

# The Farmington Enterprise

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## Editorials

### Hurrah For Hearst!

Hurrah for Hearst! His business is selling newspapers and he continues to demonstrate his uncanny ability at it. If a supreme artist at any line of endeavor, regardless of what it is, is entitled to the applause of his fellows, then perhaps it should be "hats off to him," too—providing one doesn't allow himself to be too persnickiness in his ideas of journalistic propriety.

Downtown Detroit was thunderstruck last Saturday afternoon, and the thunderbolt was Hearst's. Office-workers hurried from skyscrapers and afternoon shoppers scurried along in an unusually tense atmosphere. Early Saturday afternoons are hustle-bustle times anyway, but this was something out of the ordinary. For the men and women, glancing out of the corners of their eyes as they walked hastily past the newsboys' stands, caught headlines that almost made their hearts stand still, though their feet continued to move their bodies along. "WAR IS DECLARED" is what they saw in big, black type, four inches high, and beneath this fateful line was another: "Serbs Tear Down Austrian Flag." So as they rushed to keep appointments they turned over in their minds the terrible things that war means—even though it is an ocean's width away. As soon as they met their friends and relatives and had exchanged greetings, they whispered to one another, "Did you see—in the paper—'War is declared.'—isn't it terrible?"

So the air hung heavy with it. There were the bold, black headlines in the papers, lying spread out full length on the sidewalk at the corners of the buildings. Those who looked a second time before buying or hurrying on, noted something strange about the appearance of the paper with the war headlines. It didn't seem to have any name. There beside it were the piles of the two afternoon papers, the News and Times, and next to the latter this "War Is Declared" paper. What puzzled even more was that it looked at once both strange and familiar. It certainly was not the News, and while the type was almost exactly like that of the Times, where was the Times name, with the familiar American eagle woven into it?

But not many of those who stared, amazed, at the "War Is Declared" headline, stopped long enough for such reflections. Hundreds, yes certainly thousands bought papers to read more of the war that has been threatening for months in troubled Europe.

Perhaps Mr. Hearst and his vassals might argue that the buyers really got their three cents' worth, and that it ought to be worth three cents of anybody's money to obtain peace of mind. There was no war, of course, nor any declaration of one. What it was happens to be one of the cleverest journalistic stunts in a long time. The Times had taken a newspaper of 20 years ago Saturday, July 28, 1914, and had reproduced it against a light gray background, making the whole thing appear like "today's paper," with pictures and all. This was printed on page 8, and the circulation department had seen to it that each newsboy downtown had taken a copy of the paper, opened it to page 3, and spread it out full-length on the walk, up against the front of the building where he was stationed. Probably not one person in a hundred who glanced at the headlines realized that they were headlines of 20 years ago rather than now. When they bought and turned to page 3 they found out. How many extra papers were sold no one found out, except the circulation department which probably held a celebration, as they undoubtedly were entitled to do. For while newsboys are clever lads it is quite impossible that all of the downtown vendors got the same bright idea all at the same time.

A trick? Perhaps, but no different from dozens of others that occur day in and day out, only much more successful than the average indulged in by the Hearst hustlers day in and day out, only more successful than the usual ones—all just on the borderline where one might argue "ethics." And the American people seem to like it, and it is unlikely that very many of those who were inveigled into parting with three cents, only to throw the paper away, disgusted, a few minutes later, cursed and vowed they'd get even by never buying again. A wise man observed many years ago, that "above all else, Americans love to be humbugged, and the more you humbug them, the better they like it—and you."

### Important Withdrawals

Withdrawals of political candidates named for the approaching primaries occasioned almost as much interest as the candidacies themselves, and cannot but be looked upon with favor.

It is a matter of much satisfaction for all of Oakland County that there will be no running for the Republican nomination for clerk two men with names so nearly alike as Lynn D. Allen and Lee D. Allen. The withdrawal of the latter evidences a proper spirit on his part. It is quite possible that he had little if anything to do with filing petitions for his nomination. Possibly it was not even done by friends of his, but merely by someone or some persons who may hold a grievance against the present County Clerk, Lynn D. Allen. If this latter is true, they must have felt immediately a strong pressure of public opinion against such tactics. If simply a mistake or a coincidence, then it is an occurrence that is past, but not without real worth in the opportunity it gave for expression of views, for the future benefit of some who might consider trying to capitalize on confusion of names in Oakland County elections.

The withdrawal of Robert G. Yerkes as a candidate for the Republican nomination for Congress in the 17th District was not unexpected. It was generally understood that Mr. Yerkes had made

no active effort and that the filing of petitions at a late date, was done by friends who wanted to see him in the race. But whatever others might have thought, Mr. Yerkes and Congressman George Dondero have, it is apparent, fully understood each other for some time, and Mr. Yerkes was not a candidate this year. Beyond any question he has a future in the political life of this section. In the contest two years ago, with 17 aspirants in the field, he made a strong campaign and finished second only to Mr. Dondero. He displayed an exceptional capacity for making friends and developed a strong influence that continues in Republican affairs of Oakland County and the 17th District.

Mr. Yerkes displayed both political acumen and courtesy in recognizing that Mr. Dondero is entitled to what might be termed "the post position" this year. This is "his year" if a man ever had one. He has served his District with dignity and given satisfaction, and, while being one of a hopelessly outnumbered minority in Washington, has done what one in such a minority could do. Since he is completing only his first term and has aroused no widespread dissatisfaction, the sentiment generally is likely to be that he is entitled to another, or at least re-nomination without a struggle within his own party. Republicans are hoping to capture many Michigan congressional seats now held by Democrats, in next fall's election, and certainly not to lose any of the few now held by Republicans. They can rightly feel confidence in the vote-getting ability of Mr. Dondero. Two years ago he won from a field of 17 in the primary and then survived the Democratic landslide.

## CHURCHES

Our Lady of Sorrows Church  
Rev. John J.arkin, Pastor

Sunday masses at 7:00 a. m.  
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.

### Church of God

Services held in the little white church on Warner Avenue just north of Grand River.  
Sunday School at 10 A. M.  
Church at 11 A. M.

On Thursday evenings, prayer at 7 o'clock; Bible study at 7:30 o'clock and church at 8 o'clock. "Abide" is renewed in the spirit of your mind, for it is "not by might, nor by power, but by my spirit, saith the Lord of Hosts."

Salem Evangelical Church  
Rev. W. Breitenbach, Minister

Sunday School—9:30.  
German Service every first and third Sunday in month—9:30.  
English Service every Sunday—10:45.

### OPERATOR LOCATED THIS "NEEDLE IN A HAYSTACK"

An elderly white-haired woman stopped at the attended public station telephone office in the Pennsylvania Railroad Station in Pittsburgh the other morning, put down her bag, and explained to Miss Bertha Werle, who was in charge, that her home in Irwin, Pa., had burned down the previous night and that the only relative she had was a grand-niece whom she had not seen in years and who was unlikely to recognize her aunt by sight.

Asked for the name of the grand-niece, the aged woman could only say that it was Smith and that she lived somewhere on the north side of Pittsburgh. It was quite an order to locate the right Smith from all the Smiths in Pittsburgh, but Miss Werle undertook the task and called Smith after Smith in an effort to find one who had an elderly aunt in Irwin.

After repeated attempts, a Mrs. Smith was located who stated that she did have an aunt in Irwin, Pa. She came to the station, and half an hour later, aunt and grand-niece had been reunited and walked out of the depot, arm in arm.

### Fair Relic



The Mississippi, ancient locomotive which helped to build the South 100 years ago, and is now in Wings of a Century at the Chicago World's Fair, provides a resting place for Mrs. M. O. Peterson, of Des Moines, Iowa, as Ople Read, famed author, tells something of its history.

### WEST POINT PARK

Mr. and Mrs. Eli Horbet and children of Detroit were guests Sunday evening of Mrs. Lucian Gilbert.

Miss Ruth Sherman was the guest last week of her aunt, Mrs. Emory Barger of Detroit.

Mr. and Mrs. Lucian Gilbert, with Miss Florence Jacobs of Grand Rapids, and Mr. and Mrs. M. B. Shuman of Detroit visited Saturday in Detroit.

Miss Dorothy Smith returned home Saturday from a two week's visit with her aunt, Miss Ruth Rickabush of Warren, Mich. Miss Florence Jacobs, who has been visiting her sister, Mrs. L. B. Gilbert, and other relatives, returned Monday to Grand Rapids to the home of her brother, Frank Jacobs and family, where she will remain two weeks before starting back to Panama.

Mr. and Mrs. Norman Keller of Detroit were dinner guests Tuesday of Mr. and Mrs. Joe Bokor. Mr. and Mrs. Charles Gilbert and son, Charles, Jr., of Brightmoor, and Mr. and Mrs. Gladwin Tiffin of Detroit, called Sunday morning on the former's parents, Mr. and Mrs. L. B. Gilbert, on their way to Lansing.

Mrs. Fred Rickabush of Warren returned home Sunday after a two weeks visit at the home of her daughter, Mrs. Frank Smith.

Mrs. Guard Parks and daughter, Alice of Detroit, were the guests Sunday of her sister, Mrs. Marvin Addis.

Mr. and Mrs. L. B. Gilbert, Sr., Mr. and Mrs. L. B. Showman, Miss Florence Jacobs and Mrs. Lucian Gilbert and three children had a family outing Sunday at Cass Lake.

Mrs. Mielke of Detroit is the guest this week of Mrs. Fred Gerge.

Mr. and Mrs. Homer Coolman and Mrs. A. Coolman attended the wedding Wednesday evening of the former's brother, Percy Coolman, and Miss Mildred Jones in Detroit.

Mrs. Morton Long and son M. L. Jr. and daughter, June, of Louisville, Kentucky, returned home Sunday after spending two weeks as the guests of Mrs. Edward Hillerick.

Mr. and Mrs. James Eastman were guests Sunday morning of Mr. and Mrs. Frank Bryan.

Mr. and Mrs. Melvin Owen and daughter, Mary Ruth, of Detroit, and Evan Owen of Jamestown, Pa., were guests Saturday evening of Mr. and Mrs. Albert Owen.

Mr. and Mrs. J. D. Kitchen, of Cass City are guests this week of their daughter, Mrs. Ernest Talmann and family.

Edward Hillerick, Sr., who has been visiting his relatives in Louisville, Kentucky, returned home Sunday.

Mr. and Mrs. Rudy Edelman and grandson, Clifford, of Detroit, were guests Sunday of Mr. and Mrs. William Sherman.

William D. Zwahlen was the guest Saturday of his aunt, Mrs. William Lovett of Detroit.

Mr. and Mrs. Marvin Addis and Mr. and Mrs. Emerson Ault were guests Thursday of Mr. and Mrs. Henry Smith on their yacht for a trip up the Detroit River.

Mr. and Mrs. Ralph Voorhees and son, Donald, and Mrs. E. Rore were guests last week of Mr. and Mrs. Austin Ault.

Miss Vivian and Jean Addis and Mrs. Guard Parks and daughter, Alice, were guests last Sunday of Mrs. Max Bergin of Detroit.

The Ladies' Association met last Thursday afternoon at the home of Mrs. Albert Nacker.

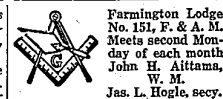
Mrs. A. Coolman, accompanied by her sister, Mrs. Ray Johnson, and Mrs. Howard Johnson and daughter Marcia of Michigayka, Indiana, Percy Coolman and his fiancée, Miss Mildred Jones, and Clayton Coolman of Detroit were supper guests Saturday of Mr. and Mrs. Homer Coolman.

Lucian Gilbert, with Nick Bos and two other florists, are spending this week at upper Michigan, fishing.

Mrs. Elmer Heichman was the guest of her parents, Mr. and Mrs. Peter Keller, of Frankfort, over the weekend. Her sister, Miss Patricia Keller, returned home with her for a visit.

And then it might be financial straits that keeps Uncle Sam from building that bridge across the Straits.

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