

The Farmington Enterprise

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MEMBER
NATIONAL EDITORIAL ASSOCIATION

Farmington, Michigan, Thursday, April 12, 1934.

Editorials

Clipped From Other Publications

There's Rubbish On The Air

(Christian Science Monitor)
Radioacting in the United States suffers today from the great fault of trying to please everybody and, in the process, achieving a middle-of-the-road mediocrity. As a result radio is getting nowhere artistically and is estranging many intelligent listeners.

As it is, radio listeners subside largely on a fare of not very comic comedians, dance orchestras grinding out the same banal tunes, mediocre dramatic sketches, sirrupy-voiced singers, social advisers of questionable value, readers of awful poetry, and penny-dreadful juvenile drama. Meanwhile, great orchestras starve or consort with strange bedfellows in order to live, noted concert artists perform mediocre pieces of trivial value, while great plays—and the artists who could play them—lingerish. Since American radio depends upon sponsors who have the artistic as well as the financial courage to strike out upon new program ventures.

True, there are artistic peaks in the plains of radio entertainment. The Metropolitan Opera, the concerts of the New York, Boston, Philadelphia and Minneapolis orchestras, the Library of Congress chamber music recitals, the schools of the air, a light opera series in preparation, the concert series currently sponsored by a maker of motorcycles and the piano recitals of Ernest Hutcheson have been received gratefully by hosts of listeners. In many cases, however, these are network contributions which lapse when no sponsor is found, and some are at inconvenient times for workers. The radiocasters themselves can build and do put excellent programs on the air, and they often recommend better programs than the advertising agencies accept for the sponsors. But the advertising agencies pay most of radio's bills and naturally feel privileged to call the tunes. The low estate of sponsored radio casting today can be quite definitely charged to them. They tend to measure program popularity by the number of package tops and bottle labels coming through the mails.

What radio needs is a permanent organization acting as reservoir of entertainment. Today, for instance, there is hardly more than one permanent radio "house" orchestra of symphonic stamp. The British Broadcasting Corporation has an excellent one that gives public concerts and makes records as well. There is genuine need for grand opera and operetta groups made up of capable artists. Standing repertory and stock companies, with players of adequate talent, should give classic and modern plays, and there should be permanent chamber music groups. Concert artists should be engaged on long-time contracts and opportunity given them to present serious works. Radiocasters should complement this by presenting these features in the hours when the greater percentage of listeners are at their sets.

Wanted—Fewer and Better Books

(Exchange)
Too many books, at too high prices, and not enough good ones—that seems to be the trouble with the publishing business in the United States, from buyers' viewpoint. Book publishing is like play producing, a huge industry. Formerly, there was a considerable class of people who could afford to buy books at whatever price was charged. Now, such people are fewer. And there was always an intelligent minority who wanted what was good and who could afford to pay for some of what it wanted. Probably, even

fewer of them are left.

Happy days are said to be here again. Presumably that means that people who formerly bought what caught their fancy will do so again. But they won't be the same people. After 1929 quite a different set of people occupied orchestra stalls in the theaters. With some revival of business, a different set is appearing. It must be the same with the book trade.

How many of the new buyers will choose their reading by library tests? How many will choose the publishers might ask. Perhaps the answer is that the main body of book buyers must always be drawn from the moderately well-to-do, educated middle class. Market plungers are able to buy books, when things are going well with them—but most of them have a book. The people who really want books, who really read books, usually have to choose carefully in order to get value for their limited supply of money. For these people, who surely constitute the majority of book buyers, books generally cost too much.

Why do they cost so much? Publishing is a business. It is also, like play producing, a business involving considerable risk. As to whether a play will succeed, one person's guess seems to be as good as another's before the curtain goes up. So with a book, before publication. Big names are pretty sure to tell. So some publishers stick to "sure things". Which is a bit hard on the new authors. Those publishers who really want to give new writers a chance have to play their "sure things" against their "gamblers." If they're clever, they win. But naturally the public pays proportionately high prices to help cover the risk.

Americans visiting France are glad to buy good books in paper covers. They even bring them home and exhibit them with some pride. Suppose they had the opportunity to buy books at home in similar bindings at corresponding prices. Would they do it? It is doubtful. A year or two ago paper-bound books of good literary quality were offered to the American public. Perhaps they are still offered; but they are not flooding the market. There seems to be a difference between buying paper covers in France and in America. Other publishers who wait a few years and buy the books that have proved durable. They can get them in one of the inexpensive but wellbound "libraries" of classics, or perhaps in the drug stores. That is a sensible plan, but it doesn't satisfy the requirements of those who like to buy good books when they are new. For them, there seems to be little to do but to rely on importation and to hope for a more thoroughly poor guide. Unless the publishers develop a new acumen in picking long-distance winners.

A Little Light At Last

(Redford Record)
The Board of Administration, having held all the mendicants, from bankers to bums, all the way from the Atlantic to the Pacific, and having run out of new classifications and alphabetical codes for aiding nondescript groups, has at last gotten 'round to the small business-man and the small industry. Because banks, in which the government already owns substantial blocks of preferred stock, have refused to loan money to industry in the peanut class, the government is about to do some loaning on its own hook.

Up to now all that the small businesses and small manufacturers could do in the recovery program was to raise wages, pay more taxes, contribute to charity, provide lower prices, buy scrip, extend credit to the neighbors, and keep their heads down. They were not to do more than observe other groups get aid by the millions and billions of dollars. But now they can, since all other lines seeking aid have been moved away from a queue of their own, and see if there is any cash left in the national treasury, against which they can get loans by

pledging their businesses, their insurance policies, their hopes, ambitions and aspirations, patent rights, and any thing else of value.

Of course it has been the small merchants and industries which have been the backbone of the nation during the worst four years of the economic smash-up. Big businesses were paralyzed—steel production down to less than 20 percent of normal and other large and highly capitalized concerns practically at a standstill. Yet these gigantic firms got aid, and plenty of it, and often.

At the other end of the receiving line we had more than 12,000,000 families. They needed and got help.

But with the new deal more

than a year old; it has just occurred to the new dealers, at last, that perhaps the smaller industries and businesses should be resuscitated before they up and expire.

For the life of us we cannot comprehend why such an important segment of our economic fabric has been given the utter go-by until now, and even yet has got nothing more tangible than promise that something should be done in the form of loans to worthy businesses, so that they can help recovery by expansion plans, through use of borrowed government funds.

What a life it is for the independent and small business concern that has weathered the storms thus far without help!

WALLED LAKE

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

Charles E. Hutton local bass soloist, will be heard at the Detroit Institute of Arts Saturday evening April 14. The People's Museum Association will present "Mezzart in Paris."

Miss Ivy Jones visited Miss Jane McGathen over the week end. Miss Marion Butterfield was a guest at the home of Miss Dorothy Willard during the past week. Miss Emma Young spent last week at the home of Miss Ettie Richardson.

Rev. E. L. Carless and son Lee attended the Ministerial meeting at Flint Monday.

Rev. and Mrs. Victor Wik spent Saturday with the latter's parents. Rev. and Mrs. E. D. Ferguson of Bay City.

Mr. and Mrs. Grant Withey, Frank Luder, Miss Sybil Smith, and Mr. and Mrs. Herbert Hawkes of Detroit spent Sunday evening at the home of Mr. and Mrs. Ira Carnes.

Miss Lucetta Moss and Donald Riley were Sunday dinner guests of Dorothy Morris of Pontiac.

Frank Shepard is "sporting" a 23-jewel watch which he won as a prize for selling the most gelatin in the district in the store which he is employed.

Mr. and Mrs. Byron Thomas and son, Terry of Detroit were callers at the L. M. Philp home on Sunday.

William Wedow is able to be about again after a recent illness. Margaret and Jean Lepley of Farmington spent Saturday with their aunt, Mrs. Frank Moss.

Mr. and Mrs. M. G. Post entertained Mr. and Mrs. Eugene Williams of Detroit, Mr. and Mrs. Ira Carnes at dinner on Wednesday evening of last week.

Mrs. Lon Still of Detroit is visiting her parents, Mr. and Mrs. Charles Cox, during the absence of her husband. He is employed on a dredge on the Lake St. Clair. Later the couple will reside in Cleveland.

Sixteen friends from the Crystal Corporation of Detroit, including Howard Keelen at the home of Mr. and Mrs. August Honke on Saturday afternoon.

Arthur Wimmer is nursing a bad eye as a result of a bursted blood vessel.

Mr. and Mrs. Roy Houghton and Mr. and Mrs. Wayne Edwards were Saturday dinner guests of Rev. E. L. Carless.

Mrs. M. G. Post, Miss Shirley Post and Miss Luella Cox spent Sunday at Romulus.

Mr. and Mrs. L. M. Philp and children visited Mr. and Mrs. Charles Phelps of Ferndale Sunday evening.

Mrs. Floyd Breakey entertained the ladies of the Civic Club at a pot luck dinner and business meeting on Wednesday.

Miss Louise Williamson of Detroit was the week end guest of Mr. and Mrs. August Honke.

Mr. and Mrs. Fred McKelvey of Northville were Sunday dinner guests of their son-in-law and daughter, Mr. and Mrs. Everett MacRae.

Mrs. Mae Johns has returned after several weeks absence. Mrs. Ira Carnes spent last Thursday with Mrs. Grant Withey in Detroit.

Rev. E. D. Ferguson is convalescing at the home of his son-in-law and daughter, Rev. and Mrs. Victor Wik.

Mr. and Mrs. Harold Slaubaugh and son, Terry of Farmington visited Mr. and Mrs. George Campbell Sr. on Saturday.

Glenn Mercer is recovering from the measles.

The Coe family and their friends enjoyed another card and dancing party at the West Bloomfield Town Hall Saturday evening.

Mrs. E. M. Mercer of Mt. Clemens visited at the E. V. Mercer home on Saturday.

Baptist News
"A New Spirit" will be the topic of the Sunday morning sermon and "Limitations" will be the evening topic.

A group of young people heard Miss Lyons of Chicago at Howell Tuesday evening.

The Wednesday Bible Class and prayer meeting will convene as usual.

The annual election of Baptist church officers was held on Wednesday evening, April 4th. Mrs. Mae Johns and Mrs. A. C. Berlin were re-elected clerk and treasurer respectively. Arthur Olson was elected to the Board of Deacons to replace Rev. A. K. Mac Rae and Mrs. Mae Johns was elected as the new member.

Stanley Boyd was elected to the Board of Trustees for a three year term.

The new members on various other boards and committees were as follows:

Board of missions, Mrs. Frank Pratt.

Sunday School Committee, Mrs. Clara Green, Mrs. H. Colestock, Mrs. Arthur Pierce.

Audit Committee, Ruth Berlin, T. Parks and Miss Elizabeth Kyle.

Social Committee, Mrs. Ella See, Mrs. Della Mathews, Mrs. Grace Heliker.

Music Committee, Virginia F. Wik, Elsie Rudolf, Madalin Berlin.

Methodist News
"The Parable of the Talents according to Capacity" is the topic which Rev. Carless has chosen for Sunday morning.

Dr. Ralph T. Templin of Mutra, India and a principal of a high school there was heard at the church Thursday evening. He was also heard at the high school on "India's Struggle for Freedom."

The choir members and their families enjoyed a pot luck supper followed by the usual weekly rehearsal on Tuesday night at the home of Mr. and Mrs. Ira Carnes.

The Fourtowns choir will present "The Village Choir" at the Fourtowns Church on Friday and Saturday evenings, April 13 and 14. Additional talent from Detroit will also be heard.

The Senior Class will present "The Charming Pretender" at the high school auditorium on Friday evening, April 13. The play is written by Charles George, author of "O Mr. Hezekiah Polyanus" and many other stage successes. It is under the direction of Harold King.

School News
The annual J-Hop will be held in the school on April 27.

In keeping with the spring weather, baseball practice has begun. The first game will be Friday, April 2 at New Haven.

There will be an assembly program, Thursday, April 12 at 8:00 p. m. at the Walled Lake High School. The speaker will be Dr. T. A. Templin, who will talk about his work in India, and will be heard as a high school principal.

Parents and friends are cordially invited.

AMERICAN HANDICRAFT IN GREATER DEMAND

"Made in Michigan," or "Made in Kentucky," stamped on products from the shops of homecraft workers who have been building a trade in handicraft, is coming to have marked significance for the people of the United States according to information received from the vocational division of the Federal Office of Education.

Individual craft workers are in countless communities and in many areas guilds and associations are formed for the marketing of a product or for the marketing of a handicraft. The Federal Office urges further organization of this kind and the training of workers in all phases of local handicraft.

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Poor Fire Risk
Constantinople has been destroyed by fire a dozen times.

Chile Had Good Training
Chile developed its trade under English, German and American leadership.

GREAT LAKES

14830 Grand River, Detroit

2250 Seats

(Only 15 minutes from Farmington)

Fri. & Sat., April 13-14

2 Big Features

Sun. & Mon., Apr. 15-16

Clark Gable and Claudette Colbert in "IT HAPPENED ONE NIGHT"

Also

JOSEPH M. SCHENCK presents
CONSTANCE BENNETT

Also

DARL H. ZANUCK production
MOULIN ROUGE

with FRANCHOT TONE

A 20th CENTURY PICTURE
Released by UNITED ARTISTS

Also

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Tues. Wed. & Thurs.

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