

Wallace Berry

Star Of "Flesh"

Although "Grand Hotel" is now history, Wallace Berry carries at the scene of his triumph in "Flesh," his new Metro-Goldwyn-Mayer starring vehicle, which plays Sunday and Monday at the Great Lakes Theater.

Like "Grand Hotel," this gripping drama on the wrestling ring opens in Germany. But where the whole of the former story was laid in that country, "Flesh" eventually brings Berry back to America, where he finds the heart-aches and joys of winning a world's championship.

Involved in "Flesh" the story's wrestling atmosphere invites a comparison between sport in other countries and the attitude of commercial promoters here. Starting as a wrestler, Berry wins the champion of Germany, but when he crosses the Atlantic in quest of larger honors he runs afoul of conditions which smack of the well known "racket."

Berry has to fight his way to a square deal, even at the hands of Karen Morley and Ricardo Cortez, who have the leading roles in support of the star. Others of note in the cast are Jean Harlow, John Miljan, Vince Barnett, Herman Bing, Edward Brophy and Greta Meyer.

Also on the program will be seen Laurel and Hardy in "The Chump" and a Mickey Mouse cartoon.

NOVI NEWS

An alarm was sent in Monday morning that the Cummins house was on fire, but it was only sparks from the chimney seen by a passerby.

During the heavy fog of Saturday night Mr. Bogart of West Novi drove off the Grand River cement and required help to get out of the ditch.

Several from Novi attended the Baptist services at Farmington Sunday night.

Mr. and Mrs. Harvey Kirchoff and daughters of Detroit called on Mrs. Korchow's father, M. D. McGregor, Sunday.

Miss Betty Flint is sick with the flu.

Mrs. Terry and daughter Lena of Pontiac and Mr. and Mrs. Sexton of Breckenridge were callers at the home of Burton Munro Sunday.

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Baptist News
The ladies of Farmington Baptist church have invited the Novi Baptist ladies to meet with them the first Thursday of February for an all day meeting.

Sunday School at 10:30 a. m. Rev. Palmer, preaching service at 11:45.

B. Y. P. U. at 7:15. Preaching services at 8:30.

Bible study Tuesday evening at 7:45.

Novi School News
The entertainment given by Poluhni and Company last Wednesday was fairly well attended and enjoyed by all. Some clever magical tricks amazed everyone and the mental telepathy work was excellent. Many children who had never seen anything of the kind were delighted with the show.

A program in recognition of the birthday of Benjamin Franklin was given at the regular meeting of the Student Association on Franklin's accomplishments as a statesman, inventor, and citizen was nicely presented in papers prepared and read by the high grade English class.

The Student Association decided at the meeting Friday to present a play about the first of March in an effort to raise money to carry on some athletic activities next spring. The baseball team is in much need of equipment and plans are being made to construct a tennis court so that girls will have some sport in which to engage.

The formal mid-year examinations are being dispensed with this year in the High School because of the shortened year. However, thorough tests over certain units of the work have been given as these units were completed.

Such tests have always included a comprehensive review over all the work covered, and obviously tests given just because it is the middle of the year are neither appropriate or necessary. All of the classes in mathematics are finishing certain phases of the work at present and the students can look forward to several busy hours sometime next week.

A BIG NIGHT

(Exchange)

Ten years ago when the radio became aogue there were many who predicted the reorganization of civilization as a result of it. Newspapers, movies, theaters, magazines, churches and schools were to be abolished. Everything was to be done by radio.

That is the way of the world. Each innovation is hailed as something that will revolutionize existence on earth. A novelty attracts attention out of proportion to its intrinsic value. But after the first flush, interest wanes and it takes its proper place as "just one of those things" or fades into oblivion.

The radio is going through that process of adjustment to its own sphere, as is shown by a recent survey made by the Gannett news-papers in 12 Eastern cities.

Residence telephone calls were made, ten investigators working in each city. Names were picked throughout the alphabet by dropping a pencil point upon a page opened at random and taking the residence number nearest that spot.

The following questions were asked:

1. "Pardon me, this is an independent radio survey. Do you own a radio?"

2. "Are you listening to the radio this evening?"

3. "To what station are you listening?"

The results and percentages were as follows:

Calls made—1,198; not home—249 or 20.8%; own a radio—160 or 13.3%; not listening—497 or 40%; listening and named station—217 or 18.1%; listening but unable to name station—92 or 7.7%.

Total radio contact at that hour—209 or 25.8%.

And of the 217 who knew what they were listening to, attention was divided among 26 stations, ranging from WHAM with 32 listeners to five stations with one listener apiece.

The best job, according to the Gannett figures, was being done by station WHAM, WGY and WJZ, "which were running neck and neck entertaining 2.6% of the residences called."

The printed record of the test finishes with the cryptic note: "It must have been a big night for radio advertisers."

One streak of silver lining to the depression cloud is seen in the fact that the motorcycle production has fallen off about 60 per cent.

GIRL SURPRISES

BY HER RECOVERY AFTER ACCIDENT

Injured At First Feared Fatal, But Crash Victim Makes Rapid Gains

Fears of the recovery of fifteen-year-old Fay Jean, seriously injured in an accident at North-western Highway and Eight Mile Road last week, have been dispelled within the last few days, with the girl rapidly recovering from her injuries. So remarkable has been her recovery that she has already been taken home from Redford Receiving Hospital, to which she was rushed after the accident, which is reported to have been done to one car running through a stop-light and striking another. The girl suffered severe neck lacerations near the spinal cord, which it was feared might prove fatal. Stitches were taken in her neck almost from ear to ear.

The driver of the car in which she was riding was John State, two years older than the girl. Both live on Oakland avenue, near Redford.

One car was travelling on Northwestern Highway and the other on East Michigan Road. The driver of the other car involved was S. D. Foster, Detroit.

NEW BANK OPENING AT NORTHVILLE SETS A PRECEDENT

(Northville Record)

"The Depositors' State bank, Northville's new institution which has arisen from the ashes of the two closed banks to open on Saturday morning, January 28, is a pioneer in the new banking history which is being written throughout the country today.

"Inquiries from banking departments in other states, particularly New York it is said, indicate that Michigan is ahead of these commonwealths in reorganizing and re-opening closed banks.

"The Depositors' State Bank is a unique, official decree in that nowhere in the United States have any two closed banks in the same community been merged and re-opened by mutually 'leaning on each other' as have the closed banks here.

"Almost exactly a year's time has elapsed since the depositors' committee, composed of: John A. Boyce, chairman, Oliver Goldsmith, Philip H. H. and C. R. Eaton, Northville, took charge of the situation as a result of the final meeting of the depositors of the two banks on February 9 held in the church house of the Presbyterian church.

"Working with the banking department, heads of which are Rudolph E. Leichert and Max C. Taylor, and the attorney general's department represented by E. W. Nelsens and John A. McPherson, the Depositors' committee waded through a mass of legal red tape and walked in legal territory in attempting to re-open the banks.

"No precedents were available. The situation at present has no parallel in banking history and an immense amount of legal work was worked out by John A. Boyce, president of the new situation.

"The banking department officials say that they have gone a long way in re-opening the banks here under one head and the precedent will be watched closely by authorities in this and other states.

"The Darrin Act, otherwise known as Act No. 6, bill 17, which was passed in the special session of the legislature called by former governor William M. Brucker, enabled Northville to get its bank.

"This act made it possible to re-open by getting 85 per cent of the depositors' signatures on the moratorium agreement which had been worked out by the banking department and others as a means of putting the closed banks back into business. The Depositors State bank is the first instance, official say in which two banks have been re-opened and consolidated under this plan.

"The charter to be used for the Depositors State bank will be the one used by the former Lapham State Savings bank, articles being amended to change the name.

"The opening of the new bank will be marked by the lack of pomp or display. Depositors who come into the new bank which will be housed in the Northville State Savings bank building, will be greeted by the new president, John A. Boyce, members of the board of directors and the personnel.

"The depositors will be entitled to draw up to \$100 against their accounts, which may be placed to their credit on the books of the new institution if they desire."

HOME ECONOMICS TALK
East Lansing, Mich.—Home Economics radio talks will be given in dialogue form this year, according to Dr. Marie Dye, dean of home economics, each afternoon at 2 o'clock over Michigan State College station WKAR, 1440 kilocycles.

NEWSPAPER ADVERTISING

(Exchange)

The W. E. Koller food products company, of Battle Creek, believes in the value of newspaper advertising. Early in 1932 the company determined upon an aggressive merchandising campaign, which included the largest newspaper advertising appropriation in the company's history.

As a result of this intelligent planning, backed by a liberal use of printer's ink, the company saw its business increase and were able to keep their factories operating on a 24 hour a day schedule throughout the year, with employment at the highest peak ever recorded. Because of this foresighted policy Battle Creek's welfare problem has been much smaller than cities of similar size throughout the country.

Cattle Lice can be successfully controlled during the Winter months by using some good powder which does not contain sulphur. Powders containing 25% pyrethrum or 1% rotenone should give satisfactory results. The treatment is usually repeated in 14 days.

The Professional Directory on page two gives office hours of Farmington physicians and surgeons.

When The Paper Doesn't Come

My father says the paper he reads ain't put up right.
He finds a lot of fault, he does, peruss' it all night.
He says there ain't a single thing in it worth while to read,
And 'that it doesn't print the kind of stuff the people need.
He tosses it aside and says it's strictly on the bum—
But you ought to hear him holler when the paper doesn't come.

He reads about the wedding's and he snorts like all get out.
He reads the social doin's with a most derisive about.
He says they make the paper for the women folks alone.
He'll read about the parties and he'll fume and fret and groan;
He says of information it doesn't have a crumb—
But you ought to hear him holler when the paper doesn't come.

He's always first to grab it and he reads it plumb clean through.
He doesn't miss an item or a want ad—this is true.
He says they don't know what we want, the dura newspaper guys.
I'm going to take a day sometime an' go an' put 'em wise.
Sometimes it seems as though they must be blind and deaf and dumb;
But you ought to hear him holler when the paper doesn't come.

—Author Unknown.

Michigan is the only one of the High record in using Marl during Corn Belt States which increased 1932 goes to Cleve Chamberlain, of Davisburg. Mr. Chamberlain hauled more than 200 loads and reports an excellent stand of Alfalfa as a result of correcting soil acidity with marl.

A Penny In Your Hand

What was your first adventure as a customer before the world? Possibly as a very tiny tot . . . with a penny in your fist, and your nose flattened against a show window. Long you debated with yourself—cocoanut strips, or licorice pellets, or chocolate soldiers? It was serious business, for you and the storekeeper.

But he put his best values before you, and in the end everybody was happy—you, because you'd made a satisfactory purchase; he, because he'd made a satisfied customer.

In that transaction blossomed a buying acumen which no doubt has helped to serve you ever since. Likewise, the aim-to-please policy of that storekeeper is to this very day the golden rule of successful merchants and manufacturers. Read any of their advertisements and see. Could you afford to spend money for advertising space and then disappoint you? Of course not. The goods they advertise and their best offerings. They count on them to win both your immediate and your continued patronage.

When there's something you need or want—or might want if attractively made known to you—clutch your pennies and greenbacks in either hand; study the advertisements in this paper; and surely you'll be guided in the direction that leads to the most for your money.

One Way To Avoid Trouble When Driving

Is in case of accident to be insured against the other fellow's claims and against damages to your car. For your own protection

INSURE AT ONCE

with a safe Company

CITIZENS' MUTUAL

of Howell

THROUGH

ITS AUTHORIZED AGENT

Olin Russell, Inc.

FORD SALES AND SERVICE

Phone 151

Farmington

The Farmington Enterprise

Phone 25-J