

The Farmington Enterprise
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EDITORIALS

Smart Advertising (Exchange)

Many big corporations doing a general business with the Michigan public would do well to take a leaf from the book of the Michigan Bell Telephone company, as regards their advertising policy. This year, as in past years, the phone company is concentrating their selling attack during the summer months on the problem of advertising Michigan to Michigan people, and through them, to thousands of out-state men and women.

In a letter recently received from C. W. Hungerford, advertising manager for the company, Mr. Hungerford says:

"These advertisements of the Michigan Bell Telephone company this year will appear in more than 50 daily papers and approximately 200 weekly newspapers, covering practically the entire state. It is the company's intent, as in the past, to point out to the many thousands of Michigan people who now are planning their summer outings, that there is no more favored place than our own state for spending one's vacation—with its infinite variety of both natural and man-made recreational facilities, its vast extent of shoreline along the Great Lakes; its thousands of lakes and rivers; its hills, valleys, forests, splendid highways, modern towns and cities; its champion sports in various sports; its great industries; its splendid agricultural districts, and its evenly tempered climate.

"As Michigan prospers, so prosper the Michigan Bell company and all other Michigan businesses and people. There will be more Michigan-made cars sold, more agricultural products consumed, more newspaper advertising, more work provided in stores, hotels, restaurants, offices and plants, and on our trains, and buses, more telephones will be installed and more telephone calls will be made, if more vacation money is spent in Michigan."

This is an extremely enlightened approach to the problem of advertising a great public utility. Obviously more travel business in Michigan will mean increased revenue for the company, while at the same time increasing business in many collateral lines. The telephone company continues in using sound business judgment in using this type of newspaper publicity.

Mind (Wayne (Neb.) Herald)

We have just read a leaflet by Joy Elmer Morgan, editor of the Journal of the National Education Association, touching care that should be taken to develop a well-disciplined, well-balanced mind—a mind capable of seeing clearly and understanding fully. The wonderful mind which man has inherited must start with good impressions, and must later find right companions and helpful influences. These must be cultivated in school and on the street and among groups everywhere. The mind depends to an important degree on a healthy body, and, as the author says, "wholesome health habits are the foundation of mental vigor." "Back of every achievement there is endurance and planning," he suggests, clenching the point with this: "By planning your time carefully you will find a place for generous leisure, for happy companionship, and for relaxation and meditation, which are the marks of a well-balanced mind." Then further along the author says: "The race gets ahead; you get ahead by thinking and planning beyond the moment. That means imagination, memory, intelligence, persistence."

Soviet Family (Exchange)

Nothing has been more significant in the recent evolution of Soviet Russia's social order than the growing prestige of the family as the basic unit of Soviet society. For almost nineteen years Communist leaders have debated whether the family should be abolished altogether, substantially weakened, or retained. The dictatorship held aloof from the debate, as this question had not been finally settled by Karl Marx or Lenin. Now the Kremlin is intervening and called upon all supporters to "help in strengthening the family."

Young Communists, assembled in Moscow, have been told that they must cherish the "Soviet family" must show proper respect for their parents and other older people, must understand the importance of the love of parents for

children, of children for parents, of husbands and wives for each other.

The new conception of the Soviet family, now being reinforced by the full strength of the Communist educational machine, is not unlike that of other modern industrial countries. The father's authority naturally is not so great when wives and children have their own jobs and are not dependent upon him for support. Parents cannot abuse children with impunity, any more than in other modern countries. Soviet young people may make their own choice in marriage or vocation, as young people do in most other advanced countries. The state undertakes to provide education for all children.

By a process of trial and error the Russian Communists have made the discovery, astonishing only to themselves, that families are bound together by deeper ties than material possessions and formal religion, that relationships between parents and children, between husbands and wives, are based upon values which even Marxian materialists cannot afford to abandon.

Merchandising Fear (Exchange)

By advice of its British agency, a Hollywood studio which has been active in the making of horror films is reported as excluding all shockers from its next year's production plans. It is explained that a growing severity of censorship in Great Britain threatens to make unmarketable there films filled with situations based upon fear. That an American producing company should take advice from its British distributors indicates that the returns from English-speaking countries outside the United States represent a considerable margin of profit. Canadian and Australian authorities of late have proved increasingly stern when these shockers have been submitted for approval.

There are people who urge that censorship of gooselike films indicates a needless concern for the sensibilities of the spectators—that they should enjoy these tales of vampires, ghosts, ghouls, werewolves and weird doings in laboratories as entertaining mysteries, nothing more than photographed trickeries. Undoubtedly it appears that for many adults and most children scenes of terror on the screen have undesirable consequences.

Parents who have observed the bad effects on their children of films filled with representations of terror, torture and slaughter need no specialist's analysis to convince them that sharp limitations should be placed upon the merchandising of fear. They will be glad to hear of the restraint on the makers of horror films, even if it has to be exerted by such remote control as a British market warning to Hollywood. A hint often suffices to achieve a reform when the penalty for nonobservance is loss of profits.

From A Poet's Mint (Exchange)

The genius of the English language is now more happily illustrated than in the word spring. In so naming "the soote (sweet) season, that bud and bloom forth brings," so quaintly apostrophized by a sixteenth-century poet, the builders departed from the Latin source which furnished them so many bricks.

It would have been so natural one would think, to choose a word form signifying first season, as the French "printemps" and Italian "primavera." Instead, a felicitous inspiration gave them a single syllable which, of its very own self, leaps spontaneously as does a gray March day into sudden April's soft showers and sun.

With the shedding of overcautious and cloaks even the habitually demure develop a wistful longing to prance with little children. Like Dryden, they feel: "What a sprightly was in his art"—something akin to that mettlesomeness which Margaret Ayer Barnes describes as "the springy feeling underfoot of those woodland trails," even if the trails be but city sidewalks. At no other change of the seasons does nature's tempo move with such elan. There is a breathless rush to cover the nakedness of winter. Brooks babble, birds chatter, buds burst in immense eagerness to break the news that "summer is leucen in." Surely the word spring was coined in a poet's mint.

CHURCHES

All notices for this column must be in the Enterprise office not later than Tuesday at noon.

Our Lady of Sorrows Church
Rev. John J. Larkin, 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.

CLARENCEVILLE M. E. CHURCH
Rev. Wm. Prisk, Pastor
Sunday School, 10:00 a. m.
Church service, 11:15 a. m.
Epworth League, 6:30 p. m.
Redford Gospel Tabernacle
1800 Lasher Road
Sunday School, 10:00 a. m.
Pentecostal prayer and praise service, 11:00 a. m.
Evangelistic service, 7:45 p. m.
All are welcome regardless of circumstances.
100% Pentecost.

Methodist Episcopal Church
Rev. Fred A. Landrum, Minister
Worship 10:30 a. m., "Old Paths" will be the theme for the sermon, by the minister, with an anthem and the offertory by the choir.
Church school 11:45 a. m. "For a Better World" will be the subject for study. If you have no regular church home you are invited to worship with us.

Salem Evangelical Church
W. Breitenbach, Pastor
Sunday, May 31, Pentecost Festival. Services at 10:30 a. m. Subject of sermon "God's Work on His Church Through the Holy Spirit."

Confirmation of two catechumens: Herman Gerds and Gladys Neumann. Special anthems by the choir. Celebration of the Lord's Supper. A full attendance by all members is anticipated, and a hearty invitation is extended to all. The Sunday school will take part in the service.

SPECIALIST GIVES ADVICE ON CURING ALFALFA

With more acres planted to alfalfa than in any other state, and with the 1936 crop expected to exceed all records, curing alfalfa becomes of major importance to Michigan farmers this year.

R. E. Decker, extension specialist in farm crops at Michigan State College, East Lansing, advises farmers against curing hay in the swath. That deprives alfalfa of two-thirds of its proteins, he says, and ruins the leaves where much of the food value is stored.

Michigan's alfalfa acreage has increased steadily during depression years. In 1930 there were 572,000 acres grown. Last year, it was 989,000. Mr. Decker believes that 1936 will have a larger acreage because of the abundant supply of good seed.

"Don't leave alfalfa in the swath," he says. "Cure it in the windrow. Curing it in the windrow saves the leaves and gives better color. Alfalfa should be left in the swath for about four to six hours but should be raked up after that." Alfalfa should be cut when the plant starts to bloom, which usually takes place in Michigan around June 12. In some cases, mowing may be obtained if cut shortly before blooming time, but the stand is hurt if the second cutting is also made before blooming.

The extension department is planning demonstrations of alfalfa cutting and curing in different parts of the state. The effect of leaving alfalfa in the swath for varying periods up to 12 hours will be shown.

State Parks Will Open Officially Memorial Day

Due to lack of sufficient funds for operation, two of Michigan's newest state parks—the Ludington and Indian Lake units—will not be included in the half-hundred state parks officially opened for public use Memorial Day, announced Director P. J. Hoffmaster of the Department of Conservation.

Memorial Day is the official opening day of Michigan's free state park system and on that day 53 improved state parks will be made available for public use.

Conservationists Print Circulars on Wildlife

A four page circular, "Planting of Food Catches for Wildlife," has been published by the Department of Conservation and a limited supply made available for free distribution. The circular contains data on planting, types of seeds and shrubs to be used and instructions for preparing the soil and seed bed.

News items are always welcome by this newspaper.

Homemaker Corner

by Home Economics Specialists Michigan State College

Only two things are certain and those two things are death and taxes, one philosopher once said. But many Michigan households have come to expect spring and summer to also make certain the raiding forages of ants in the cupboards and food containers.

Even if the pests do not enter the home, they may cause damage or unsightly conditions in lawns, in fields or gardens or on trees. Professor E. I. McDaniel of the department of entomology at Michigan State College, has prepared Extension Bulletin No. 166, "Ant Control in Houses and on Lawns." The bulletin will be available in a few days through the Bulletin Department, Michigan State College, East Lansing.

In brief form the simple practices which will control ants include two types of poisons for use against the armies that attempt to march into the home. For ants that are after sweets, Miss McDaniel suggests dry poison sugar, liquid poison or powders such as fluorine compounds, pyrethrum or borax. The household "grease feeders" can be handled an enticing control

of dry poison worked into grease, or commercial bait. In fields and gardens, control by cultivation or crop rotation. Ants on trees should be treated with phoside or cyanide.

The bulletin presents a picture of ant organization and the anti-organization work necessary to use the above materials for the control.

Wise Travelers Ride Buses

Relax and Ride in Comfort
Enjoy the Scenic Beauty of the Wide Open Spaces
NO TRAFFIC WORRIES AND YOU SAVE DOLLARS

Blue Goose Buses

MEETS EVERY NEED OF THE MODERN TRAVELER CON-
NECTIONS MADE TO ALL POINTS IN THE
UNITED STATES AND CANADA

Eastern Michigan Motorbuses

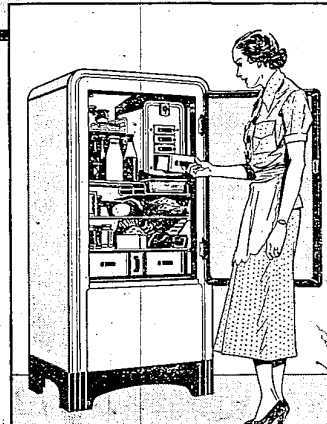
Farmington Station THE OAK PHARMACY PHONE 9100	Detroit Station 440 GRAND RIVER AVE. PHONE RANDOLPH 4178
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ELECTROLUX IS SILENT

...and that means far more to you than JUST COMFORT

It is constant proof of the basically different refrigerating method of Electrolux (without machinery, without noise) which makes possible these big advantages:

- No moving parts to wear
- Lasting efficiency
- Continued low operating cost
- Fullest food protection
- Savings that pay for it



YOU don't need an engineer to tell you that the operation of Electrolux is simpler, more efficient. Listen to it! Its very silence testifies to the absence of machinery, of moving parts... gives you definite assurance of long service at low cost.

A tiny gas burner takes the place of all moving parts in this remarkable refrigerator! As a result Electrolux has an amazingly low running cost (which can never be increased through the inefficiency of moving, wearing parts)... provides dependable food

protection and plenty of ice cubes at all times. Owners report that Electrolux actually saves enough on food bills and on refrigerating cost to pay for itself!

See the new 1936 Electrolux models on display at our showroom. Note their smart modern beauty... their scores of worthwhile conveniences that speed kitchen work. Learn all about our liberal purchase plan. We believe you'll agree that Electrolux is the refrigerator for you—and that now is the time to get it. Visit us today!

NEW AIR-COOLING ELECTROLUX THE SERVEL Gas Refrigerator

FREE TRIAL

Without any expense to you -- No "strings", no rental costs or other expenses of that sort we will install a beautiful new 1936 model Electrolux -- Then should you decide to buy, a three year purchase plan makes this offer easy to enjoy --

Terms as little as 10c a day ---

Consumers Power Co.

23612 FARMINGTON ROAD PHONE 304