

The Farmington Enterprise

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WYMAN LEVINSON

Editor and Publisher



Member 1931
NATIONAL EDITORIAL ASSOCIATION

Farmington, Michigan, Thursday, September 3, 1931.

Editorials

Clipped From Other Publications

Famous Editor's View

(Farm Implement News)
Some interesting thoughts on advertising were presented by William Allen White famous newspaper editor in an address to a convention of Kansas newspapers publishers.
"When manufacturers began to advertise automobiles," said Mr. White, "the modern social revolution began. The advertising columns planted a divine discontent with the horse and buggy, and we began reaching out after the better things of life."
"It doesn't make any difference what men say about 80 per cent of the wealth being in the hands of 10 per cent of the people. That is bookkeeping. The fact that we have distributed everything that is made among the people of this continent, and our ways of life have been changed in the distribution. We think differently. We are different."
"A whole class has come up that once was the under-privileged and now is the militant middle class, and all because they're read, not the news, but the advertising. And every night mother and the children read the advertising, and some way, God knows how, under normal conditions they get the advertised articles. I don't know how the revolution has occurred nor how we have saved money, yet we have, we have put more money in the bank than any people ever saved before at any other time in history, and all because of advertising. It has been a great thing."

"Twenty years ago I was interested in the Rooseveltian theory that if you give men a better government they would be better men. And we tried to make government an agency of human welfare. That was a key-note. It was the Roosevelt theory after Byran, and the Wilson theory after Roosevelt, that government should be an agency of human welfare, and that there should be a legal enactment to make some sort of an adjustment. Well, we don't do that any more. We are distributing things through commerce, through industry and through advertising, much better than we could ever have done through using government as an agency of human welfare. That has been the great economic revolution."

"We now all live about alike. In my office there is no very great difference. We all wear the same kind of clothes, eat the same kind of breakfast food and live in about the same kind of houses. But, when I was a boy, the boss in Elloranda used to have a fringe-topped survey, and I used to walk and watch him ride, and there was a vast gap between me and the boss. But all that is changed now. Every man connected with my newspaper has an automobile—most of them better ones than I have. We have distributed these good things among all our people, and we have distributed them through advertising."

This Peddler Business

(Tuscola County Advertiser)
When hard times come along, all over the country lose their jobs, they apparently feel that it is a good time for them to get into business for themselves. At any rate, they feel, they cannot lose their jobs by being fired from them.
So it is that these people become among other things, house-to-house peddlers, and the housewives of the towns are called from their work many times a day to argue with the canvasser.

on long enough. Get rid of it. It is inside of you. RISE AND WALK.

Balky Motor Makes You Think

(Holly Herald)
The most thrilling air trip the writer ever experienced was a ride Sunday over Niagara Falls in the gigantic tri-motor all-metal 12-passenger air liner that carried Mrs. Lindbergh to Mexico City and return, and was then flown by Floyd Bennett to the rescue of the Brempe flyers. The view of the falls were magnificent and they cannot be comprehended in any better way, this being especially true to the new "nick" in the American cataraet. We'll admit a little nervousness on starting when one of the motors balked and had to be ranked by hand several times, /s glanced at our better two-ards just across the aisle; she looked a little concerned, but she didn't want to get out. They already had our money—and she's scotch.

WOULD CUT PAVING COSTS

Probably many miles of costly paved roads have been built throughout the United States where a surface treated gravel road would have carried the existing traffic satisfactorily at a fraction of the cost states Roger L. Morrison, Professor of Highway Engineering and Highway Transport in the University of Michigan.

Cheer up. Think how much cooler it will be next December even with Congress in session.

CHURCHES

St. Paul's Evangelical Lutheran Church, Clarencville
Rev. Paul Graupner, Pastor

Sunday School, 9:30
Divine Service, 10:30
The first and third Sunday of the month the services are conducted in the German language. All other services are English.

Our Lady of Sorrows Church
Rev. James A. Callahan, Pastor
Sunday masses at 8:30 a. m. and 11 a. m.
Daily mass at 8:00.

Evangelical Church
Rev. A. A. Schoer, Pastor

Mission Sunday.
Sunday School 9:30.
Mission Service 10:30.
Rev. J. C. Koenig, a missionary to India, is now on furlough, and will preach at this church next Sunday. He will also address the Sunday School. This will offer a fine opportunity to get first hand information about Kingdom work and political conditions in India. The afternoon speaker will spend in Saline.

Methodist Church
Rev. F. C. Johnson, Pastor

Labour Day will be observed next Sunday with the sermon theme "Faith or Force." Rev. Floyd Charles Johnson will preach at both services Sunday. We expect to welcome back many from their vacations next Sunday. Our choir will sing several new numbers with words and music written by members of the choir and church.

We also invite you to our Sunday school where you will find a class for every age.
Our mid-week fellowship services are growing each week. Come.

Don't forget the Annual flower show Friday evening September 11 at the church.

Clarencville M. E. Church
Rev. Robert Richards

Sunday Morning
11 a. m., Baptismal service.
11:30, Children's Program.

Baptist Church
Rev. E. W. Palmer, Pastor

10:30 Morning service and Communion. There will be a reception of new members.

11:45 Bible school, we will look for every pupil and teacher at his home.

6:30 Young People's with a worth while program.
7:30 Great Evangelistic service. This will be the first evening service in the church since June. The Pastor will preach and will be happy to see all the members present with some one else as a guest.

Rosemary's One Night Out

By JANIS PARKER

(60 by McClure Newspaper Syndicate)

ELLEN wished she were dead. Because Rosemary, her sister, and the one and only thing that Ellen would ever want, Tom Brandon. What hurt most was that every time Tommy hurt most was that every time Tommy called, Rosemary was not ready. So she would ask Ellen, oh, so sweetly, if Ellen would mind trying to amuse Tommy till she was ready. And tonight that would be many times harder because Tommy would come, his serious gray eyes shining, and with a little white box from the jeweler's—for Rosemary, in her teasing little way, had said, "Maybe."

The door dragged its heavy feet from one hour to the next.
"Ellen, you knew Tommy was coming tonight!"

Ellen's heart thumped as she thought of the little white box. "Why, yes, I believe you did say something about it."

Rosemary's big laughing brown eyes did not leave the mirror. "Try and guess mine till I get back there's a dear."

"Till you get back! Why, he'll be here any minute!"

"No, he won't!" Rosemary responded. "I phoned and told him to make it 9:30."

"But why..."
"Because I have another date. Oh, don't look so shocked. Why shouldn't I have another date if I want to?"

"Well, of course..." but Rosemary Tommy is getting terribly attached to you."

"I should think he was. He wants to become attached to life!" Ellen tried to keep her voice steady. "What about you, Rosemary?"

Rosemary took her hair down and started to do it all over again. "Well, he's good and steady. But I intend to have a little fun, first. And fun means Dick."

Ellen was aghast. "Not Dick Sum ley?"

"Dick Somley?"
"But Rosemary, he and his wife haven't really split, yet!"

Rosemary chuckled. "Maybe I can help them along." Rosemary patted her sister's cheek. "Don't look so shocked, darling! Tommy has the ring, but diamonds don't melt!" And she was gone, a flurry of scented, lovely clothes.

Three minutes later the bell rang with Tommy's special hard ring.

"Tommy! Rosemary didn't expect you until 9:30!"

"I probably have my nerve, but I thought I'd come, anyway. You don't mind, do you?"

Tommy spoke slowly. "There's something awfully restful about you, Ellen. When Rosemary called up and said she had to visit a sick friend I thought I'd come over and talk with you. Come, Rosemary's down, you'll have to play my sweetheart till she comes back."

Ellen thought of Rosemary and Dick and her blood boiled. But she smiled. "All right. You've told me nice things. Now I'll tell you you're a wonderful man. You're so dependable, so, I don't know—clean. I love you terribly."

Tommy had put his hand over hers but at the look in her eyes he drew it quickly away.

"Don't look so scared!" she laughed. "You asked me to play sweetheart, didn't you?"

She turned back to the fire. "When I think of our going down the years together, pulling our wagon of life, it just doesn't seem I can pull lustily enough, I'm so happy. And I know you're the real thing. If I get weak or discouraged, you'll just pull the harder. And Tommy, if you ever need backing up I'll be there. But you know that don't you?"

"Ellen!" His hands clasped hers. "Do you mean that?"

She drew her hands away. "Now, you're spoiling it! Just when I was beginning to think how nicely the hour and a half was going to pass!"

He jumped to his feet. "You're just like your sister, only more so! Here I've been coming week on end just to see you and you quietly shift me over to Rosemary!"

"Tommy!" Her face was radiant. "Don't Tommy me! And then Rosemary strings me along until it seems she expects me to marry her—even asking when I'm going to bring the ring! Well, I brought it, but it will never fit her doll-like finger because it wasn't made for it!"

He stood tugging at his suit pocket. "Let me help you." Ellen's voice was calm but her ears were drumming. She couldn't believe... Then she stood spellbound before the lovely girl. Slowly she took it from its white satin-lined box and slid it on her fourth finger, left hand.

"Ellen," he whispered haltingly, "do you really mean it, or are you still playing?"

For answer she touched the ring lightly with her lips.

Rosemary banged the front door open.

Ellen saw Rosemary started to exclaim to Tommy in her winning way but Ellen was speaking and holding out her left hand.

"You're right, Rosemary, diamonds don't melt, for Tommy and I have been sitting by the fire all evening and nothing has happened."

"Oh, hasn't it?" demanded Tommy. "Don't you believe her, Rosemary. She has promised to wear a plain band beside the ring she's wearing now she's promised to wear it forever."

ALL PLANES MUST BE REGISTERED IN STATE

Lansing, Mich.—Application blanks for state airplane registrations are to be sent to all airports in Michigan by the Department of State about Sept. 1, where owners may obtain the applications. All planes, under the new law passed by the 1931 legislature, must be registered by September, 18.
The fee for state registration is computed on the basis of the plane's carrying capacity and gross weight. The lowest fee is \$10 and ranges to a maximum of \$150 for the multi-passenger ships and the large tri-motor freight planes.

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