

The Farmington Enterprise

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Farmington Michigan, Thursday, August 31, 1933.

Editorials

Clipped From Other Publications

Balfre MacDonald

(Ingham County News)
Balfre MacDonald, wearing "his dark blue suit with a light blue shirt with a dark blue tie," as reported by the Detroit Free Press, walked into court, in Flint and heard the judge pronounce a sentence of 10 to 15 years for manslaughter. Thus will Balfre serve about seven or eight years, and beheading his mother to death. And beheading attorneys are busy seeking to have an inheritance set aside for the 17-year-old murderer.
Balfre MacDonald has always been incorrigible. He has had everything he wanted. Because his mother sought to discipline the boy she was brutally slain and the sentence is 10 to 15 years when time off for good behavior. When the killer is 24 or 25 he will probably be out of prison and ready to spend his share of a huge fortune.
Balfre MacDonald was either born to be or trained to be a murderer. The insane and senseless humoring of the child by his mother may have been contributing to the crime. She so petted him that when she did cross him he struck her down.
The spoiled Flint youth committed the greatest crime known to society—matricide. The court by its light sentence must consider matricide a boyish prank.

Free Trade Is Out

(Mason City Globe-Gazette)
The Roosevelt administration has evidently become converted to the Republican policy of protection for the nation's industries. Tariff increases and embargoes are considered necessary as supports to the National Recovery program.
Dispatches from Washington announce that horizontal tariff increases are anticipated through executive orders based on recommendations of the federal tariff commission for higher tariff schedules on most agricultural and manufactured products. Embargoes even may be ordered against the importation of certain products to prevent foreign competition.
The warning has also been given that an industrial recovery could not be assured until the workings of the United States were given adequate protection against imports and exports under the new pay schedules of European countries. The president has evidently reached the same conclusion. One of the most cheering declarations in connection with the recovery program is that there are to be higher tariff schedules imposed.
Old line Democrats educated to the free trade theories of 75 years ago may view the Roosevelt policy for higher tariff schedules with disdain. The president, however, facing realities is obliged to acknowledge that American safety lies in the protection theories.
The group of Democrats who cling to the philosophy of unrestricted commerce as between nations—and the fourth district representative in congress is one of this group—will find itself separated from the administration by an impassable chasm. The tariff as a means of identifying the two major parties is as dead as the dinosaur.

Ain't Justice Grand

If in a naughty temper you assassinate your mother, Your aged father or your aunt, Your sister or your brother, Within a dark and gloomy jail For life you'll sit and sulk (That is, unless you happen to be comfortably rich.)
If you, like me, are short of cash, Be careful how you act, Go wrong and Justice swings the lash.
Off to a cell you're packed; With time in plenty to re-learn The truth of this short tale: "No guy that has a million bucks Will tarry long in jail!" R. A.

Mahatma Gandhi says: "I am a man of peace." But he won't give Great Britain any.

Good Will—As Well As Attention (Exchange)
I should have to revise my whole conception of what constitutes effective advertising if I learned for certain—that there isn't more usually than reward for the type of advertising which is accomplished at the inconvenience or the discomfort of potential customers.
With many there is the mistaken notion—at least, I believe it is sufficient, an end unto itself. As I view it, advertising to be effective must build good will, at any rate, it must not destroy good will.
To my way of thinking, a number of commonly used models of advertising fall short in their effectiveness through lack of attention to this factor. They attract only to repel. An example or two:
1. The billboard which shuts from view an attractive landscape.
2. The car with sound amplification which moving about on the streets or in fixed position pours out its canned music to those who would prefer silence.
3. The house to house dodger which, dropped unsolicited on the porch, means a stoop, at least, and oftentimes a chase about the yard for the housewife.
4. Any direct selling advertisement over the air.
Good will, I insist, is an indispensable element of effective advertising.

Chaco Imitates Mesines (New York Times)
Civilized triumph for civilization is registered in the Chaco jungle, where Bolivia and Paraguay have been engaged in mutual slaughter for close to two years. The two nations are small, Bolivia having a population of less than three millions, the other less than a million. But they have pulled themselves up to a level with the leading nations of the world by mastering the full possibilities of trench warfare. Bolivia announces a successful mining operation which literally blew the Paraguayans out of 4,000 meters of trench, with a loss of prices 2,000 dead.
This is like General Plumer and Mesines Ridge in 1917. But perhaps it is a bit exaggerated to speak of Paraguay and Bolivia as quite up to the level of modern civilized nations. When they blew up trenches in France they scored several casualties for every meter of trench instead of only one dead per meter, as in the Chaco.

Rail Fatalities Decrease (Indianapolis News)
Fewer persons were killed in railway accidents last year than in any year since 1888, when the interstate commerce commission began to collect information about rail accidents. Since that time, the Railway Age shows, the population of the country has more than doubled, and the number of crossings has increased 60 per cent, rail road traffic has increased five-fold, and highway traffic over rail crossings has shown an enormous gain. Fatalities involving motor vehicles at grade crossings resulted from automobiles running into the sides of trains. That percentage had increased to 19.2 in 1932. The percentage of motor vehicle accidents increased from 24.9 in 1926 to 40.1 last year. As long as motorist approach rail crossings at a rate of speed that makes it impossible for them to stop quickly accidents where automobiles hit trains are likely to increase and trains hitting automobiles decrease.

CHURCHES

Our Lady of Sorrows Church

Rev. John J. Larkin, 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 Morning Worship and Communion Service.
11:45 Bible School with Classes for all.
6:30 Young People's Hour.
7:30 Evangelistic service with a good song feast. The pastor will speak at this service.
Come and worship with us.

Clarenceville Methodist Church

O. J. Lyon, Minister

10:30 Morning worship.
1:00 Church school.
6:30 Epworth League.

Methodist Church

Rev. V. D. Longfield, Pastor

Church School 8:30 a. m.
Morning Worship, 10:45 a. m.
"It Doth Not Yet Appear What We Shall Be."

This will be a timely message for present day conditions, especially appropriate to Labor Day Sunday.
Everyone is urged to attend, and be sure to bring your friends who are assisting the community during the holidays.
Mid-week service, Wednesday, 7:30 p. m.

Evangelical Church

Rev. W. Breitenbach, Minister

No Services this Sunday.

Universalist Church

3:30 p. m. Dr. Frank D. Adams, sermon. Topic: "Getting On With One Another."

WEST POINT PARK

Mrs. William Zwahlen

Mrs. Ethel Middlewood and Miss Barbara, accompanied by Mrs. T. H. McGee and Mrs. Grace Miller of Farmington, motored Sunday morning to Chicago to attend the World's Fair.
Miss Edna Johnston of Algonac was the guest last Thursday and Friday of Miss Dorothy Gerge. Both girls returned to Grace Hospital Friday evening to resume training after a three weeks' vacation at their home.
Mr. and Mrs. Herb Chivalia and daughter of Detroit and Mrs. Lee DeLoach of Spokane, Washington, were Sunday afternoon guests of Mr. and Mrs. Ernest Talman.
Catherine Stewart of Detroit was the guest of her aunt, Mrs. Ethel Middlewood for a few days last week.
Robert Hunter of Kenton, Mich. will be home over Labor Day with his parents, Mr. and Mrs. E. Ault.
Mr. and Mrs. Herman Zerbst and Mr. and Mrs. Ruby of Taylor Center were guests Sunday of Mr. and Mrs. Fred Gerge.
Mr. and Mrs. Leslie Ault and three children, on their way home from the Century of Progress at Chicago, were guests for three days of relatives, Mr. Austin Ault and three daughters going to their home at Washington, Penn., with them.
Mr. and Mrs. James Eastman, and Miss Anna Thayer spent Wednesday at the Thayer cottage at Union Lake.
Mr. and Mrs. Fred Gerge spent Saturday in Detroit on a business trip.
Miss Marie Berchem of Detroit was the guest Saturday and Sunday of her father Alfred Berchem.
The Women's Association met Thursday afternoon for a garden party at the home of Mrs. Robert Fredericks. Bunco was played and lunch served.
The Ladies' Community club will meet next Thursday afternoon at the Community Hall.
The annual Wolfe reunion was held last Sunday on Belle Isle.
Charles Taylor, who was taken ill last Monday night and removed to the University Hospital at Ann Arbor is home again and much improved.
Mr. and Mrs. Lucian Gilbert and children were guests Sunday of Mr. and Mrs. Howard Ellison at Lansing.
Mrs. Albert Owen was the guest Saturday of Mrs. Mary Owen who is ill in the hospital in Detroit.
Mr. and Mrs. George Welsh of Detroit were Sunday dinner guests of Mr. and Mrs. Ernest Talman.
Mr. and Mrs. Richard Vance and family motored Sunday to Delta, Ohio because of the illness of Mrs. Vance's mother, Mrs. Webster.
Miss Sarah Rainey of Detroit, who was the guest of Mrs. Frank Roberts during her vacation of two weeks, returned home Tuesday evening.
Mr. and Mrs. William Zwahlen and Mrs. Shirley Auld were guests Sunday afternoon of Mr. and Mrs. Arthur Stanley of Detroit.

WATERFRONT FILM COMES TO REDFORD THEATER THURSDAY

One of the outstanding pictures of the year, "I Cover the Waterfront," filmed from the popular book of the same name is the leading attraction at the Redford theater on Thursday, Friday and Saturday of this week.

"I Cover the Waterfront" is the story of a newspaper reporter who was supposed to have one of the worst beats on the staff of the journal for which he worked but found enough drama in the bizarre life of the waterfront to write the thrilling epic which Reliance filmed for United Artists. The cast of the picture includes Ben Lyon in the male lead, playing opposite Claudette Colbert, and the late Ernest Torrence, grand old man of the screen, in his last role before his death. The direction of the picture was in charge of James Cruze, who was responsible for such outstanding successes as "The Covered Wagon" and "Old Ironsides."

Ben Lyon has the role of the reporter in the picture who aids Federal men in the running down of alien smugglers. The smugglers are discovered to be bringing Chinese into the country in the bellies of dead sharks. The difficulty of filming scenes of this nature can be imagined. The health company was forced to hire harpooners to catch the huge elephant sharks, which are among the largest in the world, then string them up with the assistance of cranes and place the Chinese inside them. The United States fleet and the old ship, "Old Ironsides" were included in the filming for atmosphere.

"I Cover the Waterfront" will also be shown another Dunn-Elfers picture, "Hold Me Tight." The popularity of this team has been testified to in the box office returns of their pictures.
Sunday's double bill at the Redford theater includes Cary Grant in "Gambling Ship" and Bill Boyd in "Emergency Call." The outstanding college comedy college humor with a stellar cast headed by Bing Crosby, Jack Oakie, Burns and Allen, and Richard Arlen comes on Labor Day for a three-day run. The second picture will be Warren William in "Mind Reader."

The four-hour matinee for the children will be held Saturday afternoon. Lew Belterly will be at the organ.

WEST FARMINGTON

The West Farmington school will open Tuesday, September 5, with Miss Helen Snobar succeeding Miss Mary Morrison as teacher. Miss Morrison has been teaching at the school for the past two years.

Herman Grimmer is attending the World's Fair at Chicago. S. B. Tanner, former resident of West Farmington, is still in a serious condition following an operation at the Harper hospital at Pontiac. He has been removed to his home in Pontiac.
Mrs. George Swanson of Chesaning, formerly Miss Evelyn French of West Farmington, is the mother of baby girl, Glenna Gladys, born August 27.
Smith Green took his class of Junior boys of the Walled Lake Baptist Sunday school on a two day fishing and camping trip.
Wilber Bachelor spent the week end with Mr. and Mrs. Mark Bachelor and family.
Mr. and Mrs. Irvin Knapp entertained several relatives at a dinner given in honor of Mrs. Knapp's birthday, Saturday evening.
Mrs. Edith Graham spent the week end with her daughter, Mrs. Irvin Knapp.

ATTEND GATHERING AT MARK BACHELOR HOME

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NRA COMMITTEES ARE ORGANIZED IN VILLAGES

NRA committees were organized to direct the Recovery drive at Walled Lake, Wixom, and Commerce during the past week. Herbert Ross is chairman of the committee at Walled Lake and Lloyd Coe is the chairman at Commerce. The organization of the local committees automatically removes the villages from the control of the county committee at Pontiac.

DISCUSSION GROUP MEETING

A meeting of the Economic Discussion Group will be held Friday night at the home of Mr. and Mrs. R. N. Crossman. The subject will be "The NRA."

Send in your news items.

NEW TELEPHONE

A new telephone has been installed during the past week by the Bell Telephone Co. for the Farmington Manufacturing Co., 23603 Farmington Road. The number of the new phone is 111.

W. H. M. S. MEETING

The first regular monthly meeting of the Women's Home Mission Society will be held Tuesday at the home of Mrs. E. Talbot at 2:30 p. m. All members are urged to be present.

20 YEARS OF SERVICE

The Art of Embalming

In the comparatively short time of three years, a person may obtain a license to practice embalming in the state of Michigan. Many years, however, are required for that same person to master the ART OF ENBALMING.

Spencer J. Heeney

Phone Farmington 24
DAY OR NIGHT

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

SAVE!



Avoid High Prices—Buy Your

COAL NOW

Coal prices—like all others—are rising. Seasonal advances will be augmented by the general upturn. Why put off putting in your winter coal supply? You will most certainly save money by buying now ... and the quality is most satisfactory.

Farmington Lumber & Coal Co.

CARL G. HOGLE, Mgr. Phone 20
Farmington

PROFESSIONAL SERVICES

Z. R. ASCHENBRENNER, M. D.
Physician and Surgeon
Office Hours: 9:00 to 4:00 p. m.
Evenings Except Sun. and Wed.
7:30 to 8:30
Office Phone 150-7
Resident Phone 150-6
Oak Ridge
E. DEANE ELSEA
A. P. WARTHEM
Osteopathic Physicians
And Surgeons
Grand River at 8-Mile Road
Chilcressville
Hours 2 to 6—7 to 8 Daily
Phones:
Farmington 333F3
Redford 2026
If no answer call CHERRY 2224