

The Farmington Enterprise

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Editorials

Exit The Chiseler!

Historians of past eras, seeking to understand and re-create those periods for us, utilize newspapers and magazines of the time to study events as our predecessors saw them during their own lives. News columns have been fruitful sources of historical material ever since newspapers were in existence.

But historians of this age in the future will have another prolific source that came into being only in the last 40 or 50 years. That is the advertising columns of publications, and it is a fact that no better mirror of any period during the last half-century may be obtained than in the advertisements that have been published. The phenomenon of a woman smoking in a cigaret advertisement, for instance, tells more quickly and effectively than might a whole column of type, the fact that there has been widespread acceptance during the last decade of smoking in public by women,—just as did the bustles in women's store advertising of many years ago reveal something of fussiness, and heavy gold watch-chains something of the men's pomposity, of those days.

The times we ourselves have been passing through have their expression in advertising, too, as does the marked change that has come about in the last few months. No more striking instance of a clever writer seizing upon the change in public attitude has appeared than a full-page advertisement by one of the great tire companies, which was printed some weeks ago in a national magazine. As the shrieking signs on store windows: "Sold Below Manufacturers' Costs," "Less Than Half-Price," "Sacrifice Sell-Out" have been fading from sight, the astute copy-writer put down in words this change that has developed. It is a sudden realization by the American public that when manufacturers are squeezed and sell below their costs, when retailers trade without a fair profit or at a loss, and the market is flooded with shoddy goods that quickly wear out and in the end cost actually more than higher qualities—in this state of affairs, manufacturers cannot pay their wages to labor, retailers cannot pay fair salaries to clerks, no one has money to buy, and hopes for prosperity are futile; in short, that business must have a fair profit. Under a striking title that cleverly seizes one of our newest slang terms he writes:

EXIT THE CHISELER!

"For more than three years American business has been bleeding to death internally under the reckless thrusts of the price-cutter.

"Whole industries have suffered from the ruthless raiding of lone wolf members—who smashed prices down, down, down, in a savage attempt to chisel business away from competitors at any price.

"Everyone knows what happened before the withering blast of falling prices. Standards faltered. Quality went under siege. Payrolls shriveled. Buying-power shrunk. The very weapon used to produce more business steadily produced less.

"Now suddenly the whole picture is changed. "It is changed because the public has started in not only to buy, but to buy selectively—to seek out not merely low price, but sound substantial value as well.

"IT IS CHANGED BECAUSE MEN AND WOMEN HAVE LEARNED THAT THE WRONG THING AT THE RIGHT PRICE IS NOT A BARGAIN—THAT QUALITY EVEN MORE THAN PRICE DETERMINES WORTH—THAT GOOD MERCHANDISE, AT A FAIR PRICE, IS SHREWDLY BUYING THAN POOR MERCHANDISE AT ANY PRICE.

"Behold the results already discernible in a few short weeks!

"Hope revives, ambition stirs, purpose hardens—commodity prices rise constructively—markets are expanding—the manufacturer of enterprise and conscience can once more center upon the improvement and perfection of his product instead of being forced to match pennies with his least responsible competitor.

"Men are marching back to work—here and there wages have already started rising—only on the ground.

"The nation thrills to a new purpose and a new comprehension that fearlessly say that for the benefit of all—farmer, laborer and businessman alike—prices must go higher not lower—and the whole power of constructive administration in finance, industry and government is pledged to make this happen.

"People have begun to buy again—with new confidence that the prices they pay today will not crumble tomorrow.

"Your buying, your selective buying, is speeding the exit of the chiseler from industry of every kind—and as a direct reward for buying now, you can still get first-quality favorably known merchandise at prices which you may never see again."

Horse-Race Crazy

Bank inquiries and the perennial subject, Depression have been unable to prevent Detroiters from pursuing the newest and most fascinating fad that has presented itself to them in years. An hour's time spent in the Fourth City is sufficient to convince any observant person that a generous proportion of the entire town has gone completely horse-race crazy. No subject can begin to compare in interest with the running events each afternoon out at the State Fair grounds. No other topic of conversation seems able to make even slight headway against the omnipresent, "Which one are y' on t' day?" And the quick answer, "Beelzebub in the fourth."

A visitor to the city reported the other day this experience. He dropped into a barber shop in a busy section. It was a three-chair shop, and as he came in, all were occupied. All three barbers and all three occupants—six minds with but a single thought and topic of conversation—the races. The center chair was soon vacated, but not for the prospective customer. Deftly the attendant spun it around and hastily he put away his tools. Work was done in that chair for the day, and in company with his last customer, the center-chair attendant said goodbye and stepped out, joining half a dozen other men on the sidewalk outside. The party was off for the fair grounds. The remaining barbers explained that one chair was

vacated each afternoon, while one of the three went out to the races. Meanwhile the porter had come in and his customer who had stepped up for a shoe-shine asked him "what he had today." The porter told his customer and was sharply criticized for the undesirability of what he had. "Well, it was the best I could get," was his reply. And he went on, as he shined, to tell about some horse "in the fifth."

Barbers and porters more deft on it than others? Not by any means. In the group the barber had joined on the sidewalk were half a dozen men of standing whose offices were in a large building opposite the shop. Professional and business men, manufacturers' representatives and executives participate in the craze. They might argue about the prospects of this or that horse, but not about the races themselves. On this there is unanimous agreement—Detroit is indeed pleased with its new toy, and has taken to it with the typical devotion of a child with a new trinket.

Sport, a chance to gamble in a small way now that Depression, the stock market toboggan, and fall in real estate values has removed some of the means of gambling in a big way—these and many other things draw the thousands out there each day. It will be a doleful evening for multitudes, lovers of sport and speculation, when the running is over for a long time, a few days hence. The football season will come just in time to hold up the sports end, but there isn't much betting on football any more, and besides, how can wagering on the score of one football game compare with laying down two dollars on Whozie in the first, three on Ladybug in the third, and after losing both bets, trying to come back by putting down five on Sawbones in the seventh?

CHURCHES

Our Lady of Sorrows Church

Rev. John J. Larkin, Pastor

Sunday masses at 8:30 a. m.

10:30 a. m. and 12:00 noon.

Benediction after 10:30 mass.

Daily masses at 7:30 a. m. and 8:00 a. m.

Baptist Church

Rev. E. W. Palmer, Pastor

10:10 Prayer Period.

10:30 Communion and reception of new members.

11:45 Bible School. This will be the first Sunday of the new quarter, every scholar is urged to be present.

6:30 Young People's Hour.

7:30 Evangelistic service with Ralph Pardee of Pontiac preaching.

Monday night the men of the church will meet Wednesday night we will start a study of the book of Hebrews.

Clarenceville Methodist Church

O. J. Lyon, Minister

10:40 Morning worship.

11:00 Church school.

6:30 Epworth League.

Methodist Church

Rev. F. A. Lendrum, Minister

9:30 Sunday School.

10:45 Church Service.

Evangelical Church

Rev. W. Breitenbach, Minister

Church Service, 10:15.

Sunday School, 11:15.

Mrs. Florence Edgar, organist.

Erskine W. Evans, Sunday School Superintendent.

A Sunday School Rally Day will be held October 1st.

Children attend church in a body.

All friends and parents invited.

WEST FARMINGTON

Mrs. Sarah Murray left Sunday evening for Chicago where she will visit her son Edwin and attend the World Fair.

Mr. and Mrs. Charles Hollier and sons, Richard and Starr and Mrs. Edith Graham motored to Hartland to spend Sunday with Mr. and Mrs. Lawrence Giegler.

Grace German left Saturday for Ypsilanti where she will attend college.

Mrs. Elva Tolman spent Tuesday with Mr. and Mrs. Starr Graham in honor of the joint birthday anniversary of her grandchildren, Arthur and Vera.

The Oakland County nurse called at Bassett school Thursday afternoon.

GAME-COVER ADVICE

Farmers, conservation organizations and others interested in the preservation or the improvement of game cover and in farm-game management will be able to secure advice and assistance from the Department of Conservation through the employment of F. E. English, who has been working in Michigan on game management projects.

Mr. English, who became identified with the Game Division of the department September 1, will act as an extension and research agent in connection with game cover and game management and in fostering more interest in this phase of conservation.

FUR PRICES UP

Rapid rise in the price paid for fur within the past few months is attracting the interest of trappers who are anticipating the opening of the fall seasons, according to the Department of Conservation.

While the price of pelts has risen recently, Michigan production this year is expected to be below normal so that the income of Michigan trappers probably will not exceed that of 1932.

WEST POINT PARK

Mrs. William Zwahlen

Gala Day will be held Saturday, Sept. 30. There will be a pedro party, after the parade, for the ladies. Two ball games and other games, with a supper from 6 o'clock to 8, are scheduled.

William Peans of Detroit visited old neighbors and friends last Thursday.

Mr. and Mrs. Ralph Voorheis and son Donald, and the latter's mother, Mrs. El Rowe of Detroit, were dinner guests Saturday of Mr. and Mrs. Albert Owen.

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

Mr. and Mrs. Louis Esch of Eight Mile Road attended the 50th Wedding Anniversary of the latter's sister and the former's brother, Mr. and Mrs. Wm. Esch last Thursday evening at their home in Plymouth.

Mr. and Mrs. Gordon Vance and children were guests over the week end of the latter's parents Mr. and Mrs. Webster at Delta, Ohio. Mrs. Webster who was very ill, is slowly improving.

Mr. and Mrs. John Changaris of Wayne were guests Wednesday evening of Mr. and Mrs. Clinton Ault.

Mr. and Mrs. Marquette Shoman, Mrs. Nicholas Shoman and son John of Detroit were guests Thursday of Mr. and Mrs. L. B. Gilbert Sr.

Mrs. Duttweiler of Brown City returned home Saturday after a three weeks' visit with her daughter, Mrs. Harry Houghland.

Mr. and Mrs. Albert Owen, Kenneth and Billy were guests Sunday evening of Mr. and Mrs. Melvin Owen in Detroit.

Mr. and Mrs. John Guest of Detroit were guests Saturday of Mr. and Mrs. Wm. Sherman.

Misses Esther and Barbara Middlewood of Caro were home over the week end, and Miss Barbara was the guest Saturday of Miss Helen Berger in Detroit.

Mrs. Walter Rehahn, who was taken to Ford Hospital last week is getting along nicely.

Mr. and Mrs. Dittmer and son Raymond of Detroit accompanied by Misses Dorothy Gorge and Edna Johnston of Grace Hospital were guests Sunday of Mr. and Mrs. Fred Gerge.

Miss Olive Grimwade of Farmington was the Sunday dinner guest of Miss Shirley Zwahlen.

Mrs. Fred Trete and son Thomas of Detroit were guests last Sunday of Mr. and Mrs. L. B. Gilbert Sr.

Mr. and Mrs. M. E. Ault and family were week end guests of relatives in Melville, Washington and other places in Pennsylvania.

Mrs. Albert Schroeder, her son Wm and his wife, of Indianapolis, Indiana were guests Saturday and Sunday of her sister, Mrs. Louis Esch of Eight Mile Road.

Mr. and Mrs. George Hayes and son Donald of Detroit were guests Sunday evening of Mr. and Mrs. Lucian Gilbert.

Mrs. Marvin Addis entertained the Larkins club at a dinner last Thursday.

Mr. and Mrs. Ernest Talman and family were guests over the week end of the latter's parents, Mr. and Mrs. Kitchen at Cass City.

Mr. and Mrs. Marvin Addis motored Saturday to Howell. Fred Sharpe, the latter's father, returned with them for the winter.

MOSAICS READY

Mosaics of airplane photographs of 18 townships in Marquette County have been completed it is announced by the Department of Conservation, and are now available to the public. The maps are sold at the cost of printing. The prints are of the scale of two inches to a mile and each print includes the township. Photographs of additional townships in Marquette County will be available soon.

CLAM SEASON END

The 1933 clam season closes September 30. All 1933 licensed clammers must file reports of their "catch" with the Conservation Department by December 31 or be denied a 1934 license.

Be sure you're right; then check your figures.

CAUTION WILL HELP

Forest fires are burning the stock in trade of Michigan's tourist industry. Caution with burning tobacco would help minimize the loss.

When we enjoy our work we are twice blessed; we have a good time making our money and a good time spending it.

One Small Jack

can lift a car but it takes a lot of "jack" to keep it up, if you should have a wreck and no insurance.

See Us Before That Accident

Clare J. Grace

Representing

CITIZENS MUTUAL AUTOMOBILE

INSURANCE CO. OF HOWELL

Phone 1

Dodge-Plymouth Garage 33015 Grand River

QUALITY CONSIDERED

THESE PRICES ARE LOW

100-lb PROSPERITY EGG MASH	@ \$2.00
100-lb DELIGHT EGG MASH	@ 2.10
100-lb LARRO EGG MASH	@ 2.30
100-lb DELIGHT SCRATCH FEED	@ 1.70
100-lb CRACKED CORN	@ 1.60
100-lb CORN MEAL	@ 1.50
100-lb CHOP FEED	@ 1.75
100-lb LINSEED OIL MEAL	@ 1.95
100-lb LARRO DAIRY FEED	@ 1.80
100-lb MY LASSIE DAIRY FEED	@ 1.60

We carry a complete line of POULTRY—PIGEON—DAIRY—HOG—HORSE—and DOG FEEDS. See our feeds before buying elsewhere.

Farmington Mills

PHONE 26

Buy COAL and COKE

Before Prices Rise—Higher!

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