

The Farmington Enterprise

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Editorial

A GOOD WORK WELL DONE

Farmington may well be proud of its passage on Tuesday by a substantial margin of the amendment to permit assessment, for paving according to benefit. The vote of 70 per cent, ten per cent more than was required, indicates unmistakably that this community stands for progress.

It does not mean that the streets of this City may be already regarded as certain to be paved, but it should mean a 1929 paving program, for those streets on which the residents care for the improvement. It should give the City Commission a great measure of confidence in proceeding to make improvements without which the town can hardly hope to progress very far.

A number of streets in Farmington should be paved by this time next year. May they be fine, smooth thoroughfares, and may they be followed soon by many others.

HE DESERVED BETTER

Now that it's all over, we can paraphrase Nathan Hale and say that our "one regret" is that not a single vote in Farmington could give even one vote for our country's comical candidate for president, Will Rogers.

He deserved better at our hands for he made the campaign thoroughly enjoyable. Almost every day he had a hearty laugh for us, and every week a whole flock of them with his "Anti-Bunk" party campaign, in "Life" magazine.

Nor was it all nonsense, for more often than not his whimsical observations were more penetrating than the serious writings of others. While most of us were content with the prosaic prediction that it would be a "walk-away," Will, in his picturesque way, on Tuesday told us in a few brief words, and with almost uncanny exactness, just what was going to happen—and told it charmingly. "This is going to be the greatest lesson in geography that New York City ever had," he said. "They never knew how many people live west of the Hudson River." Only those who have lived in or around New York, and know how many of its people believe that Buffalo is the "far West," and that we of this section live among Indians and cowboys, can appreciate the keenness of Rogers' insight, and the sharp accuracy of this smiling remark.

But perhaps the master stroke of all was the telegram he sent his magazine campaign-supporter, advising "Life" to send a telegram for him to the winner. And whether Hoover or Smith won, the telegram was to be the same: "Heartiest congratulations on your great victory," and, "You will be a great president." And as if that were not enough, he caps it all with this—"as for me, I would rather be right."

Probably he would, too. But before all else, we believe, even above being "right," Will would rather be funny.

And he certainly is.

The Life I'd Like to Live

I'd like to live a quiet life
Doing good for human kind,
Helping those who were in need
Joy and health I'd try to find.

I don't think I'd brag nor boast
About the good things I had done,
Nor whisper to the little folks
About the battles I had won.

I'd try to be so gentle, too
Kind to everyone I met;
I'd like to do the many things
In after years I'd not regret.

I'd look for peace and happiness
And to my friends much help I'd give;
'Twould bring me joy, for that would be
The kind of life I'd like to live.

—M. Marie Walling.

Picked Up At Random

By Contributor

Where The Blow Fell Heavily

Pete and Joe are two familiar yet in many ways decidedly dissimilar characters. Each has a strong aversion to grinding toil, and grinding toil to them is continuous physical exertion to any useful purpose for more than an hour at a stretch with stretches separated by less than 24 hours. In another respect they are similarly identified. Both are members of the Indolent Order of Wood Detectors, a fraternity in which members are not bound by an oath to the purpose of discovering weeds in neighboring gardens, but by what is a more potent influence, a decided inclination.

The meeting place of the I. O. W. D., is local but not fixed. In the summer time it is on the shady side of a prominent street corner and on chilly but sunny days, along the window ledges of the corner store where Old Sol is pouring out the last of the year's installment of genial rays.

Wednesday morning Pete and Joe were first to meet at the rendezvous and the daily session was brought to order by rapping of pipes on the stone flagging preparatory to filling for a smoke of O. P. tobacco.

"Well Pete," said Joe as he raised slightly to brush from the ledge a pebble that was giving him some bodily discomfort, "now what do you think about all that was-hoo Al scattered during the past three months?"

"It's a fat chance an honest man has fighting the money bags," replied Pete upon whose countenance gloom had settled like moss on a tombstone. "Al led us to think that we would soon be hoisting a foot up on a rail and blowing off the froth, but the money bags and an army of skirts got into the game at the last minute and spill the beans. There's no such thing as personal liberty any more. We're owned by Wall Street and bossed by the skirts. Oh, hum, alley beer still 50 cents a throw."

"It's a heavy blow, pard, but seeing that the market price of rum is again stabilized, let's now turn our attention to city affairs," suggested the ever optimistic Joe.

RETAIL STORES

Retail stores are doing business today on a smaller margin of profit than ever. The higher range of prices prevailing since the war has stimulated competition and has forced retail trade to remodel its system of operation and to make every possible improvement and economy in its methods. The stores are saving a margin for the public as a result of improved distribution methods.

Merchants today are putting more brains in their work. They get better expert advice, they understand markets better, they train their employees to render better service.

The best way to make the people of this district realize the fine quality of the service they get from their stores is by consistent advertising of those stores. As they read the newspaper advertising, people learn about special chances to buy goods which they would never have known about otherwise.

They learn that stores are carrying huge stocks that they know nothing about. They get information warning them of conditions that tend toward higher prices, and showing them how they can save money by prompt purchasing. They learn that their home merchants have been scouring the country to obtain the best merchandise obtainable. They discover that their home stores are working hard to provide the necessities and conveniences of life at the lowest possible price consistent with substantial merit.

The advertised store is the appreciated store.



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