

The Farmington Enterprise

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Phones: Farmington 25 — Redford 1138

EDITORIALS

Farmers are Spending

(Exchange)

Financial pages of newspapers carrying surveys showing advances in other businesses as a result of increased farm income this year. Much of this renewed enterprise is mirrored in the Bureau of Farm Economics estimates that farm marketing income for August was \$131,000,000 higher than for the like month in 1936. Larger receipts from field crops are responsible for all this gain.

With his bread-and-butter equipment nearly restored to normal condition, the farmer is now turning to painting and renovating his home, much neglected in the difficult depression years. Dun & Bradstreet's trade review reports that "hardware, lumber, building materials, plumbing supplies and all types of equipment required for farm rehabilitation predominated in orders at some centers."

It appears that more farm visits will turn on water taps led by electric pressure pumps this fall. The electric stoves and iceboxes that were promised will become realities, as will hoped-for interior decorations and paint on weather-beaten outside surfaces.

This year, with nature yielding crop yields and farm income near average prosperity, thousands of city workers in plants making home equipment are feeling the benefits—as well as the farmers.

Accident Responsibility

(Exchange)

It is not always the young, inexperienced driver who is responsible for motor car accidents. A recent study by safety experts seems to indicate that nearly three-quarters of all highway accidents are due to carelessness by drivers who have had eight years or more of experience and have never been in an accident before. They get careless because of a false sense of security.

Anyone driving a car eight years ago, when modern, smooth roads were fewer and only dare-devils pushed their speed above 40 miles an hour, often fails to realize the danger in high speeds on perfect roads. He experiences a sense of the discomforts which "pay your taxes" campaign just completed by county and state officials, the payment of delinquent taxes in the state during the last few days of August amounted to more than \$15,000,000.

Crediting the recent advertising campaign authorized by the administrative board with much of the success in collections, the payments this year were nearly 50 per cent greater than those of the corresponding period last year.

Cooning

(Exchange)

It is now the time of year to expect cooning by boys all over the country. And the reason for this mention it is because we have been reading about it in one of our favorite comic columns in a daily newspaper. This boy's cooning expeditions were conducted while on a vacation and consisted mainly of taking only enough to eat to keep from going hungry. However now he is learning that farmers throughout the country raise crops besides wheat, corn, sorghum and alfalfa. He has learned that it is dishonest to steal from them even in a spirit of fun.

We think that all boys consider it a great lark to go forth on a dark night and gather "fruit" of watermelons, grapes, sometimes a chicken or two, or whatever may come to hand on one of these trips. We also know that perhaps a watermelon or two, or a few grapes is the very small minority of hunters who are responsible for these depredations. But the sorry part is that all hunters are blamed.

of common decency, this wanted regard for the farmer's eyesight on his own land that have prompted the appearance of thousands of "No Hunting" signs. Hunters who find the country closed to them have only some of their own kind to blame.

To those of our readers who like to hunt we therefore suggest extreme care in trespassing upon the property of someone else. Before you go across a field be sure you first secure permission. Before you wander through the woods, you had better make some inquiry as to the ownership of the land.

The time is rapidly approaching when all the land in settled regions will be closed to hunters unless they exercise more care when they are out in the field. The few wanton vandals have done a lot of damage. We cannot blame the hunters who want to keep them all out in the future.

In our experience we have found that the vast majority of farmers are very reasonable. They are not unwilling to permit you to hunt on their land.

Therefore we advise: ask permission first. Don't be a trespasser.

Advertising Pays in Michigan

AAA's recently completed survey reveals that Michigan leads all other states in the number of tourist dollars it receives. Here is the way the leading tourist states ranked in 1935: Michigan, \$315,000,000; California, \$237,000,000; Wisconsin, \$200,000,000; New York, \$198,000,000; Virginia, \$150,000,000; Maine, \$100,000,000; and Minnesota, \$90,539,000.

The survey shows that 93 per cent of the visitors chose these states for their vacation through the reading of advertisements.

That means Michigan took in \$29,235,000 in 1936 directly from advertising. This is nearly 30 million dollars more than the state in 1935. About \$10,000,000 was spent on advertising in Michigan, less than \$300,000—\$100,000 as appropriated by the state to the Tourist Association and \$200,000 addition by the Tourist Associations and other agencies.

This means business secured at an advertising cost of one per cent. Rather a remarkable showing, as any merchant will acknowledge.

Or, through the advertising of \$100,000 of state funds by the Tourist Associations and about \$200,000 added thereto by the Associations and other agencies, a total of less than \$300,000 was spent on nearly \$30,000,000 accrued to Michigan, or at the rate of one per cent.

Advertising not only paid the State in the tourist trade, but retained the quality of the "pay your taxes" campaign just completed by county and state officials, the payment of delinquent taxes in the state during the last few days of August amounted to more than \$15,000,000.

Crediting the recent advertising campaign authorized by the administrative board with much of the success in collections, the payments this year were nearly 50 per cent greater than those of the corresponding period last year. So you see advertising pays no matter what you are advertising. It pays the State of Michigan—big returns. It will pay you the same. Give advertising a chance. The consistent advertiser is the one who gets results, not the one who advertises occasionally. No matter how small your ad may be. If you advertise consistently you will be amazed at the results.

Hunters and Trespassers

(Exchange)

"I don't like this hunting season coming on the other day." Not that I object to hunting, but I continue, "I like to hunt myself. But it seems as though these so-called sportsmen are getting worse and worse. They figure that that hunting license gives them more rights than any land that I have myself."

We've heard other farmers tell about injured poultry, about cattle being loused with fine shot, about the fellow who shot a rabbit amongst the barley and about broken fences, gates left open, and damage of considerable amount following each expedition of hunters.

Thomas To Discuss China-Japan Crisis

Chiang Kai-shek and Sun Yat-sen

A unique presentation of the Japanese-Chinese situation will be made by Lowell Thomas, famous World War reporter and radio commentator, and his sister, Pherbia Thomas, long a student of Japanese affairs in Japan, when they appear here Saturday evening at 8:30 in the Detroit Institute of Arts, Woodward and Kirby.

As announced by the World Adventure Series, which is sponsoring the appearance of the famed couple in Detroit, Mr. Thomas will introduce his sister who will present the Japanese side of the question. Her talk will be illustrated with motion pictures. Mr. Thomas will then explain the present conflict from the Chinese point of view, after which the two will appear on the platform together in a symposium covering every phase of the Japanese-Chinese struggle. Reservations for this dual lecture are now being accepted at the World Adventure Series office in the Detroit Institute of Arts.



Mr. Thomas will also appear on the regular Sunday afternoon program of the World Adventure Series at the Detroit Institute of Arts. He will give his popular lecture, Through Romantic India into Tibet—Perils and Adventure, which will be illustrated with the motion pictures which Mr. Thomas took during his dangerous expedition into the wilds of Afghanistan.

The Sunday afternoon lecture series open the fall season for the World Adventure Series. The season includes ten Sunday afternoon lectures presented by world celebrities in the fields of exploration, adventure, science and travel. The World Adventure Series offers a season ticket which permits the holder a saving of one-third from the single admission for all the lectures. There is also choice seat for every lecture. The lectures, all but one of which are illustrated with motion pictures, are given every Sunday afternoon at 3:30 at the Detroit Institute of Arts.

What are the duties of a best man at weddings? One of his most important duties in some cases would seem to be to prevent the bridegroom from escaping.

P. C. No. 157 1935
STATE OF MICHIGAN—The Probate Court for the County of Oakland.

IN THE Matter of the Estates of Helen M. Rogers Adm. Henry R. Riker Mrs. Emma Reese Mrs. Inez Reed Mrs. E. W. Anderson Mrs. C. W. Reynolds Jack Tool Co. Mrs. E. M. Rice A. C. Rich Treas. Dabure A. Riker Mrs. W. S. Treas. Charles Roate R. D. Robertson Susan J. Rogers Adm. Robert T. Rohler Adm. Wm. H. Russ Ernest Hous Trustee Lawrence H. Row Mrs. Wm. Rowston Edith B. Row Belle Sapito Sec'y. Edward Scheff Edw. E. Schermerhorn Fred L. Schiefer Schleifer Coffey & Products Co. Charles Schuchowitz, Adams & Turner C. Schmanny Geo. Schurr Chas. H. Sears M. J. See Sec'y Comfort

disappeared and missing persons. NOTICE IS HEREBY GIVEN that administration of the estates of the above named persons, who have disappeared and have not been heard from for a continuous period of seven years, was on the 20th day of September, 1935, duly granted to James H. Lynch, Public Administrator of Oakland County by the order of this court upon the petition of Mrs. J. Dovel, Public Administrator of Oakland County.

This notice is given and published in accordance with the provisions of the laws of the State of Michigan to the said persons, their unknown heirs, devisees, legatees and assigns, and to all persons claiming by, through or under them, of the granting of said letters of administration.

It is ordered that this notice be published once in each week for three successive weeks in the Farmington Enterprise, a newspaper published and published in said County of Oakland and having a lawful circulation therein.

Dated at Pontiac, Michigan, this 20th day of September, 1935. JAMES H. LYNCH, Judge of Probate.

A true copy, FLORENCE DOTY, Probate Register, ISADORE L. GOODE, Attorney at Law, 1005 Peoples State Bldg., Pontiac, Mich. Sept. 23-Oct. 7

CHICAGO HOTELS GET FRAUD FACTS QUICKLY

Use Teletypewriters, Telephones, to Circulate News of Fraud Cases, Check Credit

Checking credit information and reporting cases of fraud in hotels has always presented a difficult problem. And speed and accuracy of communication is one of the biggest factors in averting credit losses of this type. In Chicago, hotels are using teletypewriter and telephone service to provide this speed and accuracy.

To insure rapid exchange of credit information and the details of cases of fraud, the Hotel Credit Bureau of Chicago—an organization formed by hotel credit men for their mutual protection—uses two methods.

Teletypewriter and Telephone "Grapevine" A teletypewriter circuit with stations in 30 of the larger hotels is used for immediate transmission of information regarding a fraudulent case and for questions about credit ratings. In addition to this, a "grapevine" telephone system and card chain of about 40 hotels in Chicago and its suburbs. Any case of interest to these hotels is transmitted over the system. The hotels are divided into four groups. After membership has reported a fraudulent act, either by teletypewriter or telephone, the office of the credit association in Chicago is contacted.

The "grapevine" system is one of the most fascinating phenomena. Among the terms, species of sea birds akin to gulls, the nesting instinct developed to a remarkable degree. Noddy and sooty terns, subjected to scientific experiments to test their powers of orientation, have found their way back to their nests after being taken to points nearly 1,000 miles distant and never before visited, notes a writer in the New York Herald-Tribune.

With a fraudulent act has been detected it is reported to the business office of the hotel involved, and the information is immediately given to the credit manager. The report is then given to the teletypewriter attendant, who sends the message to all teletypewriter stations of the association. The message is pasted on the history card.

Numerous messages are sent each day asking for credit ratings on customers or supplying that information. This supplements a weekly bulletin published by the protection department of the hotel association.

It is estimated by officers of the credit association that members receive the desired information from one to two minutes after one member has learned the facts. Previously, it was estimated that 30 minutes were required for passing the information to the same number of members.

Displays at the 1935 Golden Gate International Exposition will illustrate marketing methods used in Western States by shipping 18,000 carloads of fruit a year or 62 per cent of the total car loadings.

It is ordered, That the 25th day of October, A. D. 1935, at 9 o'clock, Eastern Standard Time, said Probate Office, hereby appointed for hearing said petition.

It is Further Ordered, That publication of a copy hereof, for three successive weeks previous to said day of hearing, in the Farmington Enterprise, a newspaper published and circulated in said county, on the 23rd day of September, A. D. 1935, and a copy of said notice to be served personally or by registered mail, return receipt demanded, to each of the heirs at law, legatees and devisees at their last known legal addresses within ten days after the date of the first publication hereof.

James H. Lynch Judge of Probate, Leah Koch (Martin) Probate Register, Sept. 30-Oct. 11

STATE OF MICHIGAN—The Probate Court for the County of Oakland. IN THE Matter of the Estates of Isabel Turner Mrs. E. E. Ford Mrs. E. M. Rice Mrs. M. E. Vanderford Mrs. E. Vanderford Mrs. Henry Van Gorden Mrs. W. Van Tassel A. E. Vanitie Anna M. Avery, Van Zandt Est. Vehicle & Implement Spring Co. Victory Day Hall (W. H. Shoup) Walter W. Walker, Jr. E. C. Vilett Elmer C. Vilett Jerome A. Viles Sec'y of Indep. Twp

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Swing Days Big Events to Children of Koreans

Korean children have many games that are different from ours

Swing days organized from a Korean legend that has been handed down from long ago generations. In the olden times there was a charming young princess who loved a piece of her own country. But her father, the emperor, married her off to a wealthier suitor from a far land who took her away to live there with him. Her husband knew she was homesick for her native land, and on a high hill outside the palace he put up a swing for her.

Once a year the princess was allowed to swing there all day. She would swing as high as possible and just catch a glimpse of her native land from the air. All year she would wait for this one day to think of her own country.

Korean girls honor the memory of the Swing Princess one day a year. Swings are erected on very long ropes that will fly quite high, on tall masts. The girls use an ancient tale that is popular in Korea and the homesick little princess is the adopted patron of all Korean girls on that day.

Birds Taken 1,000 Miles Find Route Back Home The "Homing" instinct, observed in many wild creatures, is one of nature's most fascinating phenomena.

Among the terms, species of sea birds akin to gulls, the nesting instinct developed to a remarkable degree. Noddy and sooty terns, subjected to scientific experiments to test their powers of orientation, have found their way back to their nests after being taken to points nearly 1,000 miles distant and never before visited, notes a writer in the New York Herald-Tribune.

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There are two things to do about fire:

- 1. Prevent fire, by using every sensible precaution against it.
- 2. Circumvent fire, by keeping important papers, letters, securities, and other valuables in a safe deposit box out of its reach.

We urge the observance of Fire Prevention Week in this community. We also urge you to circumvent fire and save yourself from loss by renting a safe deposit box.

THE FARMINGTON STATE BANK

Farmington, Michigan Member Federal Deposit Insurance Corporation

AN OLD-TIME FAVORITE DRINK FAMES FAMOUS BEER ESTABLISHED 1866

IN STEINIES; REGULARS AND JUMBO FULL QUARTS

A reputation such as Pfeiffer's Beer enjoys does not come by accident. It must be earned and can be earned in one way only—the quality of the beer itself.

YOUR NEIGHBORHOOD DEALER HAS IT

Central Distributor 216 S. FORT AVE. DETROIT, MICH. TEL. VI—1161

and the discharge of said administrator. It is Ordered, that the 25th day of October, A. D. 1935, at nine o'clock in the forenoon, at said Probate Office, be and is hereby appointed for hearing said petition. It is Further Ordered, that publication of a copy of this order, for three successive weeks previous to said day of hearing, in the Farmington Enterprise a newspaper published and circulated in said County. James H. Lynch Judge of Probate. (A true copy.) Florence Doty Probate Register, Carl LePhillips Attorney for Administrator, Pontiac, Michigan Sept. 30-Oct. 11

ALL PAVED ROUTES

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