

**The Farmington Enterprise**

Established 1888  
 HYMAN LEVINSON, Publisher  
 C. J. LEHMAN, Mgr. Printing Dept.  
 PHONE 23-82

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

Subscription Rates:  
 (In Oakland and Wayne Counties)  
 One Year \$12.00  
 Six Months \$7.00  
 Three Months \$3.75  
 Outside Oakland and Wayne Counties  
 One Year \$12.50

MEMBER:  
 National Editorial Association  
 Michigan Press Association  
 Oakland County Weekly Press Assn.



**EDITORIAL**

**ONE OUT OF OUR "FIVE"**

(Reprinted from our issue of August 2, by request of a number of Farmington citizens.)

With half of the summer season gone, as far as development is concerned, Farmington may well at this time take an appraisal of what has been accomplished thus far in this year that started with so many prospects for the good of this community. Many of them have to do with construction work and with three months passed and not more than three months remaining, it should be profitable to glance over the record.

The major items in the program for accomplishment this year, which would, it was felt, start Farmington on the road to growth and betterment, were as follows:

1. Widening of Grand River road from the Eight-Mile road to the Farmington Lumber and Coal Co. property.
2. Construction of the Farmington Drain.
3. Institution of a paving program.
  - a. Re-establishment of street-car service between Farmington and Detroit.
  - b. Extension of the Ten-Mile road pavement into the City of Farmington.

Reviewing these five, it must be confessed that the record of accomplishment thus far affords little cause for enthusiasm. The first, the widening of Grand River avenue, has dragged so long and so much difficulty has been encountered in obtaining property releases that unless something exceptional occurs, there is little prospect of the widening being done this year—or the next—or the next.

Similar handicaps have postponed the starting of the Farmington Drain, and although the opposing property-owners are not, like the owners of Grand River frontage, in a position to prevent the improvement, the necessity for condemnation proceedings has delayed the work considerably.

The paving program affords some measure of satisfaction, in that the City Commission is expected to pass very shortly on charter amendments to be put before the people in September, which will make paving possible next Spring, if approved.

The re-establishment of trolley-car service was accomplished within the last few days, and it is the one aim of Farmington that has fully been realized thus far.

As to the Ten-Mile road, matters appear at a standstill, and efforts to learn just when they will begin to move are fruitless. County officials are indefinite in discussing the matter and there is every indication that unless some vigorous action is taken by Farmington citizens, this, like other developments, will drag along until it is too late to do anything, this year.

Looking things over, then, we find just one out of five major ambitions of progressive-minded Farmington citizens achieved. And this one, it must be admitted, as due largely, not to active work, but to the fact that the Detroit Department of Street Rail-

*If Raindrops Were Dollars*

If raindrops were bright, shining dollars  
 And fell as the rain in the Spring,  
 No one would ever be wishing  
 Or longing for anything.

If we could gather these raindrops  
 As they gently fall from the sky  
 And keep them ever sparkling,  
 Just think of all we could buy.

But I'm not sure we'd be happy  
 After the gathering was done;  
 We'd always be longing for rain to fall  
 And never enjoying the sun.

—M. Marie Walling.

ways was convinced it would probably be cheaper to extend the service to Farmington and use the loop here, than to build a new one at a cost of \$15,000 at Five Points.

With but one in five projects come to fruition, it is patent that Farmington needs, and very sorely, a good deal of concerted, consecutive effort toward achieving its ends. A stronger, more closely co-ordinated work than has thus far been in evidence is necessary.

It was once said that Emerson was the sort of man who would advise his fellows to "hitch your wagon to a star," while Benjamin Franklin would advise one to be sure to provide the right kind of axle grease. Farmington hitched its wagon to five stars at the beginning of this year, and it is now readily apparent that we need not only some "axle grease," but a lot of good hard "push" behind the "wagon." There is always a good deal of talk in these affairs, about "pull." It is true that in these matters a little "pull" from above helps considerably over the rough spots, but that usually is not hard to find if those up above can see that there is a lot of "push" from behind. It's surprising how ready most folks are, especially those "higher-up," to add a little speed to any "wagon" that they see is "going somewhere."

**BANK VICE-PRESIDENT, ADVERTISING AUTHORITY, PRAISES NEWSPAPERS**

Edward Elliott, vice president of the Security Trust and Savings Bank of Los Angeles, is an authority on bank advertising. This institution has 54 branches in southern California, is 39 years old and has resources of more

than a quarter billion dollars.

Mr. Elliott says: "Some five years ago we made a thorough analysis of our advertising and found that we were spending a great deal of money on 'good will' and purely 'competitive' advertising in annuals, special editions, programs, and souvenirs. Some of it was legitimate and a small fraction of it worthwhile, but most of it was valueless and not a little of it 'hold-up' stuff. The bank apparently was regarded as an easy mark."

"Conference with representatives of two or three of the other banks in the city revealed a similar condition with them and a desire to remedy the situation. Accordingly a representative from every bank in the city was invited to a meeting to discuss the situation. Out of that meeting has grown the custom for representatives of the banks to meet for a discussion of advertising of this character. At first there was so much of it that weekly meetings were necessary, but as word got about that the banks were 'out' of this kind of advertising, solicitors kept away from the banks. This was a great saving of time for the individual banks and eventually a meeting every two weeks was enough to take care of the business. The result has been almost complete elimination of all advertising not based on merit with a consequent saving of thousands of dollars to the banks."

"The newspapers and established financial publications are fully recognized and without doubt a considerable part of the money saved from cutting off these unprofitable forms of advertising has gone into newspaper space."

"The Security Trust and Savings Bank, now in its fortieth year, was one of the earliest banks to advertise in the modern sense and has always been a liberal user of newspaper space. Five year ago when we discontinued a large part of our miscellaneous advertising, we immediately increased our newspaper space. We feel that no other medium so successfully keeps the bank's name before the public or produces better results."—Edson R. Waite.

*For the Twilight of Memory*

O! keen our pleasure Scottish lass  
 When you we chance to pass  
 A child we deem of promise rare  
 Prize conduct of thy parents care  
 Of precepts wise and council good  
 To mold a perfect womanhood  
 We bless the Fates that softening didst  
 Transplant the Margaret in our midst  
 With rapture we our tributes bring  
 And jewels on these pages fling  
 That from the depths of hearts were mined  
 And mental wealth of humankind.

And in the years that are to come  
 When twilight veils the sunken Sun  
 You'll linger o'er these pages then  
 And conjure up each face again  
 And chief will be the one who oft  
 Didst wave thee in her arms aloft  
 All shorn of socks and infant "duds"  
 And soused thy wee head free of suds  
 In the blue and white enameled bowl  
 Then laughing kissed to hush your "yowl".

He, next before your view will come  
 Who, daily when his toil was done  
 Released you from the old high-chair  
 And tossed you lightly in the air  
 Or liberated peals of glee  
 From you secured upon his knee  
 As, to mock cadence of the drone  
 His circling digit darted home  
 To thy tense "lummy" or your chin  
 In tickled protest spared to him  
 Who chaperoned you gaily, o'er  
 For sweets and "doo-dads" at the store  
 Rejoicing that you never knew  
 His sacrifices made for you  
 That mounted as the years waned  
 For higher needs your welfare claimed.

And as you dwell upon this page  
 Its azure faded pale with age  
 And I my journey have begun  
 In that far Kingdom that's to come  
 Happy strings I'll break in excess glee  
 If then you'll please remember me.

Herbert Simmons to Margaret MacBeth.

*They Should be DRY CLEANED*

Before you put away your summer draperies and hang 'em up the others, send them to us and let us dry-clean them by our new, scientific process.

It's wonderfully brightening, and lengthens the life of the draperies.

PHONE REDFORD 1254 FOR OUR TRUCK

"The SWISS WAY Pleases"

Cleaners **SWISS** Dyers

Grand River at Six-Mile Road

CHARLES KINGSLEY

"Calm contemplation is the high road to the development of character, if you read the signs aright."

We have succeeded in developing a service that approaches perfection in point of equipment and conduct.

**SPENCER J. HEENEY**  
 FUNERAL DIRECTOR  
 Phone 24 Farmington

BARBECUE, ROAST OR FRIED  
**Chicken Dinner**  
**90c**  
 Sunday and Every Day in the Week

Barbecue Pork, Beef or Ham Dinners—55c

All kinds of Barbecue and Toasted Sandwiches

**Original Old Southern Style Barbecue**  
 S. A. ENGEL  
 Grand River & Orchard Laké Rds. Farmington Junction

**Adults, Too!**  
 Need  
 PLENTY OF PURE, FRESH  
**MILK**  
 EVERY DAY. DRINK A GLASS  
 AT EVERY MEAL

**Farmington Dairy**  
 PHONE 135 FARMINGTON

**PROFESSIONAL CARDS**

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

**Dr. Wilbur H. Johnston**  
 Osteopathic Physician  
 At the Steel Residence on East Grand River Avenue  
 Tuesday and Fridays 9-11:30 a. m.  
 Phones  
 Farmington 98 Northville 177

**DR H. E. BOICE**  
 Physician and Surgeon  
 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 to 8:00

Office Phone 160  
 Residence Phone 265  
 Farmington Mich.

**Dr. E. J. Chaput**  
 Dentist  
 18629 Grand River Avenue  
 Opp. Redford Theatre  
 Hours:  
 9 to 12 a. m., 11:30 to 5:30 p. m.  
 Phone 249 Redford, Mich.

**GEORGE FULFORD**  
 Lathing - Plastering Contracts  
 Stucco Work  
 Phone 217 REDFORD

Wells D. Butterfield  
 Emally H. Butterfield  
**Butterfield & Butterfield**  
 ARCHITECTS  
 541 Owen Building  
 Detroit  
 Telephone Glendale 8891  
 Pontiac Studio:  
 Phone 3687 15 W. Lawrence St.

**ORVILLE TAGGART**  
 Teaming—Road Grading  
 Sewer Construction  
 Excavating and Light Trucking  
 Phone 35-F4 Farmington

**C. O. TENNEY**  
 Sheet Metal Work of All Kinds  
 Cor. Byron and Negunee, near Fourth Gate  
 Phone Redford 7027-R13

YES, FOLKS, I AM BACK  
**Plumbing and Heating**  
 IF YOU WANT ME  
 Phone Farmington 301W

**Henry Ludeman**

RADIO? YES SIR;  
 Installed or Repaired. It's got to work, or NO charge  
**AL'S RADIO SERVICE**  
 Phone 321 Farmington

**H. C. WOOD**  
 Complete Landscaping Service  
 Tree Repair  
 Phone 223-F12 Farmington

**MONUMENTS**  
 Direct from manufacturer to Consumer—No Agents  
**MILFORD GRANITE CO.**  
 Milford

Most of Farmington's Brick Homes have been built by  
**JOHN R. VIVIER**  
 MASON CONTRACTOR  
 Phone Redford 164

Gardfield 2303 Res. Euclid 8714  
**INTERIOR TILE CO.**  
 Tile, Walls, Floors, Fireplaces  
 Colored Tile a Specialty  
 4911 Joy Road, near Grand River  
 Detroit, Mich.

Bring Your Landscape Problems To Us  
 We specialize in Design  
 Your Satisfaction Is Our Success  
**JOHN H. GREENMAN**  
 Landscape Architect and Gardener  
 Box 463 Farmington, Mich.

**H. W. LOOMIS**  
 CHIROPRACTOR  
 22011 Grand River, Redford  
 Phone Redford 485