

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, Michigan, as second-class matter under the Act of March 3, 1917.
Phone: Farmington 25 - Redford 1133.

Golf Champions of Today Sees World of Tomorrow



NEW YORK—Upon their return from England the American Golf Team inspected the grounds and buildings of the New York World's Fair 1939. Grover A. Whalen, President of the Fair Corporation, presented Charles Yates, winner of the British Amateur Championship, with a scroll and appointed him a member of the Fair's Advisory Committee on Sports with this remark: "We are very happy to take the golf champion of today into the World of Tomorrow—the New York World's Fair 1939."

EDITORIALS

Modern Manners (Exchange)

The manners and morals of modern youth is a popular subject these days. Of course, that has always been the case. The present generation has always wondered what was to become of the young people. The young people have always grown up to wonder what would become of their children. On the whole, the race has constantly improved. Most of the worries have been wasted.

There are many sensational stories about youth in college and in schools. Some of them make rather discouraging reading. From many of these stories we are convinced that colleges and schools must be pretty bad places. The waywardness of youth should be admitted. The changing many standards should also be recognized. It is rather unfair to say that boys and girls are bad without also making an analysis of the standards of youth outside of the schools. To single out one particular group for comment may be unjust.

On the whole parents have little to complain about. The things which boys and girls do that are wrong are very largely in imitation of their parents. Fathers and mothers usually set the examples for their children. In view of the parents it is often surprising that youth is as good as it is.

Serious Gambling (Exchange)

Gambling among humans is not confined to cards, dice, horses, dogs and the like. It is far more prevalent than that. It seems that man is born to gamble in every human, despite the fact a person would throw up his hands in horror at entering a gambling resort, he is prone to take chances.

It may be a driver on the highway. A slow moving car is ahead. He must pass it despite the fact there is a curve or a blind hill ahead. It flashes through his mind that danger may be ahead, unseen and potent. Yet that driver will take a chance. The odds are that another car is not speeding toward him. He takes the chance and pulls safely back into his line of traffic. Then he becomes hardened to such situations. The odds are that there will not be another car and he successfully negotiates another chance, but some day, the odds prove it, there will be another car and there will come a crash of metal, a tinkle of glass and perhaps several days later slow music.

A doctor may tell a man that he has a certain disease. He is informed that if it is permitted to run its course it may be fatal. The physician prescribes a certain diet that seems distasteful, yet the man makes up his mind to adopt it, not now but in a few days. Those days pass and the man feels that the odds are strong that a few more days of normal eating will not hurt. Possibly this occurs again and some day he comes into the realization that it is too late. He gambled against the odds. Gambling a person's money is just the opposite of being commendable. Yet does that man compare with gambling with your life?

That same sane attitude that keeps a man's money in his pocket at the horse races or keeps him away from public places of gambling should temper his daily life so that he does not gamble with something more serious.

River Data (Exchange)

With more than 5,000 lakes inland, Michigan is to be blessed with many beautiful rivers. The St. Joseph, our oldest river, once drained to the Kankakee and the Mississippi, while the Raisin and the Huron were once its headwaters. The Grand river is the longest, its valley being the channel of a mighty glacial torrent. The Muskegon has the longest and narrowest valley, 45 miles long, with only one stream of any importance entering from the south. The AuSable, noted for trout, is the sweetest river in the southern peninsula with a fall of 69 feet. The St. Clair is the only river in the world which flows from a lake and yet is building a delta. And the Detroit river, although the widest, 2,200 feet at Woodward avenue in Detroit, is the youngest in the state.

Heroic Cat (Christian Science Monitor)

Any little cat can find its place in the sun, but rarely does the place seek the cat. Actually that is what is happening to Whitey, the cat that rescued a kitten from a burning building in Buffalo, N. Y., and upon whom the blissful rays of public adoration have beamed benignly ever since. What appeared at the time as an episode of only casual significance in the lives of this particular cat became an affair of more than local importance when the American Humane Society awarded her a certificate of bravery. Whitey's fame spread abroad. To "Tom Holling, Esq., the worthy Mayor of Buffalo, Town Hall, Buffalo, U. S. A.," has just come an impressive communication from the Honorable Organizer of the Honorable Company of Cats of London conveying "on behalf of the little cat, our badge of office and numbered disc, which we would be so proud to offer her as an honorary member of the Honorable Company of Cats." Thus the cat that braved smoke and flame to retrieve a squalling, helpless kittenhood becomes an international heroine.

The protective instinct experience attributes to mother love is not uncommon among even the lesser animals. It is one thing to see an animal place itself between its offspring and any sudden danger, but something else again when this protective impulse is evidenced in the case of a cat in a degree of intelligence that transcends a mere show of tooth and claw. Anyone who knows the story of this unusual rescue will heartily agree that Buffalo's intrepid tabby has earned a sunny place among the Honorable Company of Cats.

Factory a Temple (Exchange)

In twenty-eight words, Calvin Coolidge gave us the great American business ideal. He said: "The man who builds a factory builds a temple; the man who works there worships there; and to each is allotted a scorn and blame but reverence and praise." Did you ever stop to think of your factory as a temple—a temple in which men work together, harmoniously and joyously, to achieve the common goal of prosperity?

The factories of America with their millions of workers, their whirling machines, and flashing wheels, do more than create products—they manufacture joy, health, education, freedom.

These temples of business, so often condemned by the demagogue, paid out in the four depression years, 1930 to 1931, over eighteen billion dollars more than they took in!

For every worker in these temples, America has provided \$8,000 worth of machinery—the modern tool of industry. From these temples, American workmen receive wages, measured by purchasing power, five times as much as the Italian, nearly three times as much as the German and twice as much as the Englishman.

Ink Builds Gum

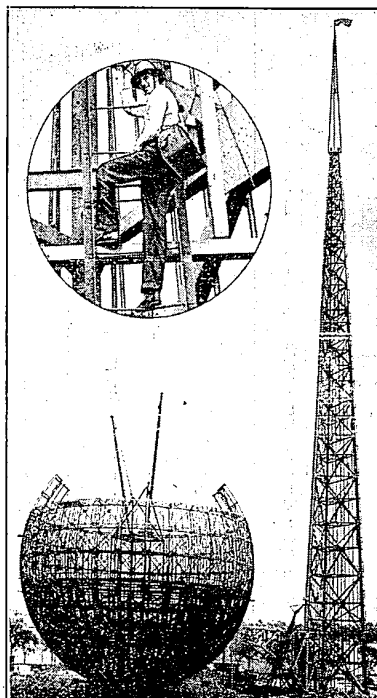
The other day one of the boys at the office passed around a package of gum. Its label recalled the old story of the early days of gum from public place industry in this country. William Wrigley was a young fellow, up and coming. He became connected with the American Chicle Co., I believe it was, and boomed sales as they never had before. But one five per cent of his program was that a certain proportion of profits should be regularly used for advertising. The older heads in the business couldn't see it. They were chewing money away. The thing to do with profits was to pocket them. So they turned down Wrigley's advertising program. He quit, rather than see the essential part of his sales campaign killed. And quit only to start his own company and dominate the world chewing gum market. Today the old American Chicle or whatever company it was, is a comparatively small company.

When next you go to Chicago, be sure to give the giant Wrigley building an extra look. It is founded on printer's ink.

Henry III of England

Henry VIII of England was the third child and second son of Henry VII and Elizabeth of York. He was born at Greenwich, on June 28, 1491. His brother died after the death of his father in 1509 he succeeded to the throne.

UP THE LADDER TO FAME



NEW YORK—It took Ross McKee of the New York Daily News 35 minutes to climb to the top of the 700 foot Trylon on the grounds of the New York World's Fair 1939. Once up he squeezed out on a 14-inch ledge and took panoramic pictures of the Fair grounds and snapshots of the giant 200 foot Perisphere, the framework for which is nearing completion.

McKee was the first cameraman to accomplish this feat. He followed in the footsteps of steel "birdmen" who had just planted the U. S. flag, marking the finish of the steel frame of the Trylon.

These two structures will be covered with stucco and, as the Theme Center of the Fair, will set the pace for the \$150,000,000 Exposition.

Changes in Color

The tendency of some animals to change color with the seasons like the foliage of trees, is explained by Dr. R. R. Heuis of the University of Oregon in the American Journal of Mammalogy. Dr. Heuis found that the fur of certain Western mice became progressively darker with the advance of cold weather. He also ascertained that the pigment responsible for fur color is contained in cells at the tips of the hairs, where it is most affected by the light. Thus it is the change in the nature and quantity of light with the advancing season that causes the change. "A somewhat correlative change of color in the mouse," says Doctor Heuis, "accompanies the changing hues of vegetation as the season advances. It is just another instance of the intimate adjustment between the individual and the environment."

IN WOMAN'S WORLD

Russia has upward of 12,000 women scientists. Approximately 15,000 women have been granted patents by the United States.

The "Bayonet Spirit"

The "bayonet spirit" taught in war is the development and release of the primitive impulse to kill.

Brain Cells

The brain consists of an elaborate organization of 12,000 million wonderful little cells.

Heavy Reading

In the British museum is a book printed on linden leaves, with hinges and a clasp.

146 Volumes in First Library

New York City's first public library consisted of 146 volumes brought here in 1712.

Araban Horse Imported to U. S.

The Arabian horse was imported into America before the Revolutionary war.

Aryan Migrations

The first of the Aryan populations came to Europe some 3,000 years ago or less and quite possibly were themselves a mixed racial type, in which, however, the Nordic or fair-haired man of northern Europe and Russia prevailed.

EXCESSIVE HEAT

There were 4,678 deaths in the United States in 1936 caused by excessive heat, according to the U. S. Census Bureau.

TRIPLETS

Two hundred and seventy-seven sets of triplets were born in the United States in 1936, the U. S. Census Bureau reports.

Letters to the Editor are always welcomed by this newspaper.

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

Farmington Dairy, Inc. MILK, ICE CREAM Phone 135

PROFESSIONAL SERVICES

X. R. ASCHENBRENNER, M. D. Physician and Surgeon Office Hours: 2:00 to 4:00 p.m. Evenings, except Sun. and Wed. 7:30 to 8:00. Office Phone: 140-J. Residence Phone: 140-M. Cook Bldg. Farmington

JOHN ROWLANDS Tile For Walls, Floors, Fire Places Tile for All Purposes 5165 Joy Road near Grand River Phone Tyler 6-6445

Residence Phone Redford 5175-J. Residence 17355 McIntyre W. B. MURRAY, Opt. D. Optometrist Phone Redford 1855 REDFORD 22009 Grand River Ave. Smith Bldg

Singer Vacuum Cleaners Singer Sewing Machines Dressmaking, Alterations, Children's Sewing SINGER SEWING MACHINE AGENCY 22230 Grand River Avenue Phone Redford 5263

O. R. AULT Painter and Decorator Estimates Cheerfully Given Phone 335-F4 20130 Remington Avenue Farmington, Michigan

EDGAR S. PIERCE LIFE, FIRE, CASUALTY INSURANCE Special Agent for: JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY OF BOSTON, MASSACHUSETTS Farmington, Michigan 33342 Grand River Avenue Business Phone 140 Residence Phone 146

DEPENDABLE SERVICE DAY AND NIGHT REDFORD REFRIGERATION SERVICE Domestic and Commercial Equipment 21680 Santa Clara Redford 1365

QUALITY PRINTING LOW COST Farmington 25 - Redford 1133 THE FARMINGTON ENTERPRISE

BARE lamp bulbs are harmful to eyesight— Here's how to cover them up!

"RAW" light is never good for your eyes. You know what happens if you try to read a book out-of-doors on a bright summer day, with dazzling sunlight on the page. You are forced to squint because of the glare, and before long the type is dancing before your eyes. If you continue, serious eyestrain may result. But if you move out of the bright sun, under the shade of a tree, you have perfect light: You can enjoy your reading in comfort.

The same thing is true of artificial light indoors. A bare lamp bulb is irritating. It is a glaring light source that causes you to squint if you look directly at it. And even if you do not look at it, it is still a possible source of eyestrain. You may find yourself frowning slightly as you read a book or newspaper, and rubbing your eyes as they rapidly become tired.

All lamp bulbs should be shaded. No matter where bare bulbs appear—on decorative wall brackets, in ceiling fixtures, on stairways or in your basement—there are suitable shades and fixtures designed to cover them. These shades and "light adaptors" are surprisingly inexpensive. Our Home Lighting Advisors will be glad to tell you about them, and to check the lighting in your home without charge. Call your Detroit Edison office.

The Detroit Edison Company does not sell light adaptors or floor or table lamps. See them on display at department stores, lighting fixture stores or electrical dealers.

THE DETROIT EDISON COMPANY