap and no alcohol. It takes only a dab or two of Nelle Creme Shampoo to whisk into a snow of lather that leaves your hair soft and shiny and really clean. Nelle Creme Shampoo contains a generous amount of lanolin, which means that grime, dandruff and excess oil floats away in the rinse water and, since there's no soap to leave a film, no vinegar or lemon rinse is necessary. Where to buy? Wabeck Pharmacy, located in the Wabeck Bldg.

A gal we know writes a daily column in the Honolulu (T. H.) Advertiser entitled "Miss Fixit" who is always finding lost dogs, stray cats, and soldiers' pocket books, but she has absolutely nothing on Baugh's Bike Shop, right here in Birmingham, when it comes to fixing things. Baugh's is located at 341 So. Woodward, but if you're having trouble with the washing machine or a bicycle, just call 3797 and they will pick it up right away. It's easy to understand why "Miss Fixit" is one of the most popular columnists we know and why Baugh's is so very popular in Birmingham.

For that little man in your life (ages 2 to 6) you'll be wise to choose an Apco Knit cardigan in blue or yellow, to match his anazzy two-piece suits. The place to get these handsome sweaters for very young men is Colonial Shop, Adams Rd. at Woodward Ave. Apco Knit garments, you know, are guaranteed to retain their color and shape no matter how many tubings you give them, and that, in itself, is a blessing. Miss Kirkland at Colonial Shop also has Apco Knit panties in sizes up to 10. Better stock up today.

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Formfit CREATION

RB SHOPS
142 W. Maple

Why Michigan Bell must ask for a Rate Increase

There has not been an increase in telephone rates in 21 years. From 1926 until 1937, our rates went down substantially. Except for even further reductions in local rates in a number of exchanges and decreases in toll rates, those 1937 rates are still in effect—despite the fact that the cost of almost everything... wages, taxes, supplies... has been going up.

For example, post-war wage adjustments alone have boosted our costs nearly \$11,000,000 a year, including settlements reached during the recent strike.

Actually, all our costs put together have gone up much faster than our income.

In the ten years since 1937, income has gone up 141%, costs have gone up 193% and our return on investment has dropped more than a third.

It's just simple arithmetic that 1937 rates won't work in 1947.

We've tried to make both ends meet without increasing rates. We've held off as long as possible. But now, we've got to ask for an increase—because it is absolutely necessary to protect our customers' service.

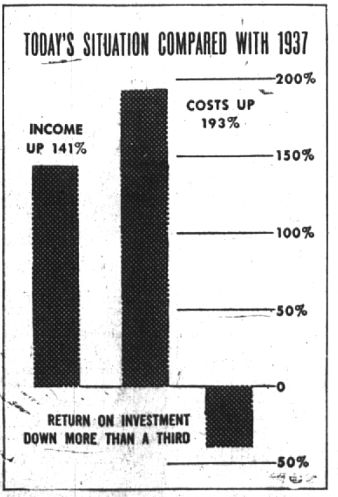
It will take a lot of money from investors to give more service and better quality service from here on. Investors will put up the money only if they are assured a fair return, which we cannot provide under our present rates.

So the future quality of Michigan's telephone service depends on raising rates enough to assure the financial stability of your telephone company.

That's why we're going to ask the Michigan Public Service Commission* for a public hearing to review our proposed new schedule of rates. During the week of August 3, we'll publish details of the

proposed rates throughout Michigan Bell territory. After that, we'll file the petition with the Public Service Commission.

Telephone service will still be a bargain at the proposed rates. We'd rather not be asking for an increase. But that's the only way we can assure our customers the kind of service they want. For 1937 rates won't work in 1947.



*The body established by State law and appointed by the Governor to regulate utility rates.

MICHIGAN BELL TELEPHONE COMPANY

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WOODWARD NEAR MAPLE

From where I sit... by Joe Marsh

Sam Helps with the Dishwashing

Dropped in at the Abernathy's last the other evening—and there was Sam, out in the kitchen with an apron on, helping his misus wash the supper dishes. (And then I learned later he'd helped cook the supper, too.)

Of course, Sam could have settled into his favorite chair, enjoyed his evening glass of beer, and left all the messy kitchen work to Dixie. But he kind of likes her company—and she in turn certainly appreciates his help.

In fact, sharing the housework and the mealtime chores is sort of a bond between them... like sharing that friendly glass of beer together, when the work is done. It's one of those little all-important things in marriage.

From where I sit, the time that a man and wife can spend with each other in this busy world today is all too precious. And the more things they can do together, the better.

Joe Marsh

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ON OUR ENTIRE STOCK OF

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PECK'S MEN'S WEAR

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