

The Farmington Enterprise

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EDITORIALS

New Roads; New Purposes

Many history books carry pictures of the completion of this nation's first transcontinental railroad — and it's inspiring recollection of days when joining of the ends of this solitary link spelled the difference between an empire and a disassociated region separated by much undeveloped real estate.

In the days when men wore beards and locomotives were equipped with wide-mouthed smokestacks, the chief business at hand was to drive the rails through. If forests were ravaged — what matter? If a beautiful valley had to be cluttered up with a wooden trestle — who cared? There were too many forests anyway, and wild animals were the chief beneficiaries of the valleys.

Today, while transportation is still a vital factor in this country's development, we have time to beautify the way as we go along. The Michigan state highway department recognizes this in a broad, understanding way. Just as keenly do railroad men. The improvements of the railroads are seen how much the scenery of their routes is stressed. Note the cut-away banks through which a state highway has been laid, and you will see added banks, beautifying the highway and holding the earth in place.

But our state highway department can reach only to the limits of its rights-of-way. Beyond that stands a plain nuisance, manifested in many forms. In a state where 78 percent of the highway travel is recreational, we have eyesores along the highways in the form of abandoned gravel pits, automobile graveyards and yawning caverns filled with miscellaneous collections of junk.

This is a little odd. Not much sadder are the atrocities which flower forth under the pale of roadside advertisements. They advertise only the lack of control the people of Michigan exert over the beauty which could parallel one of the finest highway systems in the nation.

The Federated Garden Clubs of Michigan is sponsoring a movement for beautification of our roads and highways and for control of roadside advertising. It is a movement of which the 1937 legislature might well take cognizance. The situation for which a cure is sought, is not getting any better with neglect.

A Club Against Crime

Resignation of Sanford Bates from the directorship of federal prisons is a distinct loss to the Department of Justice. Under his capable guidance, deplorable conditions in United States prisons have been greatly improved, and many new and entirely modern federal penitentiaries have been erected. In fact, today the federal prisons stand as models for all others to follow. Fortunately, as executive director of the Boys' Clubs of America, Mr. Bates will remain in a particularly advantageous position to carry on the battle against crime.

It is generally conceded that the best crime-prevention program is that which reaches children at an early age. And perhaps no single agency is succeeding better than the Boys' Clubs of America in doing just that. It is difficult to measure the good that these clubs are accomplishing, for there is no way of telling how many of the young men who become successful citizens might have turned out otherwise if deprived of the club's good influence. But if, as the twigs bent the tree's inclined, too much care cannot be spent in directing the early footsteps of young people.

The office he is taking up will no doubt enable Mr. Bates to direct the paths of young boys in ways which may eventually reduce the labors of the office he is laying down.

Uninvited Advertising

The most cleverly conceived advertisement will fall unless it reaches welcoming eyes or ears. The doors of the mind must open to the message if it is to be effective to any degree. Of course good advertising is built with the idea that natural mental barriers will be hurdled by the effectiveness of presentation. But back of the whole science of advertising is the well recognized principle of appropriateness and good taste. If these are ignored

or violated, no advertising message can be effective. A night club wouldn't advertise in a church paper, if it could.

The best advertisement can be laid aside by the simplest turn of a radio listener's wrist. And that is as it should be, for in this way, only the best of them bring results to those who pay the bill and thus pay the cost of their advertising. There is one type of advertising which seldom can be "laid aside" or ignored, whether you like it or not, and that is roadside advertising. The reason there can be no option about it is that much of it is too close to our highways, and directly in the natural line of vision of the driver. The locations of roadside signs are well chosen, with the object that they will inevitably be seen. This way they make them sources of distraction to the careful driver.

If roadside signs were farther from the highways, this objection would be lessened. Perhaps if some superstitious or superstitious in behalf of the driver who has no choice or possibility of discrimination between signposts thrust into his line of vision, the "searcrow" sign might be eliminated. A roadway signpost can be as attractive. But never so attractive, as to justify its being too close to a highway. To be effective, advertising must be "laytied."

Success To The Handicapped

Psychologists say that often the brain and the finer talents do not rise from perfectly healthy bodies, but rather belong to those who are in some way handicapped. It is explained that the person who has a handicap — such as deafness, blindness, or a physical infirmity — possesses an inferiority feeling. To overcome this he may develop a latent talent to a high degree, or may spend his time on experiments leading to some great achievement in science, engineering, or art. Beethoven, who wrote beautiful symphonies, was unable to hear them. Lord Byron's club foot was a source of great humiliation to him and he overcame it by developing his great literary talent. Demosthenes, the great orator, was a stutterer.

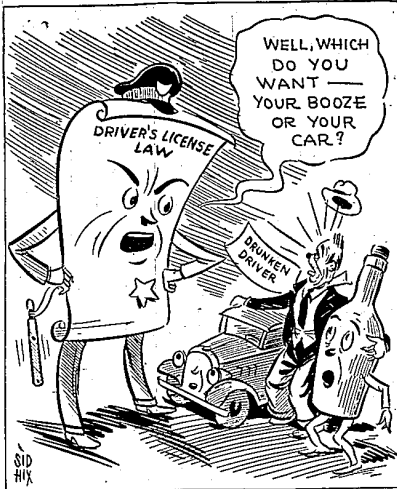
Dr. Laird, eminent psychologist, believes that Mr. Roosevelt became president only because of his handicap of lameness and his determination and will to dominate his invalidism brought on by infantile paralysis. We all know people who have overcome handicaps, and more often than they are above the average in some sort of work; often in the field in which they were most handicapped. There are, of course, those who are downed by their incapacities and refuse to try to overcome them; but in many cases it seems that handicaps have furnished triumphs for people who faced them and made them a spur to successful accomplishment.

Friends Of A Feather

Christian Science Monitor. Feathered-friends fly into the news — and human sympathy. In Baltimore a jaywalking pigeon tied up traffic in the business section by walking under a trolley car and refusing to come out. A respectable policeman borrowed an "umbrella from a woman and with the crook of the handle extricated the bird. The ruffled pigeon was not hurt — nor arrested — but was taken to the police station for "safe keeping over night."

The New York Conservation Commission hails the federal acquisition of a large tract in the Montezuma marshes near Cayuga Lake in New York State as a new "haven" for migratory birds. "Over the Alps lies Italy," and this means succor for birds suffering a rigorous winter in Austria. Not less than 10,000 birds, it is reported, have been given "a lift" in airplanes into sunny Italy this season. The birds, mostly young swallows, were brought to offices of the Vienna Animal Protection League by school children, adults, laborers and policemen who found the half-fledged birds, many of them so weak and disabled that they were easily caught. They were fed, placed in special containers and sent by air to Venice where they were released.

Men's solicitude for feathered and animal friends is always refreshing; and, fortunately, widespread. The old fashioned mud road was a little hard to navigate but while you were on it there wasn't nearly so much danger of being hit by a speed demon.



WHO ARE YOU?

The Romance of Your Name

By RUBY HASKINS ELLIS

A Ross?

THIS is the name of a very old Scottish clan that furnished most of the people of this name in America. The name itself is derived from the Gaelic word "Ros," meaning an isthmus or promontory. It was first applied as a name to a shire in Scotland.

The plaid or "tartan" of the Ross clan is very attractive. It is dark blue, red and green, arranged in broad and narrow stripes, producing an effect that is very vivid and pleasing.

The ancient home of this family in Scotland was in the district of Bolognaw, and the founder was William Ross, a great patriot and friend of Robert the Bruce.

William's son, Earl Hugh, was killed fighting for the king at Halidon Hill.

In 1745 the fighting force of the Ross clan was estimated at 500 men.

It is supposed that the first Ross to come to America was Thomas Rosse, who was of the Jamestown colony.

He settled on the River James, in Virginia. After the massacre of 1622 he was reported dead, leaving a wife and two children.

Descendants of this family are to be found in North Carolina and other Southern states.

Another early settler was Rev. George Ross, who came from Scotland and settled in Delaware in 1703. His son, George, was one of the signers of the Declaration of Independence.

Another settler was John Ross, who went from Scotland to Ireland in 1683. He came to America in 1704 and purchased land in Chester county, Pennsylvania. This property was known as "Ross Common."

George Ross, a descendant of this branch, was Governor of Pennsylvania.

The Rosses were noted for their unwavering loyalty to their convictions and for their bravery in defending those principles which made them a clan to be reckoned with. They were of the Presbyterian faith.

Among the many members of the family who have distinguished themselves by outstanding achievements there is Betsy Ross, who was instrumental in the making of the first American flag. She, however, was not a Ross by birth, being the wife of John Ross, who was the nephew of George Ross, the "Signer."

In the census of 1790 there were 67 Ross families in South Carolina alone, numerous families in New Jersey, Maryland and other Southern states.

The cost of arms above shown is used by Rosses who trace to Rev. George Ross, mentioned in this sketch.

NO LEFT TURNS

The Columbia River is 14 miles wide at its mouth.

Among the "ingredients" that go into making a motor car are thirty-two pounds of cotton.

Fewer than 1,000 carriages, buses, sulkeys and two-wheel carts are made in this country annually.

WEST POINT PARK

Little Marion Bologard has been on the sick list this last week.

Miss Doris Gilbert, a Sunday school guest of her friend Miss Doris Moss of Jackson, Michigan.

Forrest Ault, who had planned to leave Saturday for Jackson, Miss.

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MEETS CHESS OPPONENT 34 YEARS AFTER GAME BY WIRE

John J. Robinson, president of the New England Telephone and Telegraph Company, met for the first time last summer a man against whom he had played a 12-hour game of chess 34 years ago. The man was Harlow B. Daly, an employee of the United Shoe Machinery Corporation and last year's city champion of Boston in chess.

Their game was played on Memorial Day in 1902. Mr. Robinson, then a cable splicer with the New York Telephone Company, was one of 20 members of a Brooklyn chess team which played against the Boston Metropolitan Chess Team, of which Bertrand A. Smalley, publicity manager of the New England Tel. & Tel. Co., was then captain. The games were played by telegraph, moves being interchanged by wire.

Mr. Robinson's game with Mr. Daly started at 9 A. M. and ended at 9 P. M., when Mr. Daly offered a draw and Mr. Robinson accepted. Near the close of the game Mr. Robinson wired to Mr. Daly that Daly had a chance to win, but Daly could not see it at the time.

Mr. Smalley looked up Mr. Daly last summer at Mr. Robinson's request and a meeting between the two former opponents was arranged. Mr. Daly had preserved a paper on which he had recorded all the moves of the game they played 34 years ago, and admitted that Mr. Robinson was right when he wired that he had a chance to win.

Many millions have been spent for motor routes, partly on behalf of the pleasure rider, who permits the impairment of the pleasure along these routes by billboards. Something will have to be done to correct this strange paradox.

Good thoughts and good things do survive in this world.

Is your subscription about to expire? Come to the Enterprise office or send in your renewal order.

FARMINGTON DAIRY INC.

Milk—Cream—Quality Ice Cream

Farmington 135 - Redford 0346

Advertising is nothing more than a conversation between yourself and your merchant. He pays for it but it saves you money.

ADVERTISEMENTS Are Your Guides To Value

Experts can roughly estimate the value of a product by looking at it. More accurately, by handling and examining it. Its appearance, its texture, the "feel" and the balance of it, all mean something to their trained eyes and fingers.

But no one person can be an expert on steel, brass, wood, leather, foodstuffs, fabrics, and all of the material that makes up a list of personal purchases. And even experts are fooled, sometimes, by concealed flaws and imperfections.

There is a surer Index of value than the senses of sight and touch... knowledge of the maker's name and for what it stands. Here is the most certain method, except that of actual use, for judging the value of any manufactured goods. Here is the only guarantee against careless workmanship, or use of shoddy materials.

This is one important reason why it pays to read advertisements and to buy advertised goods. The advertised product is worthy of your confidence.

Merchandise must be good or it couldn't be consistently advertised.

BUY ADVERTISED GOODS

"Looks fast"

Cards were sent to users of electric ranges and these are some of the replies. Forty-one thousand of your neighbors now cook electrically. When you buy a new stove, make sure that it is ELECTRIC and enjoy advantages that no other stove will give you! SEE THE NEW ELECTRIC RANGES ON DISPLAY AT DEPARTMENT STORES, ELECTRICAL DEALERS AND THE DETROIT EDISON COMPANY.

"I enjoy the stove, because it cooks so fast."

"I like the stove because it doesn't take so long to cook a meal."

"The cleanliness, speed and waterless method of cooking is greatly appealing to me."

"I think it's cheaper than other methods."