

# The Farmington Enterprise

Established 1888 by Edgar R. Bloomer as "A Permanent Journal of Progress"

Published Thursday of each week and entered at the Post Office at Farmington, Oakland County, Michigan, as second-class matter under the Act of March 3, 1879

Phone 3: Farmington 253 — Redford 1133

Farmington, Michigan, Thursday, April 23, 1936

## EDITORIALS

### Courtesy Across the Counter

From Denver, Colo., comes the report that the retail merchants of that city, in co-operation with the University of Denver School of Commerce, conduct an institute, where etiquette, good manners, personal charm and correct conversational English are inculcated in employees. Admirable qualities for salespersons—admirable for those who go down to the stores to shop. It is not difficult to imagine that this cultivation of the art of thoughtful, pleasant contact is joined by the Denver employers with a corresponding interest in their employees' welfare. In too many cities, unhappily, store wages are notoriously below subsistence level. Abuses such as sending employees home on rainy or stormy mornings are too common, to the loss of the day's pay being added. Carfare which their meager wages can ill afford. "Good manners" and courteous attention are most apt to be encountered in those stores noted for fair play and humane consideration of workers.

### Mopping Up After the Flood

Fortunately the recent floods, which inundated great areas from Maine to Arkansas, took a comparatively small toll of human lives. Most people had ample warning and got out of the way before the waters reached them. The property damage, however, was extremely heavy. The submerged districts included several great industrial plants and hundreds of smaller and thickly built up cities and towns. Nobody yet knows what it will cost to "mop up" the great factories and business houses, whose machinery, stock and equipment was damaged or ruined by mud and water, and to rebuild and refurbish the homes that were flooded. Most of this work of rebuilding and replacement will have to be done promptly. Add to it the cost of rebuilding bridges, relaying the railroad tracks, replacing dams that were washed out, reconstruction of highways and setting up of protective defenses against future floods, and the net result should be a tremendous demand for labor of all kinds, and for materials. It is predicted that we may expect a widespread and general business boom, beginning just as quickly as decisions can be made, as to what needs to be done and how they are going to be done. The furniture industry, for example, is anticipating a heavy demand for new home and office furnishings to replace those ruined by the receding waters. So is the refrigerator industry, likewise the rug and carpet manufacturers. All of the building trades and the producers of building materials will benefit greatly. There is a greater volume of unused credit in the banks of the United States today than ever before, and on easier terms, available to everybody who has a legitimate use for it. We can think of no more legitimate use for credit at this time than to rebuild and equip the devastated flood areas, building up more substantially and with more adequate protection against the future.

### A King of Comedy

Dr. A. C. Allington, former headmaster of Eton, recalls that when he and the present Archbishop of Canterbury were both Fellows of All Souls College, Oxford, the latter dignitary used to sing "Come to us, Charlie, the king of us all," in a rich deep voice. Charlie, in the person of Mr. Chaplain has at last responded to the appeal, and his popularity, in London at any rate, suggests that his popularity is at least as undiminished as was that of the Young Pretender. Alone of the great stars of the early cinema, he still holds a lofty position in the cinema skies, and there is much discussion as to what is the secret of his enduring success. From this discussion three main points have emerged. Many films appear to suffer from a lack of certainty of direction. The author has one idea about them, the producer, another, and the leading actors a third, and the resulting collaboration is not always free from that artistic wobbling which invariably results when too many heads take a hand in preparing the broth. There is nothing of this in Mr. Chaplain's films. His

author never disagrees with his star, nor his composer with his producer, for they are all one and the same person. Again, Mr. Chaplain, running the dangers of monotony, reaps the rewards of consistency. Other players, changing their characterizations week by week, often disappoint their followers by not giving exactly what is expected of them. Not so Mr. Chaplain, who always plays the same character. Lastly, this character, the Tramp, the weak figure in this world, who invariably confounds the things that are mighty, is one of profound philosophical significance. He stands for something universal in human experience, as do the great figures of drama and fiction, and in consequence has a perennial vitality.

### Play Ball!

Once again big league baseball marches out to the fields. Another season of the glamorous pastime has emerged from fandom's winter of discontent, swinging three bats and raring to go. A million pent-up emotions were poised on the opening of the first blazing pitch. Ball or strike, foul or fly? Home run or base hit? All America was waiting for the outcome, from the banker in the box seat to the knothole gang beyond the outfield.

As benefits the launching of the national pastime, President Roosevelt was on hand to start the game between Washington and the Yankees. This is in keeping with a presidential rite that dates back to the time Jovial Mr. Taft jogged over from the White House to the ball park for the opening game; back in the days when the infield superman, or "Tinker-to-Everett," Chance, was choking off rallies against Chicago, and Walter Johnson's "fast one" was a synonym for forked lightning. And so once again the hand that steadies the ship of state guided the household out to the armored man behind the mitt and the iron mask.

Sixteen major clubs, eight in each circuit, are cut off with the bell and the crack of the bat, highways and setting up of fun and glory—a couple of big league penants waving them on to the finish line 150-odd games away. Office boys' grandmothers will figure heavily in casualty lists these afternoons between now and October's finale. Many an extraneous pitcher's battle will be topped off with a cold supper. Baseball's a strenuous game—for the fellows in the bleachers. But the furniture can stand the rabid follower of the great American game. He'll be in there rooting until the last man is out in the last of the ninth. Maybe we'll be with him too.

### It's Their Job

"If the farm people of America do not reshape their own destiny, it will be reshaped for them by other people," declared the editor of a farm journal the other day. Agricultural leaders recognize the crisis that confronts agriculture. There is need as perhaps never before, that each farmer inform himself, think seriously and try to reach sound conclusions, and that he join with the others to put the power of organized effort behind the policies which seem to offer the wisest solution.

### Keep Out of Rush

The safe driver selects routes and time of day for travel which avoids congestion and "dangerous traffic." Why invite trouble when a wise selection of routes and time will reduce the hazard and relieve traffic congestion?

### Your Home Town

It would be comparatively easy to create an ideal community if one could start from the ground up, but most of us have to work with the towns we have, and there have already grown without much guidance. But at least we can eliminate some of the things that make the community less desirable and try to add those things which give promise of enhancing its attractiveness.

The danger-flag-waving scene in Charlie Chaplain's picture has been censored in Austria, perhaps because the flag is red. Reports have it that the film is banned in parts of Germany. It is beginning to look as if one can't be funny in Europe any more.

### PUBLIC ENEMIES

## THE HORN BLOWER



Not only is the Horn Blower a nuisance, but he is also one of the most dangerous users of the highways.

By wrongly assuming that his horn will always give him the right-of-way, the Horn Blower causes many accidents.

The good driver drives with his head — not his horn!

### WEST POINT PARK

Mrs. W. J. Thompson of Detroit was a Saturday dinner guest of Mr. and Mrs. Arthur E. Sharrow. Miss Fern Ault and Edwin Johnson were guests last week of the latter sister of Grand Rapids. Mr. and Mrs. John Altman attended the Shrine party at Northville Thursday evening. Miss Shirley Chance, with her brother and wife, Mr. and Mrs. William D. Zwahlen and cousin Joe Decker, visited her aunt, Mrs. Charles Decker, in Harper hospital Sunday afternoon, and on their way home attended the baseball game at Navin field.

Mr. and Mrs. Dave Olgive of Detroit were supper guests Sunday of Mr. and Mrs. Albert Owen. Mr. and Mrs. George Kacy of Detroit were Sunday afternoon guests of Mr. and Mrs. Lucian Gilbert. Mr. and Mrs. Paul Bousner and family of Detroit were guests these afternoons between now and October's finale. Many an extraneous pitcher's battle will be topped off with a cold supper. Baseball's a strenuous game—for the fellows in the bleachers. But the furniture can stand the rabid follower of the great American game. He'll be in there rooting until the last man is out in the last of the ninth. Maybe we'll be with him too.

Mr. and Mrs. Max Bergin and daughter Sharon of Howell were Sunday afternoon guests of the latter parents, Mr. and Mrs. Marvin Addis. Mr. and Mrs. Charles Pankow of Detroit were Sunday guests of their daughter and family, Mr. and Mrs. Lucian Gilbert. Mrs. Maude Tyrrell, of New York City and Traveras City were a Sunday guest of Mr. and Mrs. Arthur Sharrow. Mr. and Mrs. Norman Gedig and the former mother, Mrs. Gedig of Detroit, were Sunday dinner and supper guests of Mr. and Mrs. Albert Owen.

Mrs. Carrie Rowe and two daughters, Margaret and Ruby of Detroit, were week-end guests of Mr. and Mrs. Austin Ault. Bert Thayer of Detroit was the dinner guest Friday of Mr. and Mrs. James Eastman. Misses Ida and Zaida Steele of Farmington were Thursday all-day guests of Mrs. James Eastman and Miss Anna Thayer.

### Cash Scarcity Doesn't Stop Pontiac Dealer

A little thing like the scarcity of cash doesn't stop a live automobile dealer such as George Gillespie who handles Pontiac cars in Cambridge, Minn., from doing a flourishing business. During the last few months Dealer Gillespie has bartered new and used cars for the following materials with cash value as listed: barbering and beauty work, \$100; advertising, \$50; roof repairing, \$150; meal tickets, \$100; chickens, \$25; oil, \$1.325; ready to wear, \$350; paint jobs, \$75; dental work, \$72; and more than 200 cords of wood of an unestimated value.

### Outcast Hurdy-Gurdy in Good Company



BY OFFICIAL decree the hurdy-gurdy has been banished from the streets of New York, but it still holds high place in the hearts of many native New Yorkers who remember it as the "dance" orchestra of their very early youth on the sidewalks of the city. Here is one that played its swan song in select company, Mary Lewis, metropolitan opera star, who is pictured, took the instrument to the Virginia day nursery for the entertainment of the children and they sat on and around it and sang with her, as she ground out its sometimes bright and lilting, and sometimes wheezy notes.

**Oysters Safest Food**  
A city health officer says that oysters may be considered one of our safest foods, because spoilage in oysters is so easily detected.

**Body Loses Much Heat**  
The human body loses enough heat in an hour to raise a half gallon of water to a boiling point.

**Meaning of "Alabama"**  
"Alabama," an Indian word, literally means "Here we rest," but it really applies to a place of beauty worth resting in.

**Marie Antoinette**  
Marie Antoinette, gay little queen, is usually thought of as quite young, when she met her untimely death, but she was almost forty-eight years old.

## F. H. A. Loans

SPRING IS HERE AND TIME TO CLEAN UP AND REPAIR

### Does Your Property Need

- ... Outside Painting and Decorating?
- ... Inside Painting, Decorating or Papering?
- ... Bathroom or Plumbing Repairs?
- ... New Furnace or Repairing of Old Furnace?
- ... New Additions?
- ... A New Garage?

If you own the property or are purchasing it and your credit is good, you can borrow for modernization purposes and repay in convenient installments from 1 to 36 months.

ASK US FOR DETAILS AND AN APPLICATION BLANK

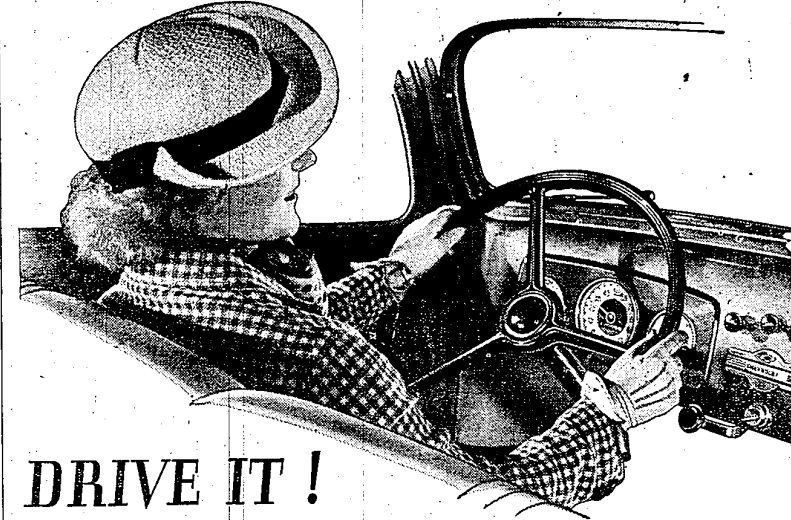
## The Farmington State Bank

Farmington, Michigan

2% Paid on Savings Accounts

All the news is not on the front page. Read the Enterprise advertisements.

# CHEVROLET



## DRIVE IT!

and drive home to yourself this truth:  
It's **FIRST** in its field because it's  
the only complete low-priced car

### NEW PERFECTED HYDRAULIC BRAKES

(Double-Acting Self-Antilock)

the safest and smoothest ever developed

### GENUINE FISHER NO DRAFT VENTILATION

IN NEW TURRET TOP BODIES

the most beautiful and comfortable bodies ever created for a low-priced car

### HIGH-COMPRESSION VALVE-IN-HEAD ENGINE

giving even better performance with even less gas and oil

### GENERAL MOTORS INSTALLMENT PLAN—WEEKLY PAYMENTS TO SUIT YOUR PURSE

Scores of thousands of people in all parts of the country have found that seeing is believing and driving is knowing that the new 1936 Chevrolet is the only complete low-priced car!

To take the wheel of this beautiful car—to test its many exclusive quality features—is to obtain conclusive proof of the following facts:

Its New Perfected Hydraulic Brakes and Solid Steel Turret Top Body make it the safest car in its price range, and, in fact, the safest car that money can buy.

Its Improved Gliding Knee-Action Ride\*, Genuine Fisher No Draft Ventilation and Shockproof Steering\* give unmatched comfort.

And its High-Compression Valve-in-Head Engine—the same type of engine that is employed in world-champion power boats, airplanes and racing cars—provides combined power and economy without equal.

Drive the new Chevrolet for 1936 and drive home to yourself these truths: We'll be glad to have you do this, without the slightest obligation, any time you wish. Make it today!

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

### SHOCKPROOF STEERING\*

making driving easier and safer than ever before

### IMPROVED GLIDING KNEE-ACTION RIDE\*

the smoothest, safest ride of all

### SOLID STEEL one-piece TURRET TOP

a crown of beauty, a fortress of safety

### ALL THESE FEATURES AT CHEVROLET'S LOW PRICES

**\$495** AND UP. List price of New Standard Coupe at Flint, Mich. With bumper, spare tire and tire iron. The list price is \$50 additional. \*Knee-Action Ride, Knee-Action Ride, \$25 additional. From car to this advertisement are set at Flint, Michigan, and subject to change without notice. General Motors Sales.

## Blakeslee Motor Sales

CHEVROLET SALES AND SERVICE

Phone 303

Farmington