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EDITORIAL

FARMINGTON BANKRUPT?

Farmington bankrupt? It seems a fanciful thought, and literally it is hardly possible. But this suggestion of an observing citizen is not all fancy, and Farmington may well feel something akin to financial stress if what the fears should occur.

The prospect of "bankruptcy" for Farmington lies in the possibility that the Grand River widening may fail to materialize west of Farmington Junction. In that event, this citizen has suggested, "If we have to build that road, it will bankrupt us."

The point is clear enough. Grand River cannot be left in its present condition. If the State does not rebuild the road, Farmington will have to do it. And no pavement of the present width will suffice. The new road must be three times as wide as the narrow strip of patches that now passes for a highway.

To build such a road would certainly be a tremendous burden to the people of Farmington. It would be an unjust one, too, for it is through traffic that would to the greatest extent require and use the wider highway. Everyone realizes it should be built by the State. The State is hampered, however, by the refusal of property-owners to release their frontage.

Should the situation continue at its present impasse, Farmington taxpayers may suffer severely, and none more severely than the very owners of frontage whose attitude has thus far done much to prevent starting of work by the State.

ANOTHER SERIOUS PROBLEM
FOR FARMINGTON

Satisfaction over the coming re-establishment of street car service between Farmington and Detroit is counter-balanced by the prospect of loss of the freight rail service that has been Farmington's means of obtaining large quantities of freight for 30 years.

This is a serious problem, for if Farmington must have its freight hauled from Orchard Lake or Northville, which have been suggested as alternate routes, rates will necessarily be substantially increased. Not only every large user of freight, but every person in Farmington who uses commodities hitherto brought to Farmington on freight cars, will feel the difference. The change would affect not only coal and building materials, and the dealers therein, but the schools, for instance, getting coal by the carload—the City, receiving carload shipments and all other quantity shipping.

Just how this problem can be solved is a matter that is puzzling not only companies interested in Grand River freight shipments, but railroad officials and others. Farmington citizens would do well to interest themselves in this situation that in the last analysis, affects them, as consumers of the freight, more than anyone else.

You have learned everything essential about the youth if you know whether he calls himself a college student or a college man.

MY DREAM HOUSE

Oh, the House Of My Dreams is a wee little place
 Nestled 'way down 'mong the hills;
 Green is the grass that covers the lawn.
 Walks are bordered with daffodils.

The flowers that bloom are of every shade.
 And colors are all combined;
 There's a climbing rose around the gate
 And over the fence entwined.

Morning glories with wide-open eyes
 Peep in at the windows too;
 But the holly-hocks I like the most.
 They're made up of every hus.

Some are large and some are small,
 But beautiful so it seems;
 Perhaps the reason I like them best—
 They surround my House of Dreams.

—M. Marie Walling.

WHERE A LIGHT IS NEEDED

Probably the most dangerous job any police officer in this section has is that of Deputy Sheriff Lee Doyle on Sunday nights, when he handles traffic on Grand River in front of the lumber yard, where the double-pavement ends. Breaking two or three solid lines of cars and joining them into one is a task difficult enough under good conditions. Under the circumstances that prevail at the spot mentioned, it is extremely hazardous.

There seems to be no way in which to prevent the drivers from forming two or three lines down Grand River as far as they can do so. Those in a hurry always consider it worth while to try to get ahead of even one or two machines here and there. To keep them in a single line between Division street and the Jumber yard would probably be a considerable job.

It is possible, however, to greatly reduce the danger to the officer on duty, by installing above his post a powerful overhead light with its rays directed down toward the pavement. These have been used elsewhere in dark corners and are effective in protecting the officer. Many motorists do not realize there is an officer on duty at the lumber yard crossing until they are almost upon him.

In the interest of protecting the officer's life and limb, as well as facilitating his difficult job, a light should be installed in front of the lumber yard for use on Sunday nights. There will be little excuse if something serious happens merely because of lack of one light.

DOES IT PAY?

Advertising has made the Victoria dog famous.

It has made the cash register a big brother to retailers all over the world.

It has introduced the world to substitute for sole leather.

It is displacing the truck horse with 4-horse-power trucks.

It has helped you to an appreciation of Stetson hats, Walk-Over, Douglas and Emerson shoes.

It has made the hand-written letter an oddity in business.

It has put Castoria down your throat, left bristles in your gums, and then came along with a rubber set and took them out.

It has put a Gillette against your haystack.

It has put Marine in your eyes, sold you Cuticura for pimples, Pears for the bath and Ivory for the tub.

It has jammed your feet into Holeproof sox, put Paris garters on your legs and Tiffany rings on your fingers.

It has stuck Robert Burns cigars between your teeth, worn out your jaws on Wrigley's and posted you on what to buy to cure corns, warts, bunions and ingrowing nails.

Go anywhere you want to, do anything you wish and advertising has had a hand in it absolutely.

And some people ask—Does advertising pay?—Rochester Clarion.

So valuable was the Mexican cacao bean up to fifty years ago that the entire populace of Mexico used it as money. One bean passed for a cent.

SAYS CANDIDATES WHO
ADVERTISE IN PAPERS
CAN BE DEPENDED UPON

Back in the old days of personal journalism, it was not necessary for a candidate for public office to spend his money in newspaper advertising, because the newspapers felt called upon to render their support for the favorite candidate.

Ethics of the newspaper business today, however, can see no reason why one candidate should be boosted to the exclusion of other candidates any more than one grocer should receive all the favorable comment from the news paper.

This changed attitude—and the change is for the better so far as the newspapers are concerned who really wishes to reach the public to buy advertising space in the newspapers and lay his principles and platform before the public.

The voters today do not waste time in attending political rallies and public speaking. There are too many counter attractions, and the voter prefers to read what the candidates have to say and form his opinion without the aid of red fire and blaring trumpets. His judgment is cooler and his decisions are then based on logic and not on some catchy phrase.

The candidate who advertises his platform in the newspapers shows an honesty of purpose and a willingness to put in writing what he stands for. Such a campaign has more dignity, and more strength, than a campaign of innuendo and spoken words alone.

The candidate who advertises like the merchant who advertises, can be called to account in the event his advertisements are false. The candidate who gives only verbal promises generally leaves a good many loopholes for escape; it is easy to get across to the listener; there are a dozen things that might give him the chance to say: "I was misquoted." But the aspirant for your vote makes his promise in print where he can be held to those promises.

When you hear a candidate criticized because he is declaring his platform through the newspapers, just remember that he is trying to give you an honest idea of what he stands for, in black and white, and that he is entitled to consideration on that point—Exchange.

American influence in Hawaii doesn't seem to have speeded up life on the islands as much as it has in some places. The young bloods over there have gone in for turtle racing, and a speeder is a turtle that can cover 100 yards in four hours.

The 9,000 masterpieces in the Louvre are to be tested to learn how many are originals and how many copies. It will prove that the authors of the forgeries certainly knew how to throw paint as well as the old masters.

The prince of Wales is a wise young gentleman. He specializes on horses and comedy and does not permit himself to be drawn personally into discussions of battleship ratios and possible tragedy.

To shoot a projectile to the moon it would be necessary for it to have a velocity of seven miles a second. The average big gun can give the speed of only about one-hundredth of that rate.

There are few more distressing sights in this life than that of the professional humorist on vacation and trying to think of something light and different to say on 19 postals.

Modistes claim they can make the stoutest woman appear slender. Perhaps they can, to the imagination and to friendly eyes.

The Bible is the only book which is never off the press.

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