

**The Farmington Enterprise**  
 Established 1886  
 Hyman Levinson, Publisher  
 Chas. J. Lehmann,  
 Mgr. Commercial Printing Dept.

Published Thursday of each week  
 and entered at the Post Office at  
 Farmington, Oakland Co., Mich.,  
 as second class mail matter.

Subscription Price  
 One year in the U. S. \$1.50



THURSDAY, AUGUST 4, 1927

**EDITORIAL**

**INTELLIGENT ADVERTISING  
 BUILDS BUSINESS**

The world marvels at the growth of the American telephone system. Nothing has done more to put telephones in practically every American home, than advertising. Government owned telephone systems in Europe see no need for advertising. The taxpayer has to cover deficits, and there is no incentive for officials to maintain a growing telephone business and pay dividends to hundreds of thousands of stockholders.

To show why the American system grows, it is only necessary to read some of the advertising of a local telephone company. A good illustration is advertising appearing in Maryland newspapers during a recent month.

One advertisement appealed to the young person at school to ring up the folks at home and keep up the personal contact. Another, pointed out the cheer that is brought to parents when their young people who have gone out in different walks of life, make a "phone visit" instead of merely trusting to an occasional letter. Yet another, suggested that a young person away from home, when confronted by problems, gets comfort and help by ringing up the phone for advice.

All the advertising had the human touch and appealed to every member of every family. The American telephone system grows and gives the best and the cheapest service in the world, largely as the result of continuous and intelligent advertising.

**MACHINE AGE IN ROAD BUILDING**

Road building is now an international industry. America started the movement with its unprecedented use of automobiles. The machinery which made it easy to build a hundred miles of road, where formerly it was a task to build one mile.

The giant caterpillar tractors, graders, steam shovels and trucks move road material with such speed and ease that they make the efforts of the hordes of men required to build the Roman roads look puny by comparison.

Canada is following the lead of the United States in road building. A newspaper advertisement published by the Province of Ontario, Department of Highways, says:

"Don't apologize for Ontario's roads. The day is past when they do not compare with those of any other province or state. Road building to carry modern traffic, is a new science. It was in Ontario that the practice of putting on gravel or crushed stone in thin layers was first proven to be more economical as well as more safe to traffic. 'Feeding the road,' it was called.

"Ontario developed the asphaltic mixed macadam which is a hot asphalt mixed with gravel or crushed stone. In ten minutes after being laid, it is hard enough for traffic. Detours are not necessary while this construction is being put down.

"In building the highways, every consideration has been given to the safety of those who use them. The greatest factor of safety now lies in automobile drivers themselves—See that your brakes, lights and steering gear are in good condition—Practice caution at spots where danger may arise. Watch warning signs for crossroads, railroads or other danger. Be careful in villages or where pedestrians are using the roads. Be courteous in traffic."

Ain't nature grand. The old-fashioned girl who used to wear a sun-bonnet at the sea shore to keep the tan off her nose, now has a daughter who is all tan.

A pioneer is the fellow who can remember when the boys used to walk to and from work.

**Church Notes**

**First Baptist Church**  
 Rev. E. W. Palmer, Pastor  
 10:30—Morning worship and Communion service.  
 Sermon subject, "The Three-fold Walk of the Believer."  
 11:45—Sunday School.  
 7:45—Open Air Service in Town Park.  
 Sermon subject, "More Signs of the Times."  
 Come worship with us.

**St. Paul's Evangelical Lutheran Church, Clarenceville**  
 (At Switzer Road)  
 Rev. Paul Graupner, Pastor  
 9:30—Sunday School.  
 10:15—Confessional Service.  
 10:30—German service with Holy Communion.  
 Thursday, 8 p. m.—Bible Class.

**Evangelical Church**  
 Rev. J. Bollens, Pastor  
 9:15—Sunday School.  
 10:30—Services, English.

**CARD OF THANKS**

We wish to thank our many friends and neighbors for their kindness during our bereavement, and for the many beautiful floral tributes; also Rev. J. Bollens for his kind words, and Miss Lenore Bruder for music.

Charles Manzel,  
 Clarence Manzel.



**New Way to Dry Clean  
 Clothes at Home**

"I save many dollars by dry cleaning my clothes here at home. A few cents buys enough Solvite dry cleaning soap to save five to ten dollars. And it's no trouble at all—everything looks just like new when it comes out."

Everything around the home that would be ruined by ordinary soap and water can be quickly and easily dry cleaned and made to look like new. Just a little Solvite, the wonderful dry cleaning soap, dissolved in gasoline, will save you five to ten dollars and renew the life of anything you clean. Nothing fades, shrinks or wrinkles. Get Solvite at any drug store now—use it always and save many dollars.

**SOLVITE**

For Sale By  
 THE CENTRAL PHARMACY  
 THE SMITH PHARMACY



**THE SCOTCHMAN'S CHOICE**

ARE OUR FAMOUS  
**SEIBERLING  
 ALL-TREADS**

WHICH CONTAIN  
**MORE RUBBER  
 THAN OTHER TIRES  
 BUT COST LITTLE  
 IF ANY MORE!**



**A. C. WALLBANK  
 AUTO SHOP**

Phone 155 Farmington, Mich.

**Commissioners  
 Proceedings**

Meeting of the Commissioners of the City of Farmington, Monday, August 1, 1927. Called to order at 8:05 p. m. by Mayor Butterfield.

Commissioners present: Hogle, Bickling, Stamann, Gildemeister, Johnson and Russell.

Moved by Gildemeister, supported by Russell, that the City build all the new sidewalks contemplated for the present season. Carried.

On agreement the regular order of business was suspended and Mr. Strate of the County Drain Commissioners office was asked to explain the plan of taking care of the city sewer problems by using the proposed large drains.

The following resolution was submitted by Commissioner Bickling and adopted. That this commission approve in general the plan for sewers and drains as submitted for the city of Farmington by Mr. Strate and favor bringing the Grand River Avenue branch from the present river outlet to Farmington road.

Moved by Bickling, supported by Johnson that John J. Schulte, Jr. be employed as corporation counsel for 8 months to be remunerated on a basis of services rendered. Carried.

Meeting recessed until Monday night, August 8, 1927.

CARL HOGLE,  
 Acting Clerk.

**BIDS ASKED**

Bids are asked for the transportation of pupils of School District No. 2, Novi Township, to Farmington School, for the ensuing year.

Board reserves the right to reject any or all bids.  
 James Erwin, Director  
 Ed. Seelye, Moderator  
 Wm. Borchart, Treasurer.

You don't need to be in the army to protect your country; put out that camp fire.

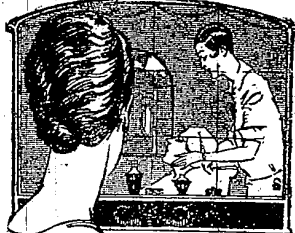
**"God's Sunshine"**

M. MARIE WALLING

I love the golden sunshine  
 As it softly gleams each day,  
 It brings much joy and gladness  
 To those along life's way.

It drowns all care and sorrow  
 And makes hearts light and clear;  
 It also helps to brighten  
 The shadows dark and drear.

To cease all care and worry  
 For sinners to atone  
 To know the happy sunshine  
 Gleams through God alone.



**AUGUST SPECIAL**

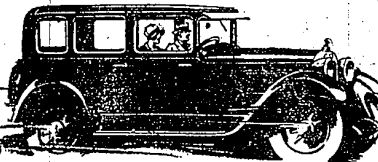
Hot Oil Shampoo and Wave, except Friday and Saturday—\$2.00  
 BELCANO Creams and Powders for sale—BELCANO Skin Balm is excellent for sunburn.

Open 9 A. M. to 6 P. M.

**The Dora Lou Hair Shop**

Phone 193 For Appointment Peoples' Bank Bldg.  
 FARMINGTON

**a new Hudson**



**on 118 inch wheelbase**  
 With the New High Compression  
 Anti-Knock Motor that turns  
 waste heat to power

Thousands have asked us to build a shorter Hudson Super-Six. They wanted in such a type the performance, sturdiness, reliability and luxury of the famous 127 inch Super-Six. So the 118 inch Hudson is built for them; and the 127 inch Super-Six is continued for those who prefer the longer car.

In every detail of motor, clutch, transmission, axles and four wheel brakes this new compact Hudson Super-Six is identical with the 127 inch models.

Two body types—the Coach and Sedan—are available on 118 inch chassis. They are richly upholstered and finished, and designed to give generous, even lounging passenger room.

Their lighter weight makes possible sensational performance with outstanding economy, nimbler operation in traffic and easy parking.

(118 inch wheelbase) Standard Models (127 inch wheelbase)  
 Coach \$1175 - Sedan \$1285 Coach \$1285 - Sedan \$1395  
 Custom-Built Models (127 inch wheelbase)  
 Brougham \$1575 - 7-Pass. Phaeton \$1690 - 7-Pass. Sedan \$1850  
 All prices f. o. b. Detroit, plus wear and tear tax

**HUDSON Super-Six**

Also a Special Full Line Display of  
 New Hudson and Essex Super-Sixes

**W. F. GOERS**

LAKE DRIVE GARAGE

FARMINGTON

**PROFESSIONAL CARDS**

**GEO. KUHN**

Paper Hanging Done at Reasonable Price—Quick Service  
 Also a Sample Book Newest Styles Will Call and Estimate Your Job  
 P. O. Plymouth, Mich.  
 R. D. No. 5, at Stark

**Dr. Wilbur H. Johnson**

Osteopathic Physician  
 At the Steele Residence on East Grand River Avenue  
 Saturday 2 to 3 p. m.  
 -Phones  
 Farmington 98 Northville 177

**DR H. E. BOICE**

PHYSICIAN  
 Office Phone 307; Res. 132-W  
 Office Hours: 2 to 4 p. m.  
 7:30 to 8:30 p. m.  
 Thurs. and Sun. by appointment  
 Farmington Mich

**Z. R. ASCHENBRENNER, M. D.**

Physician and Surgeon  
 Office Hours  
 2:00 to 4:00 P. M.  
 Evenings Except Sun. and Wed.  
 7:30-8:00  
 Office Phone 160  
 Residence Phone 265  
 Farmington Mich.

**Dr. E. J. Chaput**

Dentist  
 18629 Grand River Avenue  
 Opp. Redford Theatre  
 Hours: 9:00 to 12:00 a. m.  
 1:30 to 5:30 p. m.  
 Phone 349  
 7:00 to 8:00 p. m.  
 Redford Mich.

**GEORGE FULFORD**

Lathing - Plastering Contracts  
 Stucco Work  
 Phone 217 Redford

**Wells D. Butterfield**

Emily H. Butterfield  
**Butterfield & Butterfield**  
 ARCHITECTS  
 2847 Grand River Avenue  
 Detroit  
 Telephone Glendale: 8891  
 Pontiac Studio:  
 Phone 3687 - 15 W. Lawrence St.

**THOS. ARMSTRONG**

RUG AND CARPET CLEANING  
 3 and 5c a square foot  
 Farmington Mich.

**C. O. TENNEY**

Sheet Metal Work of All Kinds  
 Cor. Byron & Negaunee, near  
 Fourth Gate  
 Phone Redford 7027-R13

**YES, FOLKS, I AM BACK**

**Plumbing and Heating**  
 IF YOU WANT ME  
 Call Farmington Phone 85

**Henry Ludeman**

**C. O. Lueke**

CINDER SUPPLY  
 Cinders \$1.50 Yard  
 Call Farmington: 184

**E. S. HOWARD**

CARPENTER  
 Remodeling and Painting  
 Walled Lake Mich.

**RADIO? YES SIR!**

Installed or Repaired. It's Got to work, or NO charge  
**AL'S RADIO SERVICE**  
 Phones:  
 Redford 253; Farmington 25-F3  
 P. O. Box 250 Farmington

**H. C. WOOD**

Complete Landscaping Service  
 Tree Repair  
 Phone 223-F12 Farmington