

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, Oakland County, Michigan, as second-class matter under the Act of March 3, 1879

Phone: Farmington 25 — Redford 1138

EDITORIALS

Age Recipe

(Exchange)
Do you want to attain a ripe old age?
Here's the recipe of an expert on metabolism: "Eat only four-fifths or two-thirds as much as most mature persons do, but eat it six times a day." In other words, more light meals instead of few big meals.

Dr. J. M. Rabinowitch of the Montreal General hospital, says the accepted body weight standards are too light for youth and too heavy for those past middle age. Persons at normal weight, when they reach sixty years, have much better chances of reaching seventy years than those who are overweight.

The doctor says that the average human being can remain healthy on 2,000 rather than the accepted 2,500 to 3,000 calories a day. Some allowance, of course, must be made for the activity of the individual consumer of foods.

Bicycles

Carmi Democrat-Tribune
Not so many years ago bicycles seemed definitely on the way out, but today there are more being sold in the United States than ever before in its history. Although the increase has been generally among children there are plenty of grown-ups who are using the two-wheeled vehicles. Several Carmi motorists can be seen on the way to market using bicycles.

With the ever-increasing use of automobiles, it would seem the dangers of cycling would be manifold. They are far from being safe, but it is indeed gratifying to note the small number of accidents that involve children and bicycles, although they do occur.

In the month of August there were but four bicycle deaths and 26 for the year. This is for the State of Illinois and remarkable when the number of bicycles in use by children is considered.

Some of the larger cities have licensed bicycles and have given them the same status as an automobile. They must obey all laws that the automobiles obey and they have the same right-of-way at stop streets that autos have. In these cities they have traffic courts on Saturdays for boys and girls who have violated the traffic laws.

Usually the first offense results in instructions and a scolding, but the second one brings something more severe.

It is probable that the handling of bicycles in this manner is cutting down the accident toll a great deal.

Editorial Briefs

(Exchange)
Tell your wife-to-be what you really think of her before marriage, advises one expert. That's right, lad, on you won't get a chance.

A Department of Commerce release inadvertently classified New England as a foreign consumer of American goods. Especially the provinces of Maine and Vermont, no doubt.

"Sheep," said John Wesley, who

could do with very little, "is a drug." Napoleon, Edison, Dumas, and other famous men, concurred. What they meant was that sleep is measured by quality, not by quantity. They themselves had the facility of sleeping in "waves"—ten-minute naps that were as beneficial to them as an hour or two to other people.

Dr. J. M. Rabinowitch of the Montreal General hospital, says the accepted body weight standards are too light for youth and too heavy for those past middle age. Persons at normal weight, when they reach sixty years, have much better chances of reaching seventy years than those who are overweight.

The doctor says that the average human being can remain healthy on 2,000 rather than the accepted 2,500 to 3,000 calories a day. Some allowance, of course, must be made for the activity of the individual consumer of foods.

Seeing It Whole

(Christian Science Monitor)
Prof. Albert Einstein has recently attempted to describe the world as it is today for readers of 8,000 years hence. It is a difficult task that Professor Einstein has undertaken. It is as easy to name the color of a chameleon, or to define the shape of a kaleidoscope as to fix the outline of current affairs—so swift is the momentum of change.

The world, as Professor Einstein sees it, is completely out of joint. Economic dislocation is so great that poverty and unemployment abound. There is only top happiness in this view. Many maladjustments remain to be put right. However, in spite of the figures of the statisticians there is a vast amount of individual happiness in the world. In spite of confagurations and threats of war, simple human pleasures still go on. This is no reason to belittle the need for meeting our difficulties. But to see the picture whole may help us master them.

Footlighting War

(Exchange)
Shakespeare has not been without his comment on the recent international crisis. At the very moment when the European situation wore its most immediately menacing hue, two of his plays dealing with war were presented in London theaters. They were very different plays; they were produced in different circumstances; and they met with different receptions.

"Henry V," which with magnificent rhetoric deals with war under the aspect of romantic patriotism, was put on at Drury Lane, and employed all the scenic resources and histrionic splendors of one of the greatest stages in the world. "Troilus and Cressida," on the other hand, which expresses an utter disillusionment with the horror and futility of war, was presented with scarcely any scenery at all in the theater of considerably less fame than Drury Lane.

"Troilus and Cressida" has lines that are familiar in men's mouths as household words. Lines like "One touch of nature makes the whole world kin." But in spite of this, it is a play whose popularity appeal is normally far less than that of "Henry V." Yet on this occasion it was "Troilus" that had the more prosperous run, perhaps an illuminating commentary on the attitude of ordinary people toward war.

LOSEY CORNERS

Mrs. L. A. Mansfield was honored by a large birthday cake from her family and the following verse from Mrs. B. Breitenbach:

Dearest Mom—
There is a temple in your heart
Where moth or rust can never come.

A temple swept and set apart,
To make your soul a home.
And round about the doors of it,
Hanging garlands that forever last,
That gathered once are always sweet.

The roses of the past;
Mrs. Mansfield was 82 years old, and friends and relatives called throughout the day.

Mr. and Mrs. Allen Sherman were given a housewarming by 50 of their friends Saturday night. A midnight luncheon was served. Their former home was recently destroyed by fire. Their new home is on Camden Road.

The Brotherhood will meet at the home of Charles Thomas and will be re-organized. It is hoped the men will turn out.

The Women's Aid will meet at the home of Mrs. Crowley, of Six Mile Road, Tuesday evening.

Prayer meeting will be held in the Chapel from now on because of the large attendance.

The work of cleaning and moving has been started in the new school and it will be ready for use next Monday.

Mr. and Mrs. Robert Fredericks had as Sunday dinner guests, Mr. and Mrs. L. A. Mansfield, Mr. and Mrs. Edwin Tamm, of Farmington, Rev. Bagwell and his wife, of Detroit, and Rev. Lomas, of Hope Chapel, and his wife.

Sunday evening there was a joint service installing the officers of the Women's Aid, which had been postponed since the election in August, and the W.M.A. service conducted by its president, Rev. Lomas, took for his theme the story of the alabaster box and gave a very stirring sermon.

LET US
Vacuum Clean
and Repair
YOUR FURNACE
Now
DICKERSON
HARDWARE
Farmington Phone 4

CHRISTIAN SCIENCE

Eighth Church of Christ Scientist, Detroit

A Branch of The Mother Church, The First Church of Christ, Scientist, Boston, Massachusetts.
Sunday Morning Services at 10:30 in Redford High School Auditorium. Sunday School for people up to the age of 20, is held at 10:30 a. m.
Wednesday Evening Testimonial Services at 8.

FREE READING ROOM:
5031 Grand River Avenue
Open daily except Sundays and Holidays, 11 a. m. to 8 p. m.; Tuesdays also 7 to 9 p. m.; Saturdays, 11 a. m. to 5 p. m.
ALL ARE WELCOME

Read the Want Ads!

Sinclairize for Winter! Seven Services:

1. Differential and Transmission
2. Battery
3. Radiator
4. Chassis
5. Lubricated
6. Front Wheels
7. Spark Plugs

Burnett Bros.
SINCLAIR PRODUCTS

Two new food vitamins have been discovered, one in alfalfa meal, the other in processed food. It's peculiar they never discover any of those things in cider or strawberry short-cake.

Send in your news items

Michigan Agricultural College, opened in 1887, was the "world's pioneer agricultural college."

Re-elect
THEODORE I. FRY
STATE TREASURER
—Political Adv.

Michigan has spent about \$5,000,000 in eradicating tuberculosis from its dairy herds.

Within 30 years, Michigan has reduced typhoid fever deaths by 97 per cent.



Today
your voice
can girdle
the globe

MICHIGAN BELL
TELEPHONE COMPANY

Sixty years ago Michigan's service was limited to a few persons in a few scattered communities. If you were a subscriber you could call perhaps a score of folks in your own town or neighborhood. But you had no way of talking to the next town or across the State.

The change began in 1881, when a Long Distance line linked Detroit with Port Huron—considered a great thing in those days!

Today you not only can talk to almost any one anywhere in Michigan . . . but, due to continuous development and research, your telephone can connect you with 35 million other telephones in nearly all parts of the civilized globe.



The Fords Tell Their Plans for 1939

IF WE KNEW anything better we could do for the country than make good motor cars, we would do it.

By every one doing his best in the job he thinks most useful, this country is going to regain its momentum. We have tried to do our best in our job.

When business was suddenly halted in its recovery more than a year ago, we determined that we should keep going anyway, if not at full-volume motor car production, then at getting ready for greater motor car values that would help future production.

EXPANDING FOR THE FUTURE

We began to build 34 million dollars' worth of new plants and equipment. We felt that if we could not employ all our men building motor cars, we would employ as many as we could building better production facilities.

We were told, of course, that this was no time for expansion, that a wiser business policy would be to "hold everything"—which means, stop everything. But no one ever got anywhere standing still.

Besides, we are not defeatists. We do not believe this country has seen its best days. We believe this country is yet in the infancy of its growth. We believe that every atom of faith invested in our Country and our People will be amply justified by the future. We believe America is just beginning. Never yet have People seen real Prosperity. Never yet have we seen adequate Production. But we shall see it! That is the assurance in which we have built.

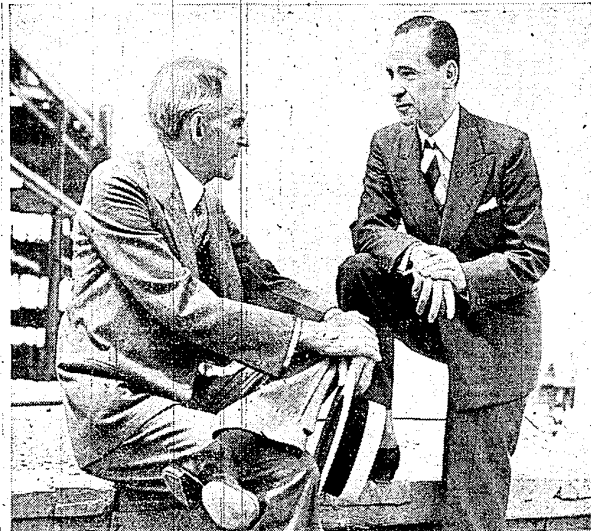
Business is not just coming back. It will have to be brought back. That is now becoming well understood in this country; for that reason 1939 will be a co-operative year. Manufacturers, sellers and buyers will co-operate to bring back the business that is waiting to be brought back.

This construction program is almost completed. It has increased activity and payrolls in a number of related industries. It has given us better facilities for building better cars and trucks, and eventually our new tractor which is being perfected.

THIS MEANS MORE VALUE

The current program has provided a new tire plant, which will turn out a part of our tire requirements . . . a new tool and die plant that will help us cut the cost of dies . . . and a steel-press plant that will enable us to make more of our own automobile bodies. These are in addition to the plants we already had for producing glass, iron, steel, plastics, and many other things.

We don't supply all our own needs, of course, and never expect to. The Ford engine is one thing



Henry and Edsel Ford, on the occasion of the 35th anniversary of the founding of the Ford Motor Company, June 16, 1938

that no one's hand touches but ours. Of nearly everything else we use we build some quantity ourselves, to find, if possible, better and more economical ways of doing it. The experience and knowledge we gain are freely shared with our suppliers, and with other industries.

We take no profit on anything we make for ourselves and sell to ourselves. Every operation, from the Ford ships which first bring iron ore to the Rouge, is figured at accurate cost. The only profit is on the finished result—the car or truck as it comes off the line. Some years, there is no profit for us. But we see to it that our customers always profit. A basic article of our business creed is that no sale is economically constructive unless it profits the buyer as much as or more than the seller.

Our new plants have helped us build more value into all our cars for 1939. That means more profit on the purchase to the purchaser.

We have not cut quality to reduce costs. We simply will not build anything inferior.

NEW TESTING EQUIPMENT

While we were putting up new plants to produce cars, we constructed new equipment to test them. The first weather tunnel of its kind ever built for automobile research went into operation at our laboratories this year.

It makes any kind of weather to order. The weather it delivers every day would take months to find in Nature. Our cars are weather-tested to give you good service in any climate anywhere.

In other tests, every part of the car is punished unmercifully. Then our engineers tear it down to see if they can find abnormal wear or any sign of weakness.

The money we spend on tests saves you money on repairs. And your family car is safer and more dependable when we put it in your hands.

THE NEW CARS

We have two new Ford cars for 1939—better cars and better looking—but we also have an entirely new car.

It's called the Mercury 8. It fits into our line between the De Luxe Ford and the Lincoln-Zephyr. It is larger than the Ford, with 116-inch wheelbase, hydraulic brakes, and a new 95-horsepower V-type 8-cylinder engine.

We know that our 1939 cars are cars of good quality. We think they're fine values in their price classes.

With new cars, new plants, new equipment, the whole Ford organization is geared to go forward.

FORD MOTOR COMPANY, Dearborn, Michigan

PROFESSIONAL SERVICES

Z. R. ARCHENBRENNER, M. D.

Physician and Surgeon

Office Hours: 8:00 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

Residence Phone Redford 8178-J

Residence, 17355 Mainline

W. B. MURRAY, Opt. D.

Ophthalmologist

Phone Redford 1855 REDFORD

22009 Grand River Ave. Smith Bldg

O. R. AULT

Painter and Decorator

Estimates Cheerfully Given

Phone 335-F4

20130 Remington Avenue

Farmington, Michigan

DEPENDABLE SERVICE

DAY AND NIGHT

REDFORD REFRIGERATION

SERVICE

Domestic and Commercial

Equipment

21680 Santa Clara Redford 1385

JOHN ROWLANDS

Tile

For Walls, Floors, Fire Places

Tile for All Purposes

5165 Joy Road near Grand River

Phone Tyler 6-6446

TRINITY SHEET METAL WORKS

Furnaces installed, cleaned and re-

paired. Repairs for all electric fur-

naces and stoves. Free estimates and

prices for all makes. Electric saw

filling and retooling. All work

guaranteed.

George F. McDonald, Prop.

19031 Trinity Ave. Phone RE. 3760

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

H. J. DIETRICH

Mason Contractor

and

Fire Brick Work

Estimates Cheerfully Given

34029 Gd. River Farmington