

# The Farmington Enterprise

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## Editorials

### Stealing

Every one of the many fruit-growers in this section will agree quite emphatically that the motor-car has not proved a blessing without its disadvantages, particularly at this time of the year.

What used to be a prank reserved only for small boys, who learned their lesson through the familiar endings of the green-apple songs, has now become a practice for hundreds of adults. Stealing apples has become so extensive that many fruit-farmers throughout this part of the State are forced to maintain a continuous watch from Saturday morning to Sunday night, to prevent their orchards being stripped of every bit of fruit.

The thieves—for they deserve no better name—prove to be mainly city-dwellers when their names are asked by the officers to whom they fall captive. If they were merely unthinking individuals attracted by the appetizing fruit as they drive through the country, and entering the orchards to get a few for immediate consumption, the condition would be troublesome, but not serious.

None of the roving fruit-thieves, however, seem to be content with just a few for eating, although they often plead that they took no more. Investigation just as often reveals a bushel or two hidden away.

Probably the growers are doing the most practical thing in settling the majority of cases by acceptance of money for the fruit taken. When charges are pressed, however, there is no reason why the thieves should not be punished just as other thieves are. If a couple of hundred or more dollars worth of fruit is stolen and started to drive away with the produce standing on the sidewalks in front of grocery stores, the commotion would be tremendous. Yet they would be no more guilty of thievery than those who now steal from the farmers.

"Eternal vigilance" seems to be the price of growing and harvesting a fruit-crop nowadays. More of the substantial fines that have been levied may help to make the unwelcome visitors realize that stealing is stealing, on a country road as well as on a crowded city street.

### Encore!

It is good news that the Farmington Players are to resume their work for the coming season, and that plans are more settled this year for presentation of a series of worth-while plays. It is particularly fortunate too, that the Players have been able to secure the active co-operation of Mr. Lloyd Gullen in the selection, production, and direction of plays.

Mr. Gullen will supply a requirement which the Players themselves undoubtedly felt was lacking last year—that of an older citizen of the community who could offer mature judgment and counsel to the younger members.

whose ambition has been most commendable. Mr. Gullen's participation in the organization's work will give it not only the added stability which is so desirable, but will increase very greatly the respect in which the Players group is held by the community.

The Players undoubtedly are on the threshold of greater achievement. Certainly the community cannot fail to support them whole-heartedly in their undertaking.

### More Than Money

E. T. Meredith, publisher, well said that it takes more than money to advertise. It takes more than merely cost to be an advertiser.

Back of successful advertising there must be integrity. Merchandise must be what it is claimed to be. It must do what it is supposed to do. The manufacturer must have the disposition to do more—to save his customers by developing new sources of satisfaction.

In a business developed through advertising, public goodwill is too valuable to be jeopardized by out-of-date policies or products. Leaders are able to maintain their leadership only by continuing to lead, which calls for unceasing improvement.

As a result, purchasers of advertised goods usually receive better value—articles that are more highly perfected, that reflect the latest advances of science, saving time, labor money or promoting comfort, pleasure and convenience.

Advertisers, because the value of goodwill increases in proportion to the scope of business, must go farther to insure the satisfaction of the customer or final user of their products. Only a few years ago, many advertisers featured their guarantee as prominently as the merchandise. Today a guarantee of satisfaction is so generally assumed that it is seldom mentioned. We have reached the point, in fact, where in reliable publications, every advertising statement has the same force as the guarantee of recent memory.

Yes, it takes a great deal more than money to practice the Golden Rule.

### Keep Up The Good Work

During 1927 and 1928 fire losses in the United States showed an appreciable reduction, in comparison to former years, in spite of a large increase in the total value of insured property.

This would indicate that the gospel of fire prevention is at last beginning to bear fruit. Through building inspection, better building codes, improved fire departments, better water systems, fire prevention weeks and similar activities, every citizen in this country has been given a knowledge of the menace of fire and the tragic magnitude of fire waste.

The recent fire in the Cleveland Clinic, which took 124 lives, has given us a terrible object lesson. It is now officially claimed that the fire was the result of care-

lessness in storing and guarding films. Every home or building fitted for human occupation presents hazards which need constant watching.

The two years' decrease in the fire loss is hopeful, but not conclusive of permanent improvement. The waste, both in lives and property, is still tremendous and inexcusable. It is the duty and privilege of every citizen and public official to do his part in the war against fire.—The Manufacturer.

### The Real Remedy

The one sure remedy for grade crossing and highway automobile accidents is safe driving. Accidents generally result from carelessness or incompetence. Instead of burdening the people with compulsory insurance legislation and tax issues to eliminate all grade crossings, educate the public and enforce traffic codes.

Reckless and drunken drivers should not be allowed on the highways. They are a constant menace to life and property. Those who dash across grade crossings and give no heed to traffic regulations should, after warning, be deprived of licenses.

The railroads of the country, in their great work to reduce accidents, have succeeded in every phase of the problem but grade crossing collisions. It takes an average of seven seconds for a train to pass any given spot. Yet every year thousands of people, unwilling to wait the seven seconds, lose their lives.

Accident reduction is mainly a matter of teaching drivers when step on the brake instead of the accelerator.—Industrial News Bureau.

### CLARENCEVILLE

Mrs. Fred Menke, Phone 25252  
To reorganize the P. T. A. of Clarenceville School District, a meeting will be held at the Central School, Base Line road, on Friday evening, September 27th, at 8 o'clock, promptly. Talk by P. T. A. work, election of officers and a social time is the program. A cordial invitation is extended to all parents, teachers and friends to be present.

Mr. and Mrs. C. J. Billing and family spent Saturday visiting in Detroit.

Clarenceville I. O. O. F. will hold a dance at the Oddfellows Hall, Base Line and Grand River Saturday evening, September 28. Mitten State Boys Orchestra. All are invited to attend.  
Honoring her niece, Miss Ellen Mae Dnnnelly, an early Fall bride-elect, Mrs. William S. Kenyon was hostess at a linen shower for 20 guests at her home, September 19. Orchid tapers and yellow and white flowers were used for table decorations.

### 4-H CLUB POTATO MEET TO BE HELD SATURDAY

The 4-H Club potato boys of this county are planning a visit for the Percy Kings of Waterford, Saturday, September 29, at 1:30 p. m. The purpose of this visit is to do some first hand work on the selection and storage of potato seed and the selection and exhibition of their project.

It is drawing near the time for the boys to exhibit their potato project samples at Pontiac and local shows and for this reason many are interested in getting information on this work. It is expected that every boy will have a sample of his project to complete his summer work.



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