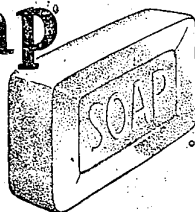


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You can purchase something which is as much a part of the way of life of the 20th Century as soap — YOUR COMMUNITY NEWSPAPER. In it you will find articles on the FARMINGTON CITY and TOWNSHIP government, and the COUNTY, STATE and NATIONAL government as they influence the local scene.

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And whether you are a business man or a housewife you will want to know what your local advertiser is offering each week.

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TELEPHONE TELLS MORE THAN YOU SAY

When you answer the office telephone you are at that moment the voice of your business, and that voice will either attract or repel. If your voice repels, it may do much to destroy the good will of customers which it has taken years to build up. Telephone calls should always be handled with courtesy, with pleasant voices, and clear enunciation.

Today the telephone is often the main door to your business. The management must depend upon you not to jerk it open, not to refuse to open it, not to block its passage. Your voice should be dignified, cheerful, and interested. Few office workers, perhaps, realize the far-reaching effect of the impression they make over the telephone. It is well to remember that the phone call is no less important than the personal call.

Importance Realized
Because they realize this, many large business houses add to their treatment of customers over the telephone just as closely as they study their treatment of customers over the counter. You as an individual employee, whatever your position, can do much towards reducing losses due to unnecessary delay in getting the right person, or due to faulty articulation, which not only retards business but causes serious mistakes. Here are a few ways and means. They are based on an interview with Miss Anna M. Grimm, Training Supervisor, of the New England Telephone and Telegraph Company.

"First," says the department manager, "the department name or your own name as your position requires. 'Hello' conveys no information. 'Shipping department, Mr. Jones speaking,' said with a slight question at the end implies, 'Do you want me? Have you reached the right party?' Speak slowly and distinctly, using a rising inflection. A rising inflection sounds more pleasing (less like a command) and preserves the last of your phrase. If the listener misunderstands the name, he may think he has called the wrong number.

Time Is Exaggerated
Answer promptly. The time wait on the telephone, it is well to remember, is always exaggerated. Five seconds is equal to one minute at a counter. If there is delay, give a report of progress. 'Mr. Williams is busy, May I help you?' Or, 'Do you care to leave a message?' (Then make a note of the number and the message as details are easily forgotten.)

Act natural over the telephone, as if meeting the person face to face. You have to be more careful of certain things, however. Poor enunciation of a single word may change the meaning of a whole sentence. A sharp word said with a smile face to face may not irritate—over the telephone the smile must be in your voice, expressed in its pleasant tone.

Give Your Attention
Concentrate on what you are saying and on what you are hearing. It is another point given by the experts; do not carry on a conversation on the side. This is a matter of efficiency as well as of courtesy. And do not fool yourself by placing your hand over the mouthpiece. This is not always an effective barrier to sound. It is better, if you are a secretary for instance, to go to the person of whom you must ask a question, or stand at some distance from the phone. The telephone is a sensitive instrument and picks up sound when you least expect it.

Always use a conversational tone. You would not, about if speaking face to face, talk to a person. The telephone system is designed to carry natural conversational voices, and too loud a tone causes a blur that makes it very difficult for the listener to hear and understand. Speak directly into the mouthpiece with the lips not more than half an inch away from it. Every inch away from the mouthpiece is equal to 120 miles; the voice must travel.

Speak more slowly than in ordinary conversation, but not too slowly, for then the words sound disconnected; they lose meaning and the listener loses interest.

Interest Begets Interest
Do not allow your voice to sound mechanical. Put interest into what you are saying and that interest will sound through your voice. Speak at the best makes a partner of the listener, makes him feel he is being dealt with personally. A weak tone, or a listless voice, is as displeasing as an expressionless tone. It suggests indifference or inattention.

Always press the hook down gently before replacing the receiver. To hang down the receiver is the same as slapping a door in someone's face. A good rule to keep in mind is to let the calling person hang up first.

Habitual telephone courtesy on the part of its employees is a valuable asset to any business firm.

Ample notice of change of address should be given when moving. Notice should be given before changing if possible.

REASONS FOR SPECIAL SALES ARE POINTED OUT

January will bring special sales. That we can buy our wares with confidence, we must understand why it is a sale. The Better Business Bureau advises the Consumers' Counsel that when a sale is advertised, the customer has a right to expect some form of concession in price.

There are several reasons for a store giving us the advantage of a special sale, but there are three kinds of sales that can be most useful opportunities to us.

1. Permanent Mark Downs: These items will have been selling at a definitely higher price. They will have been marked at a lower price so that fresh stock may be purchased. Perhaps they are a little shop worn, or the style trend is changing, or new stock is coming in for the season. Perhaps the pattern cannot be recorded. If permanently marked down items are useful to you, they are an investment.
2. Temporary Reductions: An item marked at a special price temporarily, if useful to you is an opportunistic purchase. This is done at times, to introduce an article, or perhaps, to diminish an over-supply. Some articles in constant demand are temporarily reduced in price to please customers and bring them into the store that they may see other new merchandise. Perishable merchandise, that can be replaced with a fresh stock, may be reduced in price temporarily.
3. Special Purchase: Sometimes a merchant can buy a special kind, or special amount of stock. This kind of merchandise will be sold at its normal value, but because it is unique to popular stock, it becomes a sale.

Learn what kind of sale is being had. Then you will buy with confidence and make your dollar go farther.

General Israel Putnam, French and Indian War hero, visited Detroit in 1761.

Jacques Cartier, French explorer, heard at Michigan copper in 1535.

Jean Nicolet thought he had found China when he landed near Green Bay, Wis., in 1634.

Cadillac found many beaver towns along the river near Detroit.

Capital punishment was abolished in Michigan in 1846.

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Want Ads

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AUCTION SALE — 557 Pennington Ave., Plymouth. Good clean used and new furniture, dining, living and bedroom, suites, odd chairs and tables, dishes, rugs, stoves, vacuum cleaners, kitchen utensils. Side sale Tuesday each month. Terms cash. Harry C. Robinson, Auctioneer. 40-22p

AUCTION SALE — Community sale every Tuesday at 1 p.m. Horses, cattle, poultry, pigs, etc. Also furniture and miscellaneous merchandise. Bring anything you have to sell—get cash at once. Troy Dudley, auctioneer. A. C. McEachern, Mgr. 1/2 miles west of Novi on Grand River. 52-44c

Will pay cash for past due notes and accounts receivable. Minimum fifty dollars. Michigan Adjustment Co., 625 S. Woodward. Birmingham, Michigan. 21-40c

A COMPLETE real estate service. Bargains in home, farms and vacant. Farmington and Bedford sections. V. Cornwell, 2212 Grand River. Farmington. Phones Farmington 110 and REford 3791, 7-44c

DANCING SCHOOL — Dancing taught by appointment by the Dancing Ballies, formerly on the stage and exhibiting for the leading ballrooms of the country. Teachers of fancy, ballroom and tap dancing. It will be worth your while to give us an interview. Located at 132 Randolph street, Northville. Phone 35-J. 46-44c

LOST — Springer Spaniel pup, female, black. Child's pet. Lost Tuesday near Nine Mile and Grand River. Reward. John Cox, 22131 Miller. 11-1p

FOR SALE — 3 year old Holstein cow; fresh. Lester Ewart, Nine Mile Road. Phone 593-31. 11-1c

IN MEMORIAM
In memory of Eugene Edwards, who passed away two years ago, January 6, 1937.

GARLAND Table Top gas range, slightly used, \$25. Farmington Appliance Shop, 3336 Grand River. Phone 123.

Today we are thinking of Someone Who was so loving, kind and true, Whose smile was as clear as sunshine.

USED — Voss Sea Wave electric washing machine, \$12. Farmington Appliance Shop, 3336 Grand River. Phone 123.

"Dearest Father," that Someone is you. His loving wife and daughter, Mrs. Lydia Edwards. Mrs. Max Sylvester. 11-1c

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