

## Calendar of Coming Events

**FRIDAY, December 27**—Farmington Economics Discussion group will hold a meeting at the home of Mr. R. N. Crossman to discuss the Townsend Club.

**FRIDAY, December 27**—New Year's Dance at Glen Oaks Junior Club given by the Washington club, composed of students who plan to make a tour of Washington after graduation in spring. They invite the public to attend. Dancing will be from 9 to 1, and music will be furnished by Henry Malover's Collegians. One dollar a couple.

**SATURDAY, December 28**—Farmington young people over the age of 12 are invited to meet for recreation in the undercroft of the Methodist church from 2 to 5:30.

**TUESDAY, December 31**—Members of the Baptist church will meet for a "Watch Night" service, starting at 8 o'clock.

**SATURDAY, January 4**—Farmington young people over the age of 12 are invited to meet for recreation in the undercroft of the Methodist church from 2 to 5:30.

**WEDNESDAY, January 8**—Ladies Aid Meeting of Salem Evangelical church.

**TUESDAY, January 14**—Public Installation of Edgewood Brethren Lodge, No. 250 at I. O. O. F. Hall in Clarencerville.

**THURSDAY, January 16**—Conference and training school of County Farmers' Union at Wikom Community Hall for an all-day session.

Send in news items EARLY

## WPA PUTS 98 CENTS OF DOLLAR IN CONSTRUCTION

During November, when the WPA was picking up the whole load of employables in Michigan—and when administrative expense would be expected to run highest—88 cents of every dollar spent for materials went directly into construction projects.

The record was laid open for public perusal this week by Harry L. Pierson, State Works Progress Administrator.

Material costs during November totaled \$24,355 of this amount, \$21,252 was expended on construction work. The balance of \$3,103 was spread over a variety of projects, including work for women.

Largest items of expense were: Sand and gravel, \$100,661; cement, \$172,623; crushed stone, \$86,223; bituminous paving materials, \$291,507; cast iron pipe, \$29,285; paving machinery, \$49,254.

These are all materials of importance to heavy goods industries, which were especially smacked by the depression.

Only \$7,390 of the November expenditure went for office supplies, including furniture.

Highway, road and street projects accounted for \$702,584 of the total. Transportation projects took materials worth \$101,534, public buildings, \$75,592. Supplies for educational, professional and clerical projects cost \$9,174.

Nation-wide, 90 per cent of all WPA projects are construction projects, National Administrator Harry L. Hopkins reported on a recent visit to Detroit.

Construction under way in Michigan, one-third is new work; two-thirds consists of repairs, modernization, improvements.

Claims are among the lower animals that do not have a keen sense of pain.

## WPA GIVES JOBS TO THE YOUNGER GENERATION

The Federal Government has gone further to the aid of large families living on WPA wages in Michigan, by allocation of \$28,000 to the National Youth Administration in this state, to provide part-time employment for sons and daughters between the ages of 16 and 25.

The fund will give work to 5,000 young members of former relief families, who will receive one-third the prevailing service wage rates.

William Haber, state director, inaugurated the first NYA project last week in Lansing, where a group of Michigan State College students will act as "eyes" and readers to fellow students enrolled from the Michigan School for the Blind.

He announced the program is ready for state-wide expansion as fast as projects, locally sponsored, are approved.

The NYA will employ youth, largely as assistants, in:

1—Community and recreation activities in urban areas.

2—Improvement of schools, grounds, libraries and agricultural and reforestation work in rural sections.

3—Public service projects, such as traffic checks, parole and delinquency work and related social services.

4—Research, such as safety and tax surveys and agricultural experimentation.

Seventy-five per cent of the \$28,000 fund will go for wages.

## REDUCE DELAYS IN HIGHWAY PROJECTS LABOR

Louis Nims, director of the project division of the works progress administration, announced recently that state highway projects have been accorded second priority on the lists of relief jobs. Projects of the Public Works Administration have been given the first priority.

Nims' order means that delays in obtaining relief and unemployment labor on highway projects will be reduced to a minimum. Technicalities and red tape will be waived aside.

Original regulations covering WPA projects required that 90 per cent of all labor will be taken from the relief rolls. The regulations were later modified to include those registered with U. S. Employment services.

Under this latest announcement relief or unemployment workers may be taken from one project and placed on another without the formality of re-registration with the U. S. Employment service or with the local relief authorities. Nims also assured the commission that every effort will be made to expedite transportation of workers when they have to be taken to a highway project.

"Next to the PWA, the projects of the state highway department will be given priority in the assignment of relief labor and that recruited from unemployment lists," Nims' statement said.

"It is easy to see why this is being done. In the first place, this congress and the President provided for a \$4,880,000,000 public works funds for public relief. It was understood that preference should be given highway projects. They represent one of the finest sources for the absorption of relief labor that can be found.

"State Highway Commissioner Murray D. Van Wagener and the entire state highway department have rendered us every cooperation. Our relationships are very cordial. Michigan was the first state to inaugurate a highway relief program and has progressed faster on this program than any other state. We do not intend to let it sag this winter insofar as furnishing the department with relief workers is concerned."

Commissioner Van Wagener said no appreciable delays had been suffered as yet on the program but pointed out that questions have been raised recently regarding the assignment of workers. With the continual absorption of the relief workers by private industry, the commissioner concluded, this problem will increase in importance.

40,000 HUNTERS CROSS STRAITS OF MACKINAC

Nearly 40,000 deer hunters crossed the Straits of Mackinac during the recent hunting season, State Highway Commissioner Murray D. Van Wagener reported recently.

Traffic over the Straits ferries during the 20-day period from Nov. 10 to November 30, included 15,549 automobiles and 23,929 paid passengers. No additional charge is made for a driver.

A thousand more automobiles made the trip than last year but each automobile carried fewer passengers, on the average. A comparison with last year's record shows that 14,349 automobiles were carried across the Straits in 1934 and 23,945 paid passengers.

Commissioner Van Wagener, who is making a special study of the ferry system with a possibility that the Straits may be expanded, reported that the traffic peak at the Mackinac City docks was handled November 13, when 2,138 cars and 3,276 paid passengers started across the Straits. The first peak of the one day peak load last year was 1,570 cars and 1,500 passengers.

On the return trip from St. Ignace the peak load this year was on November 23, when 1,141 cars and 611 paid passengers boarded the ferries.

DANCING AT NOVI INN NEW YEAR'S EVE

Many young couples from the Farmington area are planning to celebrate New Year's Eve at Novi Inn this year. Ben Tankham, congenial operator, announces that there will be no cover or minimum charges and he promises good music. He also wishes to remind people of the vicinity that there is dancing every Saturday evening, and that for young and old there is modern and old time dancing.

GOOD FOOTBALL RECORD

The U. S. S. Arizona's football team this year has piled up a total of 237 points against feet teams this year, while they themselves scored 12 points against them. Buzz points scored against them. Buzz points scored against them. Buzz points scored against them.

BINNACLE—Originally spelled "bitacle," a large bin or cupboard in which was stowed a compass, log board, lighted candle or lamp at night, and other navigational gear.

## SEEK TO BUY FARMS IN OAKLAND COUNTY

According to information recently received, the Resettlement Administration is considering the purchase of a limited number of farms in this locality for resettlement purposes. While it is not the intention to buy out established farmers, it is proposed that every owner wishing to sell may have equal opportunity in offering his or her property for sale. Selection will be on a basis of appraisal and offering price.

While offers will be accepted up to and including December 31, 1935, it is likely that owners wishing to offer their farms for sale would do well by not delaying too long before contacting the County Rehabilitation Supervisor and County Agricultural Agent for full particulars and the filing of their full legal description and price.

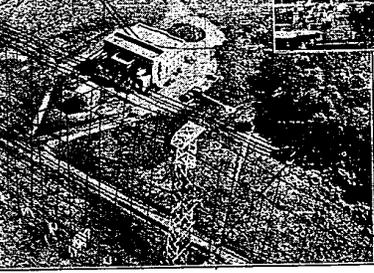
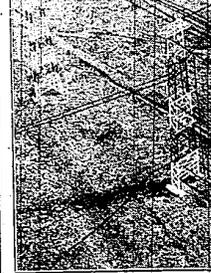
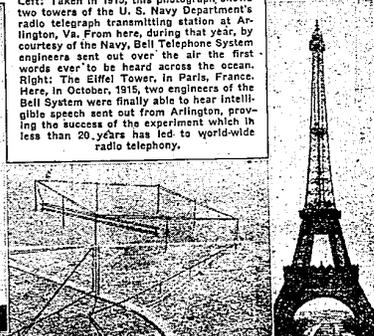
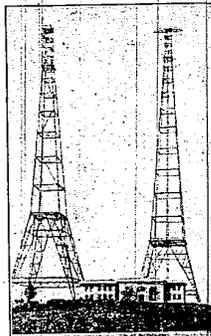
Within a few days Mr. E. C. Perrine, Riker Bldg. Frontage, will have the forms on hand for acceptance of offers of sale of farms in this county.

Montana Quakes Pass Thousand Mark—Headline. Over there, if a man staggers he is not considered drunk if the policeman staggers at the same time.

**Everybody**  
had a WONDERFUL  
**Merry Christmas**  
We Wish You Now A  
**Happy New Year**

**HATTON'S**  
**FARMINGTON HARDWARE CO.**  
E. O. Hatton I. G. Hatton  
Farmington  
Phone 3

## Human Voice First Spanned Ocean 20 Years Ago; Can Reach 60 Lands Now



Above: The modern short-wave radio telephone transmitting station of the American Telephone and Telegraph Company at Lawrenceville, N. J. From this and other stations in New York, Florida, and California, the American Telephone users can be connected with telephones in nearly 60 foreign lands.

Left: Taken in 1915, this photograph shows two towers of the U. S. Navy Department's radio telephone transmitting station at Arlington, Va. From here, during that year, by courtesy of the Navy, Bell Telephone System engineers sent out over the air the first words ever to be heard across the ocean. Right: The Eiffel Tower, in Paris, France. Here, in October, 1915, two engineers of the Bell System were finally able to hear intelligible speech sent out from Arlington, proving the success of the experiment which in less than 20 years has led to world-wide radio telephony.

Twenty years ago, the whole world was in a turmoil. War raged all being freely predicted. But in that same city of Paris another series of events was being enacted which was to have profound effect upon the world's future.

In Important Note Book

One day in June of 1915, two young American engineers, H. E. Shreve and A. M. Curtis, employees of the Bell Telephone System, had arrived in Paris equipped with a large amount of apparatus. They also carried a notebook, which was to play an important part in the weeks and months to follow. Their mission was to carry on experiments in the reception of radio telephone messages.

It was as a result of these experiments that the human voice first spanned the Atlantic in October of that same year.

French Military Authorities had just successfully given permission for the Americans to set up a radio telephone apparatus in the Eiffel Tower, which was the very heart of the French military communication system.

Searching Space for Words

What made this eventual experiment possible was the fact that Bell System engineers in New York had developed what proved to be the first vacuum tube radio telephone system. Through the co-operation of the large radio antennas at Arlington, Va., had been obtained for the experiment, and the radio telephone transmitting apparatus in the Eiffel Tower, which was newly developed power tubes, had been installed.

Night after night, beginning on June 17, 1915, the American telegraph engineers on both sides of the Atlantic were on duty. The task of those at Arlington was to operate the transmitter which hurled the words into space; that of the men in Paris was to search space, with their highly amplifying receiver, for those words.

It was a difficult business at best, and doubly so owing to the weather conditions in France, but the Americans kept at it night after night. Theirs was a long and discouraging vigil, and the principal entries they were able to make in their notebooks were in regard to static and interference from high-powered radio telegraph stations in England and elsewhere. As the war conditions grew darker, the time allotted to the Americans could be of the briefest. Here is a typical notebook entry, recording the fruitless details of a night's vigil:

"Listen 3:30 to 3:50, idle 3:50 to 4:10, listen 4:10 to 4:30, idle 4:30 to 4:50, listen 4:50 to 5:10."

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Encouragement at Last

Not until June 25 was there anything in the notebook of the Americans which even remotely suggested success. On that date, however, they declared rather dubiously that at 4:48 A. M. they had received signals which they thought might come from Europe. The war conditions were so great they could not be sure. Then followed a period when all tests had to be discontinued because of war conditions.

The Final Success

In September the tests were resumed, but were limited to ten minutes shortly after midnight. Entirely undaunted, the engineers continued their listening and finally in October, just at the time when it began to appear that the experiments would have to be terminated because of the war activities, a signal from the Arlington station was received in Paris and fragments of words were heard, counting "one, two, three, four, five," "Hello," "Goodbye, Shreve." This was repeated several times, and on October 23, the following triumphant speech was noted in the engineers' notebook: "At 5:37 heard the

words 'Hello, Shreve! How is the weather this morning?'"

Thus speech leaped the Atlantic and thus was history made.

That was twenty years ago, and so great has been the advance in telephony in two short decades that today a Bell System subscriber can reach sixty different countries and places in all parts of the world and about 85 per cent of the world's telephony.

Radio Telephony Extended

This advance in telephony did not all occur immediately, however. Much pioneering remained to be done, and it was not until 1927, on January 7, that commercial radio telephony service was inaugurated between the United States and Europe. On that date the service was opened to London. In the eight years since then, overseas telephony has been extended to every continent of the globe.

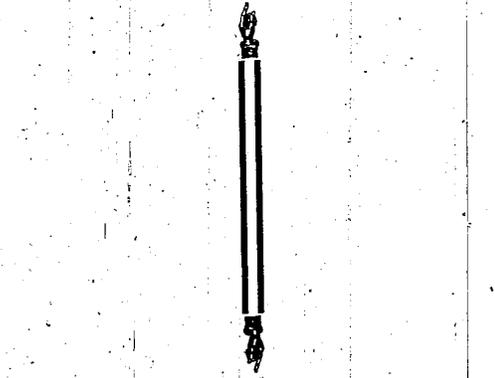
These extensions came gradually, first in England, until finally all of Great Britain was reached. Next, in 1928, service was opened through London to various points in Belgium, Holland, Germany, Sweden, France, Denmark, Norway, Switzerland, Spain, Austria, Hungary and Czechoslovakia. Extension to another continent came in November of 1928, when the overseas telephony reached Costa, in Spanish Mexico, Africa. Still further advances were made, one of the most significant being, in 1930, to the principal cities in Argentina and Chile and to Montevideo, Uruguay, in South America.

A Can Around the World

The 1931 extensions included Java, Sumatra, Bermuda, Hawaii, and the Canary Islands; in 1933, the transoceanic service was extended to the Philippines, the Canal Zone, and countries in Central America. Japan was added to the transoceanic circuit in 1934.

The most recent event of great significance in the conquering of the world by the human voice came in 1935, when an experimental call, originating in New York, circled the globe and was received again in New York.

# How Much Does Advertising Cost?



Not long ago, we heard a house-to-house canvasser tell a prospect: "I can sell you this gadget 25 per cent cheaper because my firm doesn't advertise." How much does advertising actually cost? As a customer every day in your life, you are entitled to know.

Automobiles are extensively advertised. But only 3 1/2 per cent of the selling price of a car goes for advertising, or about \$17 on a \$500 machine. Before large scale advertising, you paid \$1,000 for a car not so good.

Coffee, canned foods, soft drinks, etc., have large advertising budgets. Only 5 1/2 per cent of the selling cost, or one-half cent on a 10-cent can, is used for promotional advertising. The average retail store spends from 1 to 4 per cent on advertising. That costs you from 1 cent to 4 cents on a dollar purchase.

Is it worth your while to pay this much for the knowledge that advertising gives you? And do you think the low prices on extensively advertised products would be possible without volume production that is entirely dependent on advertising?

Newspaper advertising pays you dividends—it pays to advertise.