

# The Farmington Enterprise

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## Editorials

### We'll Be Ready

Farmington may well lay claim to having a progressive spirit as a result of the vote on the sewer bond issue Monday. It is doubtful if any city or village hereabouts has ever approved a public improvement by a vote so impressive, more than seven to one. The number of votes cast, too, added an extra measure of satisfaction. It was larger than had been expected and was half the usual vote in the last presidential election, which is very good for a bond issue.

The one hundred and fifty-two people who voted for the proposition did so for various reasons. One considered it advisable largely in order to ward off the possibility of the County constructing in Farmington a million-dollar sewer, with consequent large assessments. Another's best reason was the offer of participation by the State in the Grand River sewer to the extent of \$6,000, while still another held the present low prices of contractors a factor of first importance. And many expressed the belief that the first and greatest need of any growing community, or one likely to grow, is a good, adequate sewer system.

All of the reasons were good ones, and each one was sufficient in itself to justify voting "yes." The State may widen Grand River to Farmington, new residents may come here and build homes, and the downtown section may be built up with new business structures requiring greater sewer facilities. Farmington will be ready for them.

### Cleaning Time

"You can lead a horse to water, . . ." is an old and familiar saying. And the city officials of Farmington, or any other city, may declare a "Clean-up Day" once or twice a year, but it's up to the citizens themselves to really clean up and make the day a success.

Farmington is going to have two days for the cleanup this spring, next Tuesday and Wednesday. The dates were set with the idea in mind of affording residents the greatest possible opportunity to get ready. It was believed that the week-end would provide the best opportunity to do the actual cleaning up, with Monday evening during which to set the rubbish and other unwanted articles out along the edge of the roadway.

It is most agreeable to have visitors in our city exclaim, "What a clean little town." It is also pleasing to the eye, and a matter of satisfaction to us who look upon our own place of living nearly every day of the year, to see it neat and tidy. Farmington residents undoubtedly feel this way about it, for previous clean-up days have always been successful.

Incidentally, it looks as though the City officials themselves might have a bit of "clean-up" work on their hands, for some spots within a very short distance of our main corner are very much in need of attention. In some cases it is public ground that requires

cleaning up. These places are in such plain view of visitors, and so needful of a cleaning, that it cannot but reflect upon the whole town if they are not soon cared for.

### In Our County Seat

Some months ago it was remarked, following Pontiac's achieving front page space every day for a week in Detroit newspapers, that things looked "pretty putrid in Pontiac." Others apparently shared this opinion.

Now we find a federal judge severely condemning conditions in the county seat, declaring those conditions to be disreputable and directing federal officers to make further investigation. This is in itself an indication that things must be pretty bad, for seldom does a federal judge find himself called upon not only to criticize from the bench officials charged with enforcing the law, but also to utilize his power of bringing about an investigation that will lead to correction.

The rest of the County is interested somewhat because Pontiac is the County seat, but more especially because the presence of such conditions as indicated, anywhere in the County, is a matter of concern to all the County.

Residents of the County outside of Pontiac read with interest the reply made by Prosecutor Norman C. Orr to the judge's remarks, and are glad that the County officials, if not those of Pontiac City, have something to say for themselves. One could wish that Mr. Orr, in his answer, might have reported on the part of his office action as positive and definite in regard to other forms of vice as he did in reference to liquor. Most of Mr. Orr's reply has to do with letters he wrote on the liquor situation.

To one of his assistants and the Pontiac police chief. But "vice" includes much more than liquor law violations, and Federal Judge Moinet certainly was not condemning the liquor situation only. Indeed, the particular kind of "vice" that occupied attention in the cases before Judge Moinet was not connected with liquor law violation at all, except possibly indirectly.

Mr. Orr's statement would have been much more effective, too, had he indicated not merely that he made one of his younger assistants "strictly responsible and accountable for a period of six weeks from this day" (last August 12), but also that he followed the matter up closely to see what happened at the end of six weeks—whether the assistant proved efficient and remained in charge of this work, or proved inefficient and was relieved of the task and an improvement made.

This County and this particular community has in the past held and expressed exceptional confidence in Mr. Orr. It still holds such confidence and wishes to keep on holding it. It hopes that further investigation will cause this confidence not only to continue, but to be increased.

It must be remembered, however, that located as we are, on the borders of a large metropolitan district where things may

at any moment get out of hand (if, indeed, they have not already), Oakland County's situation is one which calls for not only unusual talent, but also unusual energy and vigilance in dealing with those outside the law.

### Those Tigers!

The Tigers lost seven games in a row. Then, perhaps because they thought the fans couldn't stand it any longer, they themselves couldn't stand that, so they went back to losing again. Faith, it seems, may move mountains, but it won't win Detroit a pennant, even once in 20 years.

### 'Find The Hook'

"What's the 'hook'?" The inhabitants of every newspaper office nowadays have the opportunity to enjoy a pleasant little pastime that might be called "finding the hook."

In every mail comes a goodly portion of material designed to make newspaper readers, whether they realize it or not, "conscious" of the existence of something, and their supposed need for that something. In other words, purveyors of almost everything under the sun are flooding newspaper offices with "news stories" which include somewhere within a them a reference to what these people have to sell. Of course, the real purpose of the article is in each case concealed as effectively as possible, in order to avoid the short route to the waste basket.

Some of the subterfuges are very clever. Almost all of them pay a very handsome tribute to the value of newspaper space by their willingness to prepare a whole column of material in order to squeeze in just one line, even sometimes only a word, that will give publicity to their product. Many of them are very cleverly done.

In an envelope bearing some such name as "National Science Traffic Protective League" comes a supposedly scientific treatise on the traffic problem. Within is an article three-quarters of a column long. We are entertained by a history of the rise of traffic problems, and a description of present conditions. We learn from it that "people are beginning to chafe at unnecessary delay and to look askance at their local governments." Which gives us a clue to the "racket," for four paragraphs farther on we read that "new methods of (traffic) control are appearing . . . mechanical marvels that give traffic flexibility of movement." In other words, an advertisement under the guise of a news story, very evidently prepared for the purpose of inducing people to demand of their officials that these new "mechanical marvels" be installed in every town.

Wouldn't any newspaper editor be just "tickled pink" to have a famous movie star write for his newspaper free of charge, 16 whole columns, telling all about how she keeps her "slender curves," all illustrated with eight different pictures of the movie star in gymnasium and bathing suit poses? Of course he would! And so he looks over a bulky proof-sheet entitled "Hollywood Offers New Safe and Sane Diet," "An Illustrated Health and Beauty Feature That Will Appeal to Every Woman In Pursuit of the 1930 Silhouette." "Exclusive local rights (in italics) are offered free to the editor who is wise enough to grab it up" quickly by mail or telegraph.

But it looks too good to be true. There must be a hitch somewhere and there is. In the suggested menus which accompany each of the articles by the movie star (who probably has never seen them), neatly slipped in just be-

fore the coffee is the "specification" which we seek—it's candy. Sometimes it's caramels, sometimes it's fudge, but there's no day without its candy. Most of the time just one or two pieces are required, but now and then a bold "3 pieces candy" appears. Apparently the sweets manufacturers feel that it's time the feminine public was reaching for a sweet—and getting it. There was a news bureau that started out to oblige newspapers in all of the States with "news bulletins from Washington, free of charge. When the tariff had been made the bureau apparently was unmade. And there was that much more room for other "news" of the same kind—in newspaper waste-baskets.

## CHURCHES

Evangelical Church  
Rev. A. A. Schoen, Pastor

Sunday School, 10 a. m.  
Services at the usual hour.  
Rev. S. Lueckhoff of Detroit will preach.

Ladies' Aid meeting Wednesday afternoon. Mrs. Duffy of Detroit will be guest speaker. League meeting Wednesday night.

Mother and Daughter banquet May 14.

Our Lady of Sorrows Church  
Rev. James A. Callahan, Pastor

Sunday masses at 7 a. m., 8:30 a. m. and 11 a. m.  
Daily mass at 8:00.

Clarenceville M. E. Church  
Rev. Robert Richards, Pastor

10:30—Morning worship  
11:30—Sunday School  
7:30—Evening service.

Baptist Church  
Rev. E. W. Palmer, Pastor

10:30—Communion service and reception of new members.  
Sermon: "Is There A Substitute for Personal Work?"

11:45—Bible School with classes for all ages.

6:30—Young Peoples Hour. The Novi B. Y. P. U. will present a play. All are invited.

7:30—Evangelistic service.

"What Is Your Life?"

St. Paul's Evangelical Lutheran Church, Clarenceville  
(At Switzer Road)  
Rev. Paul Graupner, Pastor

9:30—Sunday School.  
10:30—German service.  
8:15 Thursday—Bible class.  
Everybody welcome.

St. Martin's Episcopal Mission  
Lenore Ave., 3 blocks south of Grand River, Five Points

Morning service, 10:30.  
Sunday School, 11:30.

Methodist Church  
Dr. H. Addis Leeson, Pastor

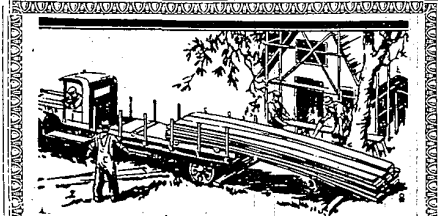
On Sunday evening at 7:30 an educational interest and value will be added to the service by presenting the two reel film by

Walter Hastings on "Michigan Mammals." These studies of the wild life of Michigan are very fascinating and remarkable in the immense time and skill necessary to make them.

Dr. Leeson, the pastor, will preach in the morning on the subject "The Wayside Gospel," a meditation for those who hear the call of the road as the summer comes on.

Groveland Has 674  
The population of Groveland Township, County of Oakland, State of Michigan, as shown by a preliminary count on the returns of the Fifteenth Census, taken as of April 1, 1930, is 674, as compared with 662 on January 1, 1920.

The figures are preliminary and subject to correction. There were 98 farms enumerated in this area.



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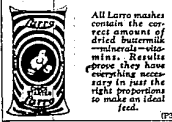
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Clarenceville Office and Yard—Phone 1

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Farmers will find us with Seed Corn, Seed Oats, Seed Barley and Field Grass Seeds. We are all ways in the market to buy for highest cash prices their grains, hay, etc.

Bakers have been supplied daily for years with Commander Bread Flour, Delight Pastry Flour, Whole Wheat Flour, Graham Flour, Corn Meal, etc.

## Farmington Mills

Phone 26 "The Modern Mill of Oakland County" Farmington