

# The Farmington Enterprise

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## Editorials

### "Butter" Slides Down

Butter is not the only commodity which has failed to respond to all efforts at Washington to force prices upward, but butter and dairy products form one of the most distressing agricultural price problems of these difficult times. Butter skidded down eight cents a pound in one dizzy day a short time ago. It has never yet fully recovered.

A farmer living in this vicinity, who is active in dairy organization work and conversant with conditions, stated a few days ago that there is in storage in this nation today 180,000,000 pounds of butter. Some statistician might tell us how big a mountain, how high and how wide, that would make if it was all put in one big lump. If it was put all in one big chunk and melted, that might please dairy farmers a lot.

But an idea of what this enormous surplus and its shadow over the dairy market means, may be gathered by considering the population and the butter it uses. We have no recent figures on the per capita butter consumption of the country. But considering that there are 130 million people in America, and that families average four and one-third persons, there are approximately 30 million families in this country. Let us assume that an average family will consume a pound of butter a week, which they probably will not, due for one thing to the large use of substitutes. But taking the figure of a pound a week per family, it is apparent that if the storage amount mentioned is correct, there is enough butter stored at this moment to supply every household in the country for six weeks, without another pound being churned in all that time.

No wonder butter prices have taken a spectacular dive, despite the firming up of the past few days. And no wonder that the dairy farmer finds himself getting what he regards as a ruinously low price for his milk, for, as dairy farmers in this part of the State have recently come to realize and proclaim, "there can be no great improvement in the price of fluid milk until this (butter) surplus is reduced."

Well, what to do about it? There is little question that the Depression has increased the leverage enjoyed by oleomargarine, lower-priced substitute for butter, because of the strained finances of most of the people. And there still clings to mind that unforgettable revelation made years ago, that a survey had shown that the sales of oleomargarine were actually greater in proportion in the small towns than in large cities. This led to the saying that it was the farmer's own fault if butter did not bring a good price, because he didn't eat his own product, but sold milk and buys oleo for his own table.

The last assumption is not strictly true, and perhaps not 100 per cent fair to the farmer. But it is nevertheless a fact that by actual observation, a great deal does go from stores to farmhouses and upon farm tables in this nation. Certainly a sizeable share of the sales of small town stores goes to the farming population around the towns. Again, most small towns of this country have as a considerable portion of their population retired farmers who have moved into town, and who as former farm operators, might be considered as more sympathetic with and understanding of the farmer problem than city dwellers.

It is apparent then, that thus far there has not been accomplished a successful, constructive effort by dairy producers to sell their product. This failure to capture the market applies not merely to the public at large, but to two large elements of their prospective market which should be easiest to win over completely. The chief dairy organization in the State has seen this and is preparing to take first steps toward just this end—that of selling butter, its greater healthfulness for the body and the greater healthfulness we will enjoy in our economic body of a product of American dairy farms is put on our tables where it should be in place of a substitute. The task that lies ahead of the dairy farmers is a no small or short one—the fight for the better article at a higher price never is. The success of the effort will depend on the persistence, the energy, faith and enthusiasm of those who carry it on. It is not only a worthwhile but a critical battle, for if some such effort does not soon succeed, the dairy industry may find itself indefinitely in the bog of difficult days.

### Power Of The Community Press

(Christian Science Monitor.)

He can be found in a dusty office, usually with his vest pockets jammed full of pencils and wearing a perpetually harassed expression of a man beset with countless details.

He is a genial man really, although sometimes gruff in manner. He is always sympathetic, generous and obliging. He is humble, unassuming, enthusiastic. And make no mistake about this—he is one of America's most influential citizens. Yes, he is the country editor.

Anyone at all familiar with newspapers recognizes the enormous power exercised by the country editors of America in molding public opinion. To determine what the editor's influence has been on the Pacific coast, especially in California, two surveys of the country press have been made, one by the University of Southern California and the other by a country editor himself.

The university's survey was intended to deal in economics, and it discovered that the local newspaper makes one of the largest contributions to California's smaller cities, according to Mr. Marc N. Goodnow, journalism field representative. Mr. Goodnow visited many communities and interviewed hundreds of consumers to reach this conclusion.

He found that subscribers to the home-town paper buy from 12 to 21 per cent more merchandise from local merchants

than do nonsubscribers because of advertising and that these advertisements attracted shoppers from beyond the normal trading area. In this manner the newspaper has exerted an enormous influence in helping the local merchant compete with mail-order houses and metropolitan stores.

Mr. Goodnow is so convinced of the small-town journal's value to its community that he believes it might be worth while in certain instances for merchants to induce every one of the residents to become subscribers.

"Not only is the small-town newspaper a reservoir of local and national information, but through its ability to increase the consumption of local goods it stands out above other institutions in community-building value," he said.

How do Pacific coast business executives, public officials and educators regard the country press? The answer to this question was sought by Mr. Stanley Bavier, former editor and owner of the Republican of Tuckee, Calif., during a survey, in which prominent men of three states were circled.

The reports revealed a unanimous opinion among prominent men that the country press is an important institution—far more valuable than is generally realized. Mr. Bavier said, "One of the reasons advanced for this belief is that country papers, as a rule, are not controlled by financial interests who exercise authority over the editorial policy, as is the case with some metropolitan dailies."

"The opinion was common that readers of small-town newspapers are inclined to follow and respect the editorial policy of their newspapers more than are readers of metropolitan publications," Mr. Bavier said.

Many of the executives answered Mr. Bavier's survey by stating that the country newspaper editor has far more power than he realizes, and that his leadership is vitally necessary for the success of nation, state and community.

## CHURCHES

Our Lady of Sorrows Church.

Rev. John J. Lavlin, 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.

Evangelical Church

Rev. W. Breitenbach, Minister

Sunday 10:15 Service. Subject

of Sermon: "Christ at the Wed-

ding."

The installation of the newly

elect church board members,

George Gildemeister, Ed Way,

and the reception of new church

members will take place after the

service.

Sunday School, 11:15.

Erskine W. Evans, superintendent.

Baptist Church

Rev. E. W. Palmer, Pastor

10:30 Morning service with

Ronald Butten as guest speaker.

11:45 Bible School with classes

for all ages.

6:30 Young People's Hour, Miss

Alma Weston in charge.

7:30 Evangelistic service with

Ralph Pardee of Pontiac as

speaker.

The public is welcomed to all

our services.

Methodist Church

Rev. F. A. Lendrum, D. D., Min.

Worship 10:30 a. m. and 7:30

p. m. "Love vs Law" will be the

theme for the morning sermon and

"Duty and Ability" for the evening.

Dr. Lendrum will preach, and

the choir under the direction of

Mr. Eaton will present the morn-

ing anthem and offertory.

Church school at 12 noon. Miss

Emily Butterfield, superintendent.

Classes for all ages.

Epworth League at 6:30 p. m.

with Imogene Whitlock in charge,

and "Solomon" the character of

study.

Wednesday evening at 6:30

o'clock the Church school board

will meet for supper and confer-

ence.

Thursday, the general ad soci-

ety will meet with Mrs. Wm.

Eckler, Oakland Road. Time 2:30

p. m.

### WEST FARMINGTON

William Knapp started school

Monday after being absent on

account of sickness.

Walled Lake school opened

Monday after being closed for

holiday vacation and repairing of

the school house.

Several from here attended a

box social at Mr. and Mrs. Wes-

lakes Friday evening for the

benefit of the Walled Lake Baptist

Church.

Mr. and Mrs. Welch of Detroit

were Sunday guests of Mr. and

Mrs. Arthur Green.

Wendel Green returned Monday

to his home here after spending

two weeks in Florida.

Lawrence Geigler and son Lee

called on relatives here Sunday.

Lloyd Graham, son of Mr. and

Mrs. Starr Graham had his hand

badly bruised in a litter carrier

Thursday evening while helping

with the chores. The hand is get-

ting along nicely.

Mrs. Elva Tolman is ill at the

home of her daughters, Mrs. Starr

Graham.

Mexican Spanish and Indian

Mexicans are largely a mixture of

Spanish and Indian ancestry. The

local custom is to classify them as white

if Spanish blood predominates, and as

red if Indian blood predominates.

Use Artificial Weather

To make quick tests of how weather

affects roofing and water proofing

materials, engineers use artificial rain,

sunshine, cold and heat.

### WEST POINT PARK

Mrs. William Zwahlen

Mrs. Austin Ault went Tuesday

to Ann Arbor for an exam.

Edwin Johnson, principal of

Pierison School and Miss Jamison,

one of the county commissioners

teachers were the committee select-

ed to organize a night school for

adults specializing in landscape

gardening, etc., to be held two

nights a week, the C. W. A. to

furnish the teachers. Watch for a

later notice.

Mrs. Gertrude Gribbel, son

Bruce of Detroit were Sunday

guests of Mrs. Ethel Middlewood.

Mr. and Mrs. Frank Bryan of

Northville were guests Saturday

evening of Mr. and Mrs. James

Eastman.

Miss Shirley Zwahlen was the

luncheon guest last Wednesday of

her cousin, Mrs. Carl Thisted in

Detroit.

Mr. and Mrs. Ralph Voorheis,

son Donald and Mrs. E. Rowe of

Detroit were guests Friday even-

ing of Mr. and Mrs. Albert Owen

Miss Anna Thayer, who has

been with her sister, Mrs. James

Eastman for her holiday vacation,

returned Saturday to Muskegon

Heights where she teaches school.

Mr. and Mrs. Herman Zerbst,

son Mark of Tuxedo, Cal. were

guests Friday evening of Mr. and

Mrs. Fred Gerge.

Mr. and Mrs. C. Roth of Reece

were guests Thursday and Friday

of Mr. and Mrs. Arthur Sharrow.

Mrs. Frank Gould attended the

graduation of her niece Miss Marie

Webber of the Western High

school, at the City of Detroit Col-

lege, Tuesday.

Mr. and Mrs. Charles Pierpont,

Marjorie and Leslie of Northville

were Sunday dinner guests of Mr.

and Mrs. T. M. Gillespie.

Mrs. Anna Smith, and Ralph

Harter of Detroit were Sunday

guests of Mr. and Mrs. L. B. Gil-

bert, Sr.

Mr. and Mrs. Wm. Zwahlen,

Shirley and Wm. Jr., and Miss

Olive Grimwade were guests Sun-

day afternoon of Mr. and Mrs. R.

K. Smith of Rosedale Park, De-

troit.

Miss Vivian Addis spent Thurs-

day and Friday as the guest of

Mrs. Wm. Gillespie on Nine Mile

Road.

John Harlan returned Wednes-

day to Tri-State College at An-

gola, Indiana after a three week's

vacation with his parents, Mr.

and Mrs. John Harlan.

Mr. and Mrs. Newton Gould and

their two daughters of Detroit

were guests of Mr. and Mrs. Em-

erson Ault.

Tom and Bill Sherwood of Red-

ford, and Frank Gould motored

to Houghton Lake Wednesday on

a fishing trip, they returned home

Thursday bringing 18 large

pike.

Mr. and Mrs. Edward Helt,

James Stone and son James, Jr.

and Claude Hauser of Grass Lake

were guests Sunday of Mr. and

Mrs. W. Livingston.

Miss Olive Grimwade of Farm-

ington was the Sunday dinner

guest of Miss Shirley Zwahlen.

### OUR YOUNG PEOPLE

"This new generation of ours

stands ready to help us. They may

not be as ready as were their fa-

thers and mothers to accept the

outward requirements or even

many of the ancient observances

of the several churches, yet I

truly believe that these same

churches can find in them a

stronger support for the funda-

mentals of social betterment than

many of the older generation are

willing to concede."—President

Franklin D. Roosevelt.

### RECEIVE CITATION

A National President Citation

will be awarded to the American

Legion Auxiliary of Farmington, for

going over the top for the mem-

bership list of 1934.

A pioneer is the fellow who

can remember when our confirm-

ed criminals were the bad boys

who spit on the sidewalks.

Car Conductors Ad Medium  
Street car conductors in the Nether-

lands can be hired to advertise bus-

ness establishments by calling their

names as the cars pass them.

### Old Cathedral Is Sinking

The ancient Gothic cathedral of

Koenigsberg containing the tomb of