

The Farmington Enterprise

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Editorials

Clipped From Other Publications

The Benefits Of Advertising

(The Detroit News)
Who pays the cost of advertising? The answer usually is prompt and confident: The consumer. And that simple solution of an omnipresent economic problem leads many to conclude that one more unnecessary burden is being loaded upon the luckless fellow at the end of the line.

Granting that the consumer has to pay all the expenses of the means of persuading him to buy an article, how much would he save if producers and distributors abandoned advertising? An answer recently was given by a Government official who rates as an exceptional authority, Wroe Alderson, for more than eight years connected with the Bureau of Foreign and Domestic Commerce, has been in charge of extensive surveys to get at the most economical methods for conducting retail business, particularly in the grocery and drug trades.

Dealing with advertising, Mr. Alderson admits that the consumer must foot the bills, but he contends that the consumer in paying for a nickel's worth of advertising gets 50 cents' worth of business in lower production, distribution and sales cost. Advertising does something that has to be done if business is to reach worth while proportions, and does it at the lowest possible cost.

In fact, in the advertising costs, the consumer merely is paying for his own education. He needs and wants the things he buys and finds in them, a satisfaction commensurate with their cost, but he learns of the things that he needs through advertisements. There are other ways of making the contact between producer and consumer, but in the main they all are more expensive. By the general process of advertising, the producer makes known to large numbers of prospective customers the fact that his products are in the market and furnishes sufficient information about them to create a desire for them. As Mr. Alderson phrases it, "Advertising minimizes the enormous cost of consumer indecision." The results are accelerated turnover and reduction of time required for each sales transaction.

"The turnover is from three to ten times as great on an advertised product as it is on a product presented to the consumer by other means." The result is greatly increased production with attendant economies which enable producers to give consumers benefits in the way of improved quality and lower prices.

He Would Take Their Pants

"We will lick the pants off those Republicans" said Gov. Bill Comstock in a speech to 200 young Democrats of Michigan at Lansing Monday night.

Now Bill—will that be nice? Didn't the Republicans lose their shirts literally speaking, in the election of 1932?

And now—Bill—you would come along and take their PANTS?

Granting that the anti-nudist laws must prevail and that the state does not want any more scenes like happened over at Allegan the People—Bill—may object to Republicans without PANTS?

There are a lot of 'em left—Bill—maybe more than you suspect anyway, no matter how you look at politics you do have to wear PANTS. That goes seven ways from the Jack-Bill—old top—Chet Howell in Chesaning Argus.

Test Yourself

Individual growth is a gradual process. We develop slowly—often without knowing it ourselves and, by the same token, we may stop developing intellectually without being conscious of it. There lies danger, for when we stop growing, we start slipping backward.

Success comes mysteriously, but with an alert mind and intelligent planning any human should grow steadily. A periodic check-up on one's progress is often illuminating and always valuable. Here are a few questions taken from a self-test suggested by J. Donald in Pearson's Magazine. Test yourself as impersonally as possible. If you can give a strongly positive answer to most of these questions, your chance of success is far above the average.

Are you resolute in carrying out plans you have mapped out for yourself?

Can you concentrate? Have you a definite aim and purpose in life?

Have you confidence in yourself and your own powers?

Do you welcome responsibility? Do you easily get people to work with and for you?

Do you like talking about things that interest other people?

Are you normally good tempered and patient?

Can you weigh the pros and cons of a matter without prejudging it?

Are you a believer in moderation of all things?

Draw up a list of the things of which you are afraid. Is your list short?

Do you avoid exaggeration in speech?—Detroit Edison "Snydroscope."

Making For Honesty

(Delta Gladstone Reporter)
The main purpose of the recent laws governing the practice of banking, the offering of securities for sale, the regulation of business and industry, is to make it more profitable to be honest than dishonest. That is what appeals to everybody, whether he is a crook or an honest man. It has been said that the system which is now being overhauled put a premium on dishonesty. We do not quite subscribe to that. We can think of a few examples of men who have accumulated great fortunes through dishonest methods, but the last state of these men has been worse than the first. Some are in exile, some in prison, some are executed and cut off from the respect and confidence of their fellowmen.

All that law can do in this matter of honesty is to close some of the loopholes through which some of the big crooks crawled in the past. It cannot insure that a new crop of crooks will not find new methods of dishonesty.

"How Harmony Works"

Elton Eaton, former Groesbeck secretary and publisher of the Plymouth Mail, says Ed Nowack's piece about Groesbeck not being a candidate for governor is based on a personal wish rather than a regard-for-possible facts. C. Howell, in the Chesaning Argus, and Tom Conlin, in the Crystal Falls Diamond Drill, both tell of their deep-seated affection for Mr. Fitzgerald—a secretary of state. All cry for harmony but we have lived long enough to notice that political harmony depends on who is the corpse and how well the pall bearers are doing their job.—Murphy. H. De Foe in Charlotte Republican-Tribune.

WALLED LAKE

Edited by Mrs. L. M. Philp. Phone Walled Lake 57.

Wendell Carter is boarding at the home of Mrs. Blanch Lenoff of Pontiac and his orchestra has a job playing each evening in Pontiac. Mrs. Lenoff and Wendell were Sunday dinner guests of his mother, Mrs. Earl Parris.

Tim Roach is able to be up and about the house again.

Irvin Hansen spent the week end at his home at Ludington and Miss Margaret Heinz visited her home over the week end.

Harold King accompanied his father Rev. James King of Olivett College to Boston where he will spend the week. Mrs. Wagner of Detroit is substituting for him.

Mr. and Mrs. Ralph Francis were host and hostess at a Valentine dinner on Tuesday evening. The evening was spent in playing bridge.

Mr. and Mrs. Ethel Voorheis are moving into the home vacated by Mrs. Bertha Chafy.

Mr. and Mrs. K. W. Clark were Monday evening dinner guests of Mr. and Mrs. E. V. Mercer.

Extension Course News
Mrs. E. V. Mercer will be hostess to the extension course group on Tuesday, February 20 at 10:00 a. m. Mrs. Harry Avey will be in charge of the lesson. Mrs. Mercer and Mrs. Hazel Venstrom are in charge of the lunch. A main dish and a hot drink will be served by the committee and members are requested to bring the usual dinner and luncheon. This lesson will be the first of a series of two lessons entitled "Step Saving Kitchens." Anyone who wishes to take advantage of these lessons is invited to attend.

Mrs. Beatrice Avey, Mrs. Rose Moss, Mrs. Harriet Small and Mrs. Mary Buffmyer attended the leader's training class at Troy on Wednesday.

Mrs. Mary Buffmyer attended the landscape gardening class under the leadership of O. C. Gregg of Michigan State College at Pontiac on Tuesday.

Aubrey Carless is working in Detroit.

Donald Post, Billy Mercer, Miss Darlene Beckman, Roy Mercer and Mr. and Mrs. E. V. Mercer heard Dewitt Jones at the North Woodland Avenue Congregational Church. His topic was the "Soul of Abraham Lincoln."

Misses Myrtle and Betty Miller of Mt. Clemens were guests at the C.F. Rose home on Sunday.

Mr. and Mrs. C. G. Parmalee and Mr. and Mrs. Erwin Rose visited Mrs. Mary Chapman on Sunday.

Mr. and Mrs. William Hoyt were Monday evening dinner guests of Mr. and Mrs. Harry Pattison of the North Pontiac Hospital.

P. T. A. News
The P. T. A. will meet on Thursday evening February 2.

The P. T. A. presented their play for the second time on Saturday, February 11. A good crowd attended, and it was a success financially.

Methodist Church News
The members of the Sunday school were entertained at a Valentine party on Thursday evening. Games were played for the first part of the evening. Valentines were auctioned off and purchased by the males with mock money. A luncheon consisting of red jello hearts and Valentine cakes was served.

Mrs. Bruce Dickie of North Farmington will be hostess to the Ladies Aid on Friday. A dinner will be served and friends of the Aid are invited to come and purchase their dinner at the small sum of 25c. The dinner will be served at 12:00 a. m.

A Lenten Message entitled "Afar Off" will be given by Rev. E. L. Carless on Sunday morning February 18.

The Teacher's meeting was held at Mrs. Jesse Powers' on Friday evening. Future plans were discussed for the Sunday School. Mrs. L. M. Philp was appointed to look after the social activities of the Sunday School.

Mrs. Jesse Powers, Miss Dorothy Russell, Miss Ruth Bradley, Mr. and Mrs. L. M. Philp, Rev. Carless and Lee Carless attended the School of Religion on Monday evening at the First M. E. Church of Pontiac. Miss Bradley, Mrs. Powers, Mrs. Philp and Rev. Carless entered the class on "Study of Adolescents." Mr. Philp and Lee Carless entered the class on "Dramatization and Paganism," and Miss Russell took up the subject "Primary Methods and Materials."

Baptist Church News
The Young people of the Baptist Church enjoyed a Valentine party at the church on Monday evening.

A double male quartette was heard on Sunday evening and enjoyed.

School News
Walled Lake defeated Clarkston in all three games last Friday. The first team defeated them by 28 to 10. The second team won 11 to 6. The girls also won, the score being 9 to 7.

The GWA will have the gym floor completed the last of this week. Keego Harbor will play here Friday the 16th, and St. Mary's Friday 23. The Alumni will play Ford Hospital following the Keego Harbor game.

The men of Walled Lake have organized three teams to play Volley Ball. These are about twenty five men who take part. They meet every Monday at seven o'clock. The captain of the teams are as follows: Frank Sheppard, Lee Philp, and Douglas Tuttle.

The two losing teams will feed the winning team and their wives at the close of the season.

Mr. King, literature teacher at Walled Lake High School, is absent this week while making arrangements for entering Harvard University next year. Mrs. Harvey Wagner of Dearborn is taking his place while he is absent. She is a graduate of the University of Michigan.

Miss Ruth Bills, who has been tist Church enjoyed a Valentine two weeks, is convalescing.

The try-outs for the Junior Play were held Monday night. The play, "Here Comes Patena," is to be given March 9th at the school. The P. T. A. play was given Tuesday and Saturday night, February 6 and 10, with great success. Mrs. Glen Buffmyer was the director.

The cast of the characters were as follows:
Wheeler Ketchell - George Goodrich
Dad Ketchell - Waldo Proctor
Mrs. Ketchell - Mrs. Henry Moss
John Liebeck - William Glover
Deep Liebeck - Velma Powers
Mona - Dorothy Russell
"Roarin'" Riley - Harold King
Widow Winters - Mrs. Ray Riley

Reclaiming Your Rugs
How all the old-fashioned industries and activities have been taken out of the home and turned over to commercial enterprise, haven't they? There is scarcely one out of the home activities—whether making new articles or refurbishing from scraps and leftovers—that isn't done better, more cheaply, and infinitely more quickly by the modern factory. Of course these machine products do not have the personal, hand-made touch that the heirlooms made by our grandmothers possess; but the modern woman has little time in which to make the braided mats, candlewick counterpanes and patchwork quilts produced in the olden days when there was more time than anything else!

The newest form of commercial making-over that I know of is the reclaiming of old carpets, rugs and clothing materials, and turning them into attractive new rugs of any size, dyed to one's chosen color and finished in either a plain solid surface or two-toned with a wide border. We all know how successfully the government reclaimed old uniforms, blankets, army shirts, and other garments during the war, and how entirely clean, sanitary, and durable such reclaimed articles can be.

The firm which reclaims our ragged, faded, and torn carpets, rugs, and portieres—otherwise useless, performs what sounds like a domestic miracle. Into the maw of their special patented process goes the shabby, the worn, and the washed out. There the material is first reduced to shreds,

then washed, sterilized, carded, color is schemed, and lastly it is woven into a thick, seamless, reversible rug into which the foot sinks luxuriously.

It seems to me this is a brilliant idea on the part of the manufacturer. How many things we throw away because we are unable to utilize the portions that are still worth keeping! To turn up all our old coats, ancient parlor carpets, dreary chenille portieres, outgrown couch covers, and ragged pieces of upholstery, and have them return to us in the shape of a new rug, is a thing to be proud of. The rug comes back within the week, too, and the price is less than you would think.

Around the Home
By MARGARET BRUCE
With articles

George Goodrich
Waldo Proctor
Mrs. Henry Moss
William Glover
Velma Powers
Dorothy Russell
Harold King
Mrs. Ray Riley

Wheeler Ketchell
Dad Ketchell
Mrs. Ketchell
John Liebeck
Deep Liebeck
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"Roarin'" Riley
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An organized class for children having speech disorders will be held at the Baldwin School, on Howard Street, in Pontiac each Saturday morning from 8:30 to 12:00. No charge will be made for the diagnosing and for the prescription of exercises. Many of the drills may be given by the

parents at home. A fee of 50c per lesson will be charged each pupil enrolling in the class.
On Saturday, February 24, Dr. John H. Muskens, Director of the University of Michigan Speech Laboratory will come to Pontiac as consultant diagnostician. There will be no charge for his services that day.

GREAT LAKES

14830 Grand River, Detroit 2250 Seats
(Only 15 minutes from Farmington)

FRI. SAT., FEB. 16-17

A Great Cast of Stars in

"ALICE IN WONDERLAND"

Also

SITING PRETTY

with JACK OAKIE, GINGER ROGERS and A Fine Musical Comedy Cast

SUN., MON., And TUES.

FEB. 18-19-20

WILL ROGERS

Mr. Sketch

ZASU PITTS

Also

HORSE PLAY

with JACK OAKIE, GINGER ROGERS and A Fine Musical Comedy Cast

You'll never know how good your layers are until—

—and not until you give them the modern, perfected laying ration which in oft-repeated, practical, comparative tests has always produced more eggs than the leading home mixtures and commercial feeds. That egg-producing, money-making feed is

Larro Egg Mash

Years of work by scientists and practical poultry experts perfected the formula. The feed is manufactured by the exclusive LARRO method which guarantees uniformity in quality and percentage of ingredients, in chemical composition, in appearance and texture. No other poultry mash is so made!



Farmington Mills

Phone 26

QUALITY COAL



MEANS

More Heat - Cleanliness ECONOMY

There are hundreds of kinds of coal—but be careful of the kind you put in your heating-plant. Coal that is cheaper in price often costs much more in the end, because high quality coal gives more heat, is better for your furnace, and cleaner in your household.

Every shovelful of Coal we deliver is backed by our reputation of many years. Let us advise you on the best fuel for you to use.

Farmington Lumber & Coal Co.

CARL G. HOGLE, Mgr. Phone 20
Farmington

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Physician and Surgeon
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Evenings Except Sun. and Wed.
7:30 to 8:30
Office Phone 160-J
Resident Phone 160-M
Cook Bldg. Farmington

E. DEANE ELSA

A. P. WARTHMAN
Osteopathic Physicians
And Surgeons
Grand River at 3-Mile Road
Clarencville
Hours 2 to 5-7 to 8 Daily
Phones:
Farmington 333F3
Redford 2026

If no answer Call CHERRY 2234