

MYSTERIES OF THE SEA

The last ship of the American Navy to vanish at sea was the Fleet Tug Conestoga, of 617 tons, commanded by Lieutenant E. L. Jones. With a crew of 56 officers and men, the tug left Mare Island, California, on March 25, 1931, bound for Pearl Harbor, Hawaii, en route to Samoa where she was scheduled to take over duties as Station ship. The Conestoga never reached Hawaii. A search covering several months was made in

which all available naval and aircraft forces were utilized, but no trace has ever been found as to the fate of this vessel or her crew. At the time of her disappearance, she was towing a lighter loaded with new equipment. This also disappeared completely.

EXCHANGE

Wife: "Goodness, George, this isn't our baby."
George: "Shut up! It's a better carriage."

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LANSING	DAY CITY
PORTLAND	AVILLE
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"I Drive Safely"

PLEDGE

In cooperation with the State of Michigan Safety Campaign and in the interests of safe driving, I pledge myself to:

1. Drive carefully and at moderate speed.
2. To observe traffic signals and stop signs.
3. Not to pass on hills and to take the curves cautiously.
4. To signal my intentions before turning or stopping.
5. To be constantly watchful for unexpected moves of pedestrians or cars.
6. Not to take chances.
7. To be courteous and considerate of other drivers.

A Human Life Is More Important
than a Few Seconds of Time

FARMINGTON ENTERPRISE SAFETY CAMPAIGN

Co-operating in the State-wide safety drive to reduce the slaughter of people by automobiles, The Enterprise has arranged to issue to motor car owners of Farmington and vicinity the "safe-driving stickers" which will be provided those who sign the pledge of careful driving printed above.

If you wish to join the movement to save lives and suffering, just sign your name and address and bring or send to The Enterprise office, and a sticker will be issued to you. Then you may place it on your car as indicating that you are among those conscientiously interested in the great movement.

Calendar of Coming Events

SATURDAY, January 4—Farmingtton 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.

SUNDAY, January 5—Hl chapter League of Methodist church meets at 8 p. m. for study, worship and social hour.

SUNDAY, January 5—First semi-annual congregational meeting of Salem Evangelical church will be held following the morning service.

MONDAY, January 6—Regular monthly meeting of the city commission.

MONDAY, January 6—Special meeting of Farmington Lodge, No. 151, F. & A. M., will be held for work in first degree.

WEDNESDAY, January 8—Farmingtton young people over the age of 12 are invited to meet for recreation in the undercroft of the Methodist church.

WEDNESDAY, January 8—Woman's Club meets at the home of Mrs. Charles Pettibone.

WEDNESDAY, January 8—Ladies' Community Club of West Point Park will meet at the home of Mrs. Albert Helchman.

WEDNESDAY, January 8—Meeting of official board of Methodist church.

WEDNESDAY, January 8—Meeting of the Brotherhood of Salem Evangelical Church meets at 8 o'clock.

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

THURSDAY, January 9—"Whiling Workers of West Farmington Cemetery" will meet at the home of Mrs. Charles Halstead.

THURSDAY, January 9—Golden Rule circle of the Ladies' Aid society of the Methodist church meets.

MONDAY, January 13—P. T. A. of West Farmington will meet.

TUESDAY, January 14—Public installation of Edgewood Rebekah Lodge, No. 299 at I. O. O. F. Hall in Clarencerville.

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

WANT-AD COLUMN

Rates: Cash 1½ cents per word, minimum 35 cents. Fifteen cents extra if charged. Copy must be in by Thursday noon. Phone Farmington 25-J.

WE'LL HELP YOU FINANCE
Your Home! If you'd like a home of your own, we'll help you build it, on a choice site. Finest locations in this section. Lots priced low! All improvements. Well worth investigating! Write to Box 179, The Farmington Enterprise. 35-tfp

FOR SALE—Choice building lots in City of Farmington. We will help you finance a home. For particulars write box 178, Enterprise. 34-tfp

AUCTION SALE
857 Pennington Ave., Plymouth, Mich. Last Tuesday in each month, 12-30. Privé Sales daily. Store always loaded. Good used furniture. Terms cash. Harry C. Robinson, Auct. 43-13-c

WANTED—3 or 4 furnished house-keeping rooms in or near Farmington. Write Box 151, Farmington. 9-2-p

DANCING SCHOOL—DANCING—taught by appointment by the Dancing Bailey's formerly on the stage and exhibiting for the leading ballrooms of the country. Teachers of fancy and ballroom dancing. Your first lesson free to give you an idea how we teach old and young. It will be worth your while to give us an interview. Located at 132 Randolph st. Phone 35-J. Northville. 9-4p 13-d-c

GIRL WANTED—General housework to go home nights. Phone 367. 22709 Lakeway. 10-1-c

FOR RENT—Farm, 176 acres, corner Schoolcraft and Merriam road, Inquire Mrs. Fred Schroeder, 535 Starweather Ave., Plymouth, Michigan. 10-3-p

HEATED APARTMENT for rent. Farmington Improvement Co. See Norman Barrons. 10-1-c

WANTED—Young man wants room and board. Must be in city. Write Enterprise, Box 188. 10-tfp

THREE OLD GESE for sale. Mrs. Joseph Graham, 9 Mile Road. 10-1-c

Our Want Ads are Winners

Farmington Woman's Recipe Wins Recognition

Mrs. C. J. Wagenschutz, R. R. 2, Farmington, has just been awarded a Certificate of Recipe Endorsement by Better Homes & Gardens for her recipe, "Chop Suey Cake." This certificate, which brings national recognition to Mrs. Wagenschutz is given by Better Homes & Gardens only to distinguished recipes which pass its testing kitchen's tests for dependability, excellence of taste, and family usefulness.

In addition to the signed certificate, Mrs. Wagenschutz also received six copies of her endorsed recipe, each bearing the Better Homes & Gardens stamp of recipe endorsement, which she can give to her friends.

In awarding these certificates, it is the magazine's aim to provide proper recognition for the creative work done by women in their own kitchens and also to raise the standard of accuracy and dependability of recipes as a whole. No other magazine or institution gives this personal recognition and service to its subscribers.

Mrs. Wagenschutz's endorsed recipe follows:

CHOP SUEY CAKE
1 cup brown sugar
3 tablespoons lard
¼ teaspoon salt
1½ cups homemade green tomato mince-meat or other mince-meat
1 teaspoon soda
¼ cup chopped California walnuts
2½ cups cake flour
Cream the sugar and lard until smooth. Add the salt, then the mince-meat in which the soda has been dissolved. Flour the walnuts and add. Add flour gradually and mix smooth. Place in greased and floured shallow cake pan and bake in moderate oven (350 degrees) about 45 minutes. Remove the cake from the oven, cool, and ice with:

ICING
1½ cups brown sugar
¼ cup top milk or cream (1 use evaporated milk)
2 tablespoons butter
¼ teaspoon vanilla.
Cook the sugar and milk until it forms a soft ball (235 degrees) in cold water. Add the butter and vanilla and beat until creamy.

FARMERS' WEEK TO BEGIN FEBRUARY 3

The twenty-first annual Farmers' Week at Michigan State College will cause thousands of Michigan farmers and members of their families to mark their calendars for their vacation at East Lansing from February 3 to 7.

The Week is always selected by many farm organizations as the date for their annual meetings, when they decide policies for the next year, review past accomplishments, and elect officers for their group. Some of the groups are concerned with livestock or farm crops but an increasing number of associations are interested primarily in the welfare of the folks on the farm and in ways to make farm life more enjoyable.

Homemakers will have a complete program to which they can devote their time or they can attend any of the sectional meetings. The general meetings at which noted speakers will give talks will be held afternoons and evenings. Entertainment programs will be given on two evenings of the week.

The usual grain, potato, and livestock shows will be held, and the horse pulling contest is going to be the best ever, according to the committee in charge of this event. Michigan exhibitors of farm products had some wonderful exhibits on the fair circuit last fall and some of these will be shown in East Lansing. The shows during Farmers Week, however, have always been conducted to interest new men and no grower should withhold exhibits because he thinks the older exhibitors have too much experience in the game.

Crops, livestock, farm management, soils, and other sectional meetings will be held before noon each day and will adjourn so that everyone can attend the general meetings. Banquets and luncheons are scheduled nearly every day and some days a number occur simultaneously.

MR. AND MRS. ZWAHLN ATTEND BIRTHDAY PARTY

Mr. and Mrs. William H. Zwahl were among the twenty luncheon guests Sunday evening of Mr. and Mrs. Ralph E. Smith of Rose Dale Park, Detroit, to celebrate the birthday anniversary of Mr. Smith. Miss Margaret Barclay, 13-year-old pianist, gave a number of selections. There were solos by Mr. and Mrs. William P. Lovett, Mr. and Mrs. Arthur Went and David Barclay, and readings by Mrs. R. K. Smith and Mrs. Arthur Went. A lunch was served by the hostess.

BOATSWAIN—The Saxon word "Boatswain" meant a boy or servant, therefore boatswain. The "boat" refers to the ship, and not to her boats. On a war vessel, a warrant officer having charge of the rigging, anchors, cables, cordage, etc.

Chevrolet Sets New Sales Records

Record for sales of both new cars and used cars in the first 10 days of December were broken by Chevrolet dealers in the United States. It was stated recently by H. B. Hatch, assistant general sales manager of Chevrolet Motor Co., in charge of the eastern half of the United States. Sales of new units

totalled 24,122, more than double the sales for the same period last year, and a new all-time record for the opening period of December. Used car sales in the same period exceeded 35,000, setting a new record for any 10 days in December in the history of the company.

The record-breaking sale of used cars is credited by the company to Chevrolet's factory-backed ad-

vertising, in newspapers, urging the advantages of purchasing before winter sets in.

Miss Alice Evans, director of Health Education Service of the Children's Fund of Michigan, is making a series of tests of the lighting of schoolrooms. She reports "terrible" conditions in many of the rural school buildings already inspected.

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GEORGE K. CHECKETTS

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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 3½ 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 5½ 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.