

The Farmington Enterprise

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

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

Phone: Farmington 25-1 Redford 1133

EDITORIALS

Billboard Regulation

Every bill ever introduced at any session of every legislature is interesting to someone. Few of them are of vital interest to virtually everyone in the state. Such a one, however, is the measure now pending in the Michigan legislature to regulate outdoor advertising.

A good many opinions will be shortly expressed as to what the bill really is, and what it really contemplates. It might be well to specify a few of the things the bill is not.

The measure is not, for instance, one to bring revenue to the state or to the highway department. The nominal licensing fees provided are to yield only enough revenue to bring about enforcement of the proposed law.

The measure is not drastic. It is not effective as regards outdoor advertising already in effect until 1938. Otherwise its provisions would become effective in 1938.

With the state highway commissioner in charge of the licensing of roadside advertising, the bill in its large outlines, would prevent erection of advertising signs within 50 feet of the right-of-way of any highway or within 50 feet of any highway crossing with another highway or rail line. Thus the measure certainly qualifies for the description of it by the Federal Garden Clubs of Michigan, the bill's backers. They point to it as a proposal based on principles of highway safety and preservation of the state's greatest natural resource—its scenery.

The measure would not apply within the limits of cities and villages. It would not prevent adequate advertising of a person or firm's own business, on privately owned property. The signs of roadside stands and gas stations may be placed closer than 50 feet from the right-of-way. And therein lies the greatest feature of the proposed law—its consideration of the visible state official, so that some of the truly "outlandish" signs which shock the sense of propriety, beauty, and scenery appreciation of most of us will be eliminated.

Michigan is to have two types of highways: commercial and scenic. The billboard measure would call for classification of highways and there would be no advertising whatever along scenic highways, nor along scenic "zones" of commercial highways.

The bill apparently takes into consideration the rights of every person or firm.

Outdoor advertising may be three things: it may obscure "million dollar" scenery, it may create hazards at intersections, or it may advertise in a dignified way. The latter function is the only legitimate one of the sign.

Thrift And Success
(Exchange)
Opportunities come to everyone but often the greatest opportunities can not be grasped because it requires a little ready money to enable one to take advantage of them.

This point is emphasized by a well-known financier, who in an article on thrift says: "Those who become leaders in the business world found the turning point in their careers when they were able to take advantage of a great opportunity because they had money at hand. In most cases the sum of money involved was small, but coupled with vision, ambition, clear living and industry, these men were able to turn their next eggs into colossal fortunes."

It is understandable that the habit of saving comes hard for most people, but having once made a start it is comparatively easy to continue. Nothing inspires the confidence of business men in a young person more readily than the knowledge that he or she is able to save money, even though the amount saved from month to month is not large. Many a young man has been enabled to make a most desirable business connection through a reputation for thrift and having a little ready cash.

Intellect
(Exchange)
There are onestory intellects, two-story intellects, and three-story intellects with skylights. All fact collectors, who have no idea beyond their facts, are onestory men. Two-story men compare reason, generalize, using the labors of the fact collectors as well as their own. Three-story men idealize, imagine, predict; their best illumination comes from above, thru the skylight—Oliver Wendell Holmes.

A Martyr To Science

Another distinguished name was added to the long list of martyrs to science when Henry T. Koenig, a Denver chemist, died as a result of research work with radium. He was the last survivor of 20 scientists who aided Marie Curie, co-discoverer of radium, in her early experiments with that powerful and mysterious mineral.

Like those other heroes of the laboratory, Koenig continued to work as long as possible, although he knew he was doomed by a malignant infection which caused cancer of the lip, from which he finally died. But the discoveries made by him and his brave companions have made possible relief for thousands now living and will benefit millions yet unborn.

Koenig's method of extracting radium at less cost from the ores in which it is found in infinitesimal quantities is recognized as one of the greatest contributions of the present century to medical science.

Truly, as Milton says, "peace hath her victories no less renowned than war," but the world stands shuddering greater numbers of our war than on heroes of peace.

Perhaps when man becomes more civilized those who save life may be esteemed at least equally with those who destroy it.

Steering Gear Alibis

An automobile expert has recently written an article in which he laid ancient alibi of careless or drunken drivers who blame their accidents on failure of the steering gear. He states that the most rigid tests by manufacturers have proved that steering gear failure is practically unknown.

The fact is, no part of a modern car is structurally stronger or more certain of responding to the demands made on it than the steering gear. But the old excuse is still worked to a finish, and is usually accepted by those who should know better.

If the driver is drunk and weaving his way along when the crash comes, and he lives to tell the tale, he calls upon the ghost of his steering gear. If he is speeding on a slick pavement and goes into a skid, or was dozing and did not see the other car before he hit it—always the steering gear is blamed. And the steering gear can't talk back.

It's time we stopped listening to such alibis, which are false 99 times out of 1,000. Some 30,000 people are killed and more than a million are injured every year, and at least 90 per cent of these accidents are the result of foolhardy, careless or drunken driving.

If this ghastly toll is to be reduced, the dangerous driver must be punished, and not permitted to get away with the old steering gear alibi.

Making Highways Safer
(Exchange)
The year 1936 probably established a new high in the number of persons killed in accidents on the highways of the nation, although final figures for the slaughter have not yet appeared.

There was a day when the speed of automobiles was considered the main cause of the fatalities and the factor to be regulated for safety. Speed is probably the chief cause of death on our roads today. Little prospect of reducing highway speed is visible to the naked eye at this time.

Recognizing this fact, attention is being centered upon other areas, with considerable emphasis being placed upon the observation that our highways, built for 45 miles an hour, are not suitable for the sixty and seventy mile gales of modern travel. Consequently, one of the surest ways for the possible adaptation and improvement of our highways for the traffic that they carry.

Last year more than \$600,000,000 was spent for highway construction, according to the American Roadbuilders Association. Some of this money was used to eliminate dangerous grade crossings and a part was used to provide three, four, six and eight-lane highways. Experience has demonstrated that safety lies in such roads where the traffic is heavy. It may be that the death rate will be greatly reduced through such provisions.

Mary Walker of New York City lent C. B. Goodwin, city manager of San Jose, Cal., a check for \$10 to ease her conscience for having lashed on the job while employed in a local city office.

IMPROVING MICHIGAN ROADSIDES V. QUEER CONDITIONS

Abandoned, ram shackle buildings; unused gravel pits; automobile graveyards, various dumps; and an endless array of all sorts of roadside advertising in every sort of color and shape are some of the things which greet the traveler in Michigan and give peculiar impression to the state created by the highway and has no control over the scars that mar its pathway through as scenic a country as can be found. It is an incongruous situation yet exists because no one has devoted sufficient effort to date to correct the condition.

Florida endured the "tombstones" of its real estate boom until the Junior Chamber of Commerce finally took it upon itself, several years afterwards, to remove the decrepit buildings during a statewide campaign.

Of all factors marring Michigan roadsides practically all of them can be corrected by local effort excepting roadside advertising and that being so broad and general in prevalence by authority of the state.

The idea is not to abolish roadside advertising, which is increasing by leaps and bounds because more of an evident "daily necessity."

Michigan Lacks Regulation
It is not only the fact that property values are affected and scenery marred from view but these thousands of signs are attention detractors, are a menace to safe driving if allowed to continue without any regulation whatsoever.

Michigan has no state regulation of signboards except one law which forbids advertising signs "within 500 feet from any highway intersection or railway crossing." This law has been applied in a limited manner only in the meantime we wait for a better law. It is not fair to keep tourists guessing what is back of the "solid" advertising boards.

We should show them how really beautiful Michigan is.

Future Unfavorable
Ten years from now not much of the present beauty of these roads will remain if misuse continues at the present rapid rate.

Our housekeeper, spending several hundred thousand dollars a year of motorist money to provide the things they paid for with pennies from gasoline taxes and motor license fees and then permitting much of that acquired to be immediately dissipated at heavy rates. This is a task for the people.

When the people demand roadside control, it can be had. And for the future for Michigan she has the most compelling argument of all to use in the fight for necessary legislation, the argument of dollars and cents. In Michigan it can be proven to the most materialistic mind that beauty pays.

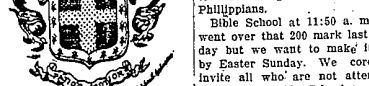
In concluding chapter will be found a fair solution.

EDITOR'S NOTE: This is the fifth installment of a series of articles prepared by the Farmington Branch of the Michigan Federation of Garden Clubs of Michigan.

WHO ARE YOU? The Romance of Your Name

By RUBY HASKINS ELLIS
A Peyton?

THE first known person who used the name of Peyton was Reginald de Peyton, who lived in Buxford, England, in the Twelfth century. Following him, there was several generations of Peytons in this section of England, who distinguished themselves for their deeds of valor and positions of honor. One of them was the crusader, Sir John de Peyton, who lived in the latter part of the Twelfth century. A later descendant, in 1493, was Sir



Peyton

Robert de Peyton, high sheriff of Cambridge, England. He married Frances Calthorpe and through them the Peytons claim royal lineage.

Sir Christopher Peyton was Auditor of Ireland during the reign of James I. Major Robert Peyton, a son of Thomas Peyton, of Roughan county, Norfolk, England, was one of the first Peytons to land on American shores. He came to Virginia in 1676, where he settled, and called his estate "Teelham," from the hill home in Cambridge, England.

Major Robert was a loyal supporter of the colonies and was the founder of the Gloucester county (Virginia) Peytons. Colonel Valentine Peyton, also a distinguished Virginia Peyton, was the founder of the Westmoreland and Stafford county branches.

© Public Ledger, Inc.—WNU Service.

A LITTLE ODD

England has more than 200 blind church organs.

Over a short distance a bee can fly faster than a pigeon.

One house, on DeLancey street, Philadelphia, has a terrapin farm on its roof.

A bill to prohibit "stag" parties was introduced during the 1935 North Carolina legislature's session.

Quartz lenses were used in spectacles a few years ago on the assumption they would be cooler for the eyes.

Bicycles caused practically the same number of fatal accidents as privately owned automobiles in Great Britain in the last year.

In Sheridan Square, Greenwich Village, New York city, a life-size cow on top of a dairy store faces a life-size horse on the roof of a bar-restaurant.

called for the Ann Arbor District Rally of Epworth Leagues at Ann Arbor, Friday evening, March 5th. The fourth quarterly conference of the local church will be held Tuesday evening, March 2nd, at eight o'clock.

Salem Evangelical Church
Rev. Carl Schultz, Pastor
Morning Service 10:30. Topic—"The Trumpet Call."
Sunday School 11:30.
Evening (Lenten) Service 7:30. Topic—"The Word of Affection."

The last evening service showed a considerable increase in attendance over the first evening service. However, there is yet much room for improvement.

Brotherhood meeting March 3, at the home of Mr. Adolph Nacker, at 1:30 p. m.

Ladies Aid meeting, March 3 at the home of Mrs. Jos. Himmel-spach.

WEST FARMINGTON

Mr. and Mrs. J. C. Cox and family attended the wedding of their niece, Miss Ellen Jean Young, Saturday at Brighton, Miss Young was formerly a resident of Farmington.

Perry Ransom of Detroit spent Saturday with his mother, Mrs. Edward Borge.

Mrs. Starr Graham, Mrs. Charles Helker, Mrs. Florence Bachelor, Mrs. Edward Borge, Mrs. Edith Graham and Mrs. Irvin Knapp spent Monday with Mrs. Marley Bachelor.

Mrs. Kovac gave a surprise party Saturday evening in honor of her daughter Irene's birthday anniversary.

Richard Helker has been unable to attend school during the past week because of sickness.

Leona Tamm spent Saturday with her grandmother, Mrs. John Tamm.

The Misses Tranel and Florene Bachelor were Sunday dinner guests of Mr. and Mrs. Starr Graham.

Character is self control.

Donnie Thorp, 35, paid a \$5 fine at South Bend, Ind., on a charge of kicking Nannie Jones. He steadfastly maintained he had intended kicking some one else, but did not say whom.

Edward W. Wilcox of Norfolk, Va., who recently celebrated his 102nd birthday, has never received medical attention of any kind.

Letters to the Editor are always welcomed by this newspaper.

Position for good, reliable, local man who can work steady helping manager take care of our country business. Livestock experience desirable. Men make \$75 a month at first. Address Box 3566, care of this paper.

Name _____
Address _____

SOME PEOPLE PREFER TWINS

Of course, there are those who prefer quintuplets, like the Diennes, but we believe that twins—twin sweaters say, we mean—are enough to keep you warm on these wintry days. They're all colors, all sizes, and all prices. Get a set today!

And for the men and boys who like to get ready quickly, our zipper pullover sweaters of brushed all-wool are just the thing for winter wear.

Fred L. Cook & Co. Fred L. Cook
Phone 10 Farmington Adolph Nacker

Grow

Advertising is usually a sign of a growing business. And people, as a rule, like to shop at a growing store.....

CHURCHES

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

Redford Gospel Tabernacle
18900 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.

First Baptist Church
Gilbert A. Miles, Pastor
Worship Service at Ford Republic 9:00 a. m.
Morning Prayer Meeting 10:15.
Morning Worship 10:30. "How to Live Comfortably" will be the topic of the morning message by the pastor. This is the last in a series of messages on the book of Philipians.

Bible School at 11:50 a. m. We went over the 200 mark last Sunday but we want to make it 300 by Easter Sunday. We cordially invite all who are not attending some other Bible School to meet with us.

Junior B. Y. P. U. 6:30 p. m.
Senior B. Y. P. U. 8:30 p. m.
Evening Service of Fellowship and Praise 7:30. "A Great Invitation" will be the topic of the sermon. The pastor will tell what one young man did when given this invitation.

There will be special music and we will learn some new choruses. Friday night, February 26th. Father and son banquet at the Farmington Baptist Church.

Wednesday evening, March 3rd. Rev. Drury Martin, State Convention Pastor for the Michigan Baptist Convention will be the speaker at our Fellowship Night program which will begin at 7:30.

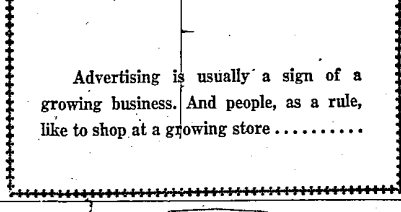
Thursday evening, March 4th. A delegation of about fifteen men from the Baptist church will attend the Winter Rally of the Detroit Baptist men to be held in the Aztec Tower. Dr. C. Oscar Johnson of St. Louis is to be the speaker.

Friday evening, March 5th. Meeting of Men's Fellowship of the Farmington Baptist church, at the church. Special program in charge of Cecil Kellogg and Ellis Dickerson.

CLARENCEVILLE M. E. CHURCH
Rev. Guin, Pastor
Sunday School, 10:00 a. m.
Church service, 11:15 a. m.
Epworth League, 6:30 p. m.

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. Benediction after 10:30 mass. Daily masses at 7:30 a. m., and 8:00 a. m.

Methodist Episcopal Church
Rev. Delmore Stubbs, Pastor
Morning Worship at 10:30. Church School at 11:45.
Epworth League, 6:30.
Mid-week class in Religion, Wednesday at 7:45.
Reservations are now being re-



Gives Instant Heat

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 cannot quickly with my Electric Range I can cook well things in 30 minutes"

"The stove is very economical"

"It is quick, dependable, clean and economical"

"I like the cleanliness of an electric range. It is as quick as you have instant heat and it is so convenient"