

# The Farmington Enterprise

Established 1888 by Edgar R. Bloomer as "A Permanent Journal of Progress"

Published Thursday at each week and entered at the Post Office at Farmington, Oakland County, Michigan, as second-class matter, under the Act of March 3, 1879.

Hymen Levinson  
Norman F. Kraft  
William Hone



NATIONAL EDITORIAL  
ASSOCIATION  
MEMBER

Farmington Michigan, Thursday, August 17, 1933.

## Editorials

Clipped From Other Publications

### An Opposition Needed

(Dearborn Press)

During the present state of things we are in a splendid position to appreciate the very important fact that every kick boosts us nearer home.

What this country needs right now is two things: people who see, who critically observe, without being for or against; and a strong opposition. The first is personal; the second is impersonal. Opposition is necessary to every accomplishment. Unless the blacksmith has the anvil to oppose the hammer, the welding is not done. Opposition is not purely obstructive; it is the other half of the mold of events.

### The Macon's Brood

(New York Post)

The spectacle of the Macon picking up 40 fighting planes, even as a hen gathereth her own brood under her wings," would have been well worth going many miles to see. The first test of new dirigible's ability to pick up heavier-than-air craft while in flight was passed with honors over Lakehurst. The 40 planes attached themselves to the Macon's brood but twice. Some did it a third time. And in more than 100 contacts, there were no accidents. This was more than a mere spectacle. It demonstrates that the Macon can gather unto itself a brood of fighting planes when no suitable landing place is available and that the same brood can be loosed for action should an enemy approach our gates.

### Those Who Buy

(Ionia County News)

The time is coming when those who buy goods over the counters of the nation will be asking serious new questions. Not only will they inquire about the quality and price, which is important, but they will also want to know something about the conditions under which the goods were produced.

If an article was manufactured in a factory where working conditions were poor, where men and women are paid starvation wages, where children wear out their lives, the consumer will know these things. If clothing was made in a sweat shop there may be some way of branding it. If the stores which sell the goods do not pay the worker, maybe that fact will become known.

It is important that farmers get a fair price for their products. We all admit that. It is just as important that those who labor get fair wages. That is not only human, decent, right, but it is to the advantage of every person in the nation. If people earn they can live and spend. If they do not, the depression continues. The United States will some day be upon a foundation of happiness and prosperity.

### Personal Journalism

(Publishers Auxiliary)

"Recently there came to The Auxiliary a letter from a graduate student in one of our leading schools of journalism asking for our views on 'The Decline of Personal Journalism,' upon which subject she had been assigned the work of writing a thesis. At once we recalled the words of Charles A. Dana, the famous editor of the New York Sun, who, shortly after the death of Horace Greeley, the apostrophe of personal journalism, wrote in his paper as follows:

"A great deal of twaddle is uttered by some country newspapers and just now over what they call personal journalism. They say that now that Mr. Bennett, Mr. Raymond and Mr. Greeley are dead, the day for personal journalism is gone by and that impersonal journalism will take its place. That appears to be a sort of journalism in which nobody will ask who is the editor of a paper or the writer of any class of article and nobody will care.

"Whenever in the newspaper profession a man rises up who is original, strong and bold enough

to make his opinions a matter of consequence to the public, there will be a personal journalism; and whenever newspapers are conducted only by commonplace individuals whose views are of no interest to the world and of no consequence to anybody, there will be nothing but impersonal journalism. And this is the essence of the whole question."

It seems to us that Dana's words are true today as they were when he uttered them half a century ago and they serve as a merited rebuke to a great deal of loose thinking and unintelligent criticism of the journalism of today. Critics of the press—those who hark back to the so-called "good old days" and compare them to the present, invariably to the disadvantage of the latter—are accustomed to bemoan the passing of "personal journalism."

But unless there is a strict definition of that term we, for one, cannot find ourselves especially sympathetic with their concern over the low estate to which, so they say, American journalism has fallen. If they limit "personal journalism" to the editorial thunderings of a Bennett, a Greeley or a Waterson, then we can agree with them that "personal journalism" has passed, even though we cannot go all the way in agreeing that such a journalism is necessarily the best. But we believe that used in the widest sense of the phrase, "personal journalism" in this country and, for the very reason given by Dana, there will continue to be so long as the institution itself exists.

It seems to us that many evidences of it are clearly apparent to anyone who recognizes the fact that "personal journalism" may occur in many different forms. It can be seen in the increasing use of by-lines in the news columns, wherein the reporter of the news is also the interpreter of the news. It can be seen in the increasing departmentalization of newspapers whereby "columns" are continuously handing out advice and technical information on every conceivable subject. It can be seen in the increased following of the producers of certain other newspaper features in which the producer is as conscious of the name of the producer as he is of the product itself.

While not one reader in a hundred may know the name of the man who writes the editorials in his favorite newspaper, it's pretty likely that he knows the name of every one of those who produce the various features in the paper which he enjoys. Certainly this is true of the cartoonist and the columnist, and it is doubtful if there has ever been any more potent "personal journalism" than is exemplified in the work of those two classes. A good cartoonist can say more and say it more forcibly within the few square inches covered by his pen and ink sketch than an editorial writer can say in a column or more of solid type and he can be pretty sure that what he has said will be understood by more people than will understand the complicated utterances of the editorial writer.

As for the columnists, varied as they are in the methods of expression, they have this in common—a distinct individuality which makes their contribution to our journalism a "personal" one indeed. They include the paragraphers with the happy faculty of concealing in one bright shaft of wit better and more incisive details of a fundamental truth than can be found amid the verbiage of a column and a half editorial. They include the casual or informal essayists whose columns are devoted almost exclusively to the exploitation of their personal views and opinions which are none the less thought provoking because of the informality of their utterance. So in considering the question of such men as these it is difficult to see how anyone can believe that there is a decline in "personal journalism." Instead we have a new style, radically different from the style of half a century ago, it is true, but it is still "personal journalism."

## CHURCHES

Our Lady of Sorrows Church

Rev. John J. Lusk, Pastor

Sunday masses at 8:00 a. m. and 10:30 a. m.  
Daily mass at 8:00.

Baptist Church

Rev. E. W. Palmer, Pastor

10:10 Prayer Period.  
10:30 Ronald Button will preach.  
11:45 Bible School.  
6:30 Young People's Hour.  
7:30 Evangelistic service at the church. Dietrich McFarland will preach.

Clarenceville Methodist Church

O. J. Lyon, Minister

10:00 Morning worship.  
11:00 Church school.  
6:30 Epworth League.

Methodist Church

Rev. V. D. Longfield, Pastor

Church School, 9:30 a. m.  
Morning Worship, 10:45 a. m.  
Topic: "The Testing in Victory and Defeat."  
Midweek Service, Wednesday, 7:30 p. m.  
Topic: "Discussion and Study in 'Human Suffering'."  
This study will be carried on for several weeks, as it vitally affects all of us sooner or later, is the Christian exempt from human suffering more than others? Come and study this relationship.

Evangelical Church

Rev. W. Breitenbach, Minister

Church Service, 10:15.  
Sunday School, 11:15.  
Mrs. Florence Edgar, organist.  
Erskine W. Evans, Sunday School Superintendent.

### CLARENCEVILLE

Miss Henrietta Heise, who has been ill for ten days, is still in a serious condition. Mrs. Sims, a trained nurse, is in attendance.  
Mr. and Mrs. R. M. Jones of Detroit have bought the Kenneth Denny home on Adams street. Mr. and Mrs. Denny have taken a house on Ontario avenue.  
Miss Blanche Nemchick, who has been the guest of Virginia Dorman, has returned to her home in Detroit.

Miss Nancy McDonald visited her uncle, Dr. Grant MacDonald, and family in Detroit, Monday evening.  
Mrs. Gertrude Martin of Ann Arbor spent Monday in Clarenceville, calling on friends.

P. R. DeLoe and J. C. Ivins were business visitors in Pontiac and Detroit Tuesday.

Miss Jenny Hill of Middleville, who was the guest of Mr. and Mrs. Otis Jensen last week, has returned to her home.

Mr. and Mrs. Hughes are the parents of a baby girl.

Miss Betty Stratford visited Miss Marguerite Doebler on Tuesday.

William Keller was a business visitor in Pontiac last week.  
J. C. Ivins of Louisville, Ky., is visiting at the home of P. R. DeLoe while attending to business matters in Clarenceville and Detroit.

### WEST FARMINGTON

Mr. and Mrs. J. C. Cox attended the annual convention of the home of Mr. and Mrs. Harry Youngs at Brighton, Sunday August 3. A pot luck dinner was served at noon.

Miss Edith M. Giegler of Hartland is spending the week with her aunt, Mrs. Irvin Knapp.

Vera Graham is spending a few days with Miss Geraldine Kline.

The North Farmington Auxiliary met at the home of Mrs. Mary Carrie on North Farmington Road. Supper was served.

### Education Meeting At Pontiac On Saturday

The present crisis in education in the state will be discussed at a meeting to be held Saturday in the auditorium of Pontiac High School at Pontiac. All members of "Parents Teachers' associations and others interested in the school situation are invited to attend.

The roster of speakers for the meeting includes E. J. Lederle, county commissioner of schools; Paul Thompson, assistant state superintendent of public schools; Dr. Paul Voelker, state superintendent of public instruction; A. L. Moore, state senator; Representatives Fred Watkins and Melvin H. Lee; and Dr. M. S. Rice of Detroit. Mr. Thompson will preside over a question period.

### 90th Birthday Mark

Passed By Mrs. Wixom  
Mrs. Adeline Wixom, pioneer Farmington resident, celebrated her 90th birthday Saturday at the home of her son, E. E. Wixom. Friends and relatives called during the day to pay their respects. Mrs. Wixom's health has improved slightly since a recent illness.

## HOME LOAN BLANKS ARE NOW AVAILABLE AT THE ENTERPRISE

Must Be Sent To Detroit Office; System Provides Relief On Mortgage Foreclosures

Farmington home owners who wish to apply for relief under the New Home Owners' Relief act may obtain application blanks for loans at the Enterprise office. Congressman George Dondero has furnished the office with these blanks since it has been virtually impossible for the residents of the area to obtain the blanks at the Detroit, Pontiac and Royal Oak offices due to the rush of applicants. The Enterprise's supply is limited.

The blanks are for the use of home owners who have lost their homes through mortgage foreclosure during the past two years and whose homes are now in the process of foreclosure. Applications for loans must be made out in duplicate and a picture of the home must accompany the application. A kodak picture will be satisfactory.

If the space on the application blank is insufficient to give all details, the additional details may be given in duplicate on separate sheets of paper and then attached to the form. The number of the paragraph in the form should be placed at the beginning of each of these additional statements, if any.

When completed, the applications should be taken or sent to the Home Owners' Loan Corporation, 1615 Barlum Tower, Detroit.

There are no charges at the time of application. When it has been found that the home comes within the provisions of the act and arrangements have been made for the loan the cost of appraisal, title examination and other costs incidental to the loan will be charged. If the applicant is unable to pay these fees the corporation may pay them and add the amount to the mortgage.

### WEST POINT PARK

Mrs. William Zwahlen

Mr. and Mrs. Norman Gedig of Detroit were guests Sunday of the latter's mother, Mrs. E. Rowe.

Mr. and Mrs. Norman Rose and children of Rochester were Sunday dinner guests of Mr. and Mrs. Ernest Talman.

Mr. and Mrs. Charles Gilbert and son, Charles, were guests Sunday evening of Mrs. Barnes of Dearborn.

Mr. and Mrs. Adolph Dittmer and son, Raymond, and Oliver So-call of Detroit and Miss Shirley Zwahlen were dinner guests Thursday of Mr. and Mrs. Fred Gerge.

Mr. and Mrs. Albert Kitchen and son, Gerald, and Mrs. George Kitchen and Mrs. Minta Clark of Wayne were guests Sunday afternoon of Mr. and Mrs. Ernest Talman.

Mrs. Ethel Middlewood, Barbara, George and Homer were week end guests of Miss Esther Middlewood at the International Musical Camp at Interlochen, Michigan.

Mrs. George Robinson of Detroit was the Sunday guest of Mrs. Austin Ault.

Miss Mary LaCombe of Wyandotte was the Sunday guest of Mr. and Mrs. Charles Gilbert.

Miss Anna Thayer was the Sunday guest of Mrs. Siney and daughter, Marion, of Adams.

Miss Betty Wilson of Detroit, who was the guest, last week, of Misses Fern and June Ault, returned home Sunday with her parents, Mr. and Mrs. M. E. Ault.

Misses Vivian and Jean Addis who were guests of their sister, Mrs. Max Bergin of Howell, last week returned home Friday.

Mr. and Mrs. Homer Coolman and children were guests Sunday of Mr. and Mrs. Frank Stanton of Lincoln Park.

Mr. and Mrs. Fred Gerge and daughter, Dorothy, are spending the week at the Lake and have as their guest, Miss Shirley Zwahlen.

Walter Berchem of Detroit was the guest last week of his father, Alfred Berchem.

Mr. and Mrs. Austin Ault were guests Sunday evening of Mr. and Mrs. Russell Fulk of Clarenceville.

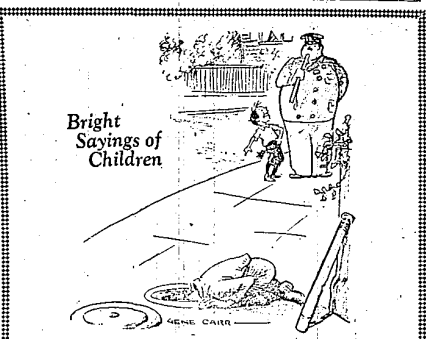
Miss Florence Jacobs of Grand Rapids is the guest this week of the Gilbert family.

Mr. and Mrs. Ernest Talman and two nieces, Eleanor and Eva Ross, of Rochester, were birthday dinner guests Friday night of Mr. and Mrs. Homer Coolman.

### Farmington Residents

Win Awards At Fair

Among the Farmington residents who won prizes at the Millford Oakland County Fair last week were Roland Button, Floyd Cairnes, and Norman Graham. Mr. Button won first prize on Withers, fourth on Woodcock and sixth on Ram Jump. Mr. Cairnes took second place in Barred Rocks and first for young pens. Mr. Graham won a poultry award.



Bright Sayings of Children

"I'll tell you, Casey, why we call Freddy the Home Run King. Every time I throw his ball down the sewer he runs home and tells his ma."

There's good reason why we enjoy such a large patronage. It's because our workmanship is A-1... our service prompt... and prices fair. Deal at this Complete One-Stop Service Station for full satisfaction always!

**EARL VIVIER**  
SHELL  
SERVICE STATION  
PHONE 184  
33025 GRAND RIVER, OPPOSITE METHODIST CHURCH

## Quality Feeds at Bargain Prices

- 100-lb Delight Scratch Feed .....@ \$1.75
- 100-lb Delight Egg Mash ..... @ \$2.25
- 100-lb Larro Egg Mash ..... @ \$2.40
- 100-lb Chop Feed ..... @ \$1.75

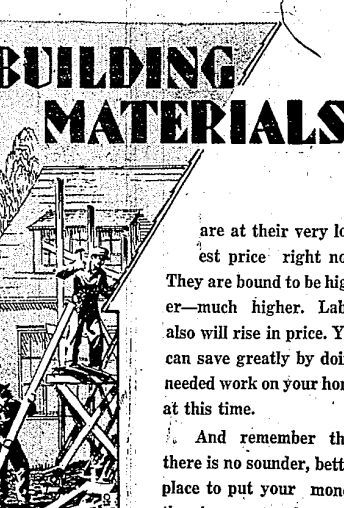
AND MANY OTHER FEEDS IN PROPORTION

## Farmington Mills

PHONE 26

PATRONIZE THE MERCHANTS WHO ADVERTISE

## Repair-Rebuild-Reroof N-O-W!



are at their very lowest price right now. They are bound to be higher—much higher. Labor also will rise in price. You can save greatly by doing needed work on your home at this time.

And remember that there is no sounder, better place to put your money than in your own home.

## Farmington Lumber & Coal Co.

CARL G. HOGLE, Mgr. Phone 20  
Farmington