

Southfield Community
Redford 0699-M

Mr. and Mrs. Guy Joy had as guests from Monday until over New Year's Mr. and Mrs. Stephen Mead of Grand Haven. Mr. Joy's parents, Mr. and Mrs. Chas. Joy and his two brothers who were guests in the Joy home during Christmas week, returned on Monday to their home in Bloomingtondale.

Mr. and Mrs. Walter Neville and children were guests of Mr. and Mrs. F. C. Dates in Redford Christmas day. For the week end the Nevilles had Mr. and Mrs. W. G. Yenzler of Toledo as their

guests.

Mr. and Mrs. Edward Klint were dinner guests of Mr. and Mrs. Thomas Kennetz in Detroit New Year's day.

A group of 100 relatives and friends from Detroit, Royal Oak and vicinity were entertained on Saturday evening by Mr. and Mrs. Howard Kennedy in the Community hall. Mrs. Kennedy's brother, Edwin Rautenberg came from Cleveland for the event and remained over the week end.

Mr. and Mrs. Otto Esler and children spent New Year's day with Mrs. Esler's brother-in-law and sister, Mr. and Mrs. John Funk in Detroit.

Mr. and Mrs. Walter Durham attended a party in the home of Mr. and Mrs. Walter Nacker in Redford New Year's eve. The Durhams spent New Year's day with Mr. and Mrs. Fred Newman in Brighton.

Mr. and Mrs. William Nimmo hosts at dinner New Year's day to Mr. and Mrs. Otto Schneider and children of Detroit and Mr. and Mrs. John Nitz and family of Yale.

From two weeks' stay in Toronto, Ont., where they had come to attend the funeral of Mrs. Ridley's father, Mr. and Mrs. Selby Ridley and children returned home Sunday.

Mr. and Mrs. P. C. Lossing spent New Year's day with Mr. and Mrs. Harold Ladeaux in Farmington.

Mr. and Mrs. Herman Tesch had a family group at dinner on New Year's day. The list included Mr. Tesch's brother-in-law and sister, Mr. and Mrs. Howard Green and family of Northville, Mr. and Mrs. Lyle Newton of Detroit and Mr. and Mrs. Charles Rumbold and fam-

Miss Ida Ewald of Detroit was a guest of Mrs. Truman Oliver and family Sunday.

Mr. and Mrs. August Miller were dinner guests of Mr. and Mrs. E. W. Spooner in Detroit New Year's Day.

While playing with a group of boys Saturday William Eckler Jr. was accidentally hit above the left eye by shots from an air rifle. The shots were removed by a physician.

Mr. and Mrs. Harry Rodenhouse entertained a group of friends New Year's Eve. Cards and dancing were enjoyed and a midnight lunch was served.

Mr. and Mrs. Roy Bell and Mrs. David spent New Year's day and Thursday with Mr. and Mrs. Robert Baxter.

Word has been received that Mrs. Stuart Garden who with her children sailed for England recently, arrived at London safely. Heavy ocean storms prevailed at the time of her crossing.

Twelve relatives from Escorse formed a family party in the home of Miss Gertrude Macoit and her mother, Mrs. Clara Macoit New Year's Eve. Dancing and card games formed the main diversion and a midnight supper was served.

Mr. and Mrs. C. C. Price and family motored to Belleville and spent Tuesday and Wednesday with Mrs. Price's parents, Mr. and Mrs. E. McClure.

Mr. and Mrs. Cooper and Mr. and Mrs. Ervin Yeager and daughter, Mary, were guests of Mrs. Cooper's mother, Mrs. Gray at Birch Run Sunday.

Saturday afternoon Miss Eleanor Perry entertained a group of friends at a bridge in honor of Miss Marian Brock and the Misses Dorothy and Florence Baxter who are home from college. Prizes were awarded to Miss Marian Brock and Miss Winitred Seelye.

LARGE EXPANSION PROGRAM PLANNED IN 1930 BY FORD

Expenditures For Plant Development To Total \$30,000,000; Increase Wages

Confidence that the Ford Motor Company's business will see continued expansion in 1930 was expressed by Edsel B. Ford this week, when he announced proposed expenditures during next year of more than \$30,000,000 for plant development.

This announcement came on the heels of the introduction of new body designs for Ford cars, the recent general reduction in car prices and wage increases scaling upward from a minimum of 57 a day.

In the plans of the Ford company for expansion of production facilities, more than \$20,000,000 will be spent next year for new buildings and plant additions and in excess of \$10,000,000 will be expended for plant equipment, according to the announcement. These expenditures will be made in the United States, exclusive of outlays by affiliated units in foreign countries.

The highest state of development in the history of the Ford Motor company has been reached during 1929, Edsel Ford asserted. He added, however, that still further development was contemplated during 1930, and that he anticipated this would justify, in part, the increase in wages which will result in additional earnings of \$20,000,000 annually by Ford employees.

During the first 11 months of 1929 the Ford company produced 1,914,842 cars and trucks.

When the company decided to improve its model car by introducing new body types, it had reached the point where it was producing more than one-third of all the automobiles manufactured in the United States.

Plans for 1930 are a continuation of a general expansion of the company's operations through out the world. A new, self-contained plant, modeled after the River Rouge plant, has been started in England. This plant will manufacture cars complete from basic materials to finished product.

During 1929 Ford plants throughout Europe have become more closely identified with the countries in which they are situated through substantial stock ownership by natives of those countries. These include plants in France, Germany, Belgium, Holland, Denmark, Spain, Sweden and Finland.

The same year that has seen these world-wide developments has also witnessed reduction in the United States, in the prices of the three major Ford products—tri-motored, all-metal airplanes, Lincoln automobiles and Ford automobiles.

The Transatlantic telephone service has been extended to Moose Jaw and Saskatoon in Canada.



If You Have Never

Joined A Christmas Club....

... you can hardly imagine the thrill of satisfaction when you receive a check for \$12.50, \$25, \$50, \$100 or more just a few weeks before Christmas.

TRY IT THIS YEAR—JOIN OUR

1930 Christmas Club

Put into it whatever amount you can spare. We have members saving from 10 cents to \$20 a week. They will receive Christmas funds ranging from—

*\$12.50 to \$1000

There's no "red tape" about joining our Christmas Savings Club. No fees... No fines... All your deposits come back to you a few weeks before Christmas.

Call, write or telephone for further information.

*Plus interest if payments are punctually made

Farmington State Savings Bank

"The Old Bank On The Corner"

Tell your Merchant you saw his Ad in the Enterprise.

See The New Ford Bodies At Our Showrooms

From the new deep radiator to the curving tip of the rear fender, there is an unbroken sweep of line—a flowing grace of contour heretofore thought possible only in an expensive automobile. Now, more than ever, the new Ford is a "value far above the price."



OLIN RUSSELL

FORD SALES AND SERVICE

Phone 151

Farmington

STRAND EXTRA

PONTIAC, MICH.

One Week Only Starting Saturday, Jan. 4

The World's Most Famous Comedian now heard for the first time on the all-talking screen

Harold Lloyd In

"Welcome Danger"

A laugh a minute—the funniest comedy ever produced

NO ADVANCE IN PRICES



TO SELL DIAMONDS OR DRY GOODS

To sell any kind of merchandise, light is a necessity—but the same type of lighting is not suitable for all merchandise. A jewelry store requires different illumination than a bake shop or a meat market, and lighting that would be satisfactory in a dry goods store might be highly undesirable in a grocery. It is important that merchants realize the underlying reasons for this differentiation.

Without charge, our illuminating engineers will study your store lighting and discuss its merits with you. They may be able to make recommendations that will greatly improve your illumination.

