

The Farmington Enterprise

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EDITORIALS

Big Business in "Beauty"

(Exchange)
American women are spending at the rate of \$500,000,000 a year for "boughten" beauty. Approximately \$200,000,000 of this is received by the 75,824 beauty shops of the United States, more than half of it for hair waves, according to Miss Frances Martell, secretary of the American Cosmetics Association; and trade estimates have it that the retail sale of cosmetics last year in stores of all kinds amounted to \$364,000,000—while, after subtracting a \$12,000,000 duplication for cosmetics sold in beauty shops, leaves a total well above the half-billion mark.

Thus does the ministrations of milady's complexion and appearance take a place among the ranking industries of the nation. In fact, Miss Martell asserts that the beauty trade is the sixth largest industry in the United States. All such ratings depend, however, on how broadly or how narrowly certain industries are catalogued. Of a related field, that of feminine fashions, Miss Malvina Lindsay remarked in the Sunday Vindicator Post that it "avoids to be conservative" of the industrial romance and adventure that once belonged exclusively to steel, copper, oil, etc., and that "what this may indicate is something for the sociologist as well as the economist to ponder."

Investments in Friendship

(Christian Science Monitor)
The success of the Boston Police Department's station-house Italian parties in keeping mischievous youngsters off the streets last year has resulted in even more enterprising plans for this year. Other American communities will see an opportunity in this example.

Eighty per cent fewer emergency calls, little property damage, and no automobile accidents involving children was the record of last October 21 in Boston. This year Commissioner Joseph P. Timilty has instructed his captains to hold parties in large halls since the station houses were overcrowded a year ago.

The Boston Commissioner and his "brass-buttoned boys" deserve high praise for their constructive efforts. There is evidence that such movements to win the confidence and cooperation of youth are worth while. The Halloween parties and the Junior Police summer camps for boys from the slum areas, which, tend to create friendly feeling between "gangs" and the "cops," are apparently making headway toward solving the juvenile delinquency problem.

Hey! Diddle, Diddle

(Exchange)
A cat may look at a king, and a cow may stand and stare—presumably at anybody. It comes out of a British court opinion worthy of W. S. Gilbert. A lawyer was driving along a country road when a cow stepped off the grass without giving him sufficient time to avoid hitting her. Motorists will now agree that cows are just as irreverent pedestrians. But that is irrelevant. The report from London says the lawyer complained about the cow's action.
It does not say whether the cow complained. But that is not irrelevant. For the Lord Justice felt that a case in which a cow had stepped off the road from time immemorial. This fact would, of course, constitute a British tradition. So the decision went against the driver of the car that hit the cow.
If the decision be based on precedent, no one should demur. For what cows may do is indicated in the good old rhyme: "In a good deal of latitude and altitude is permitted. Obviously our less fortunate cow went to no such extremes of bovine enjoyment as to warrant a motorist's sharing in the fun."

For Mayor!

(Exchange)
City and county officials in Memphis, Tennessee, it is reported by the United Press, have been signing petitions nominating for Mayor.

This, according to the same source, is an odd political custom in the stronghold of the Edward H. Crump machine, and although they do not know who will be, they are confident the serene beauty of the stars.

Cars That Will Not Stall

(Christian Science Monitor)
The "fluid-drive" introduced in some 1940 automobiles is no fly-by-night idea to increase motor sales and possibly to follow free-wheeling into the automotive discard. Engineers have been at work on this theory of transmission of power for nearly half a century because of its promise of simplified, economical operation. Now, with the improvement of the automatic transmission, the way is prepared for a motor that will not stall or jerk the wheels despite excessive tramping on the accelerator, that can be stopped in traffic without shifting out of high gear, that does away completely with the clutch pedal, and requires only the use of the accelerator, brake and steering wheel for nearly all driving. First introduced late last season in high-priced models, the "fluid-drive" system is said to have been considerably improved during the last few months. Briefly, the system is described as a pressure drive involving two circulators, one connected with the engine, the other with the rear wheels. The effect of oil passing through the engine rotor into the blades of the rear rotor is similar to that of wind passing from one moving electric fan into the blades of another only a fraction of an inch away. The second fan is turned by air current set up by the first fan. That, in effect, is the theory of the fluid-drive; power is passed from the engine rotor to the rear-wheel rotor by means of oil set in motion through centrifugal force.

It is possible the "fluid-drive" is a revolution in automobile transmissions. The unskilled driver should find it a boon. It should reduce wear and tear upon the mechanism—not mention passengers—caused by uneven operation. Holding a car on a hill or starting it on slippery ground is simplified. And highway safety should be increased through the elimination of some of the human element in the highway equation.

Men Toward Men

(Exchange)
It is noteworthy, in the midst of almost daily reports of war's inhumanity to man that the crews of two foreign boats in Boston Harbor didn't let the fact that they were from different countries were at war with each other stand in the way of putting the Golden Rule into operation.
The skipper of a New Zealand freighter, learning that the crew of an interested German tanker was low on rations, invited some of its members to come on board and sent them back to their mates with a side of beef. The crew of the other was equally generous. They were not thousands of soldiers facing each other across No Man's Land or millions of civilians who feel the must something very like themselves. There is something crazy in the picture, and it isn't in the friendliness of men for men.

New Nights

(Christian Science Monitor)
Now that the lights of European cities are snuffed at sunset, dwellers in the darkened areas have become conscious of the quiet loveliness of the night sky. The countenance of artificial glare has been removed, and in consequence the steadfast stars appear to shine more brilliantly, and eyes that were wont to follow the agitated movements of city signs are being raised to the lights above. There is no noise of traffic now that the streets are dark, less hurrying to and fro in search of distraction. Instead has come a grater appreciation of home, a stronger desire for those things that make for peace, an earlier rising in the morning, it is good at this time in the world's history to lift up one's head and behold the serene beauty of the stars.

CHURCHES

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

Salem Evangelical Church
Church and Sunday School combined, beginning at 10:00 a. m., Sunday, October 22, due to absence of minister.

Methodist Episcopal Church
Rev. Delmore Stubbs, Pastor
Morning worship at 10:30.
Church school 12 noon.
Choir practice Thursday evening.

A nursery, properly supervised is provided. Parents attending the morning worship service may leave their children in the care of competent persons.

CLARENCEVILLE M. E. CHURCH
Rev. W. J. Prisk, Pastor
Church Service, 10 a. m.
Sunday School, 11 a. m.
Evening Service, 7:30 p. m.
Thursday Evening, 7:30 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.

First Baptist Church
Gilbert A. Miles, Pastor
Morning prayer meeting 10:15
Morning worship 10:30
Bible school 11:45
B. Y. P. U. 6:30 p. m., for Juniors and Seniors.
Evening Evangelistic Service at 7:30.
The mid-week Fellowship movement is held Wednesday evening at 7:30.

Redford Gospel Tabernacle
1200 Lusher 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.
1932, Pentecost.

Farmington Gospel Assembly
Universalist Church
Arthur Campbell, in charge
Opening services, Sunday, Jan. 6
Sunday school, 9:45 a. m.
Morning Worship, 11:00 a. m.
Young People's meeting, Wednesday, 7:45 p. m.

Eighth Church of Christ, Scientist
Grand River Ave. at Evergreen Rd., Detroit, Mich.

"Probation after Death," will be the subject of the Lesson-Sermon in all Christian Science Churches throughout the world on Sunday, October 22, 1933.

The Golden Text (James 1:12) is: "Blessed is the man that endureth temptation; for when he is tried, he shall receive the crown of life, which the Lord hath promised to them that love him."
Among the Bible citations in this passage (Ps. 23:1): "Yea, though I walk through the valley of the shadow of death, I will fear no evil: for thou art with me; thy rod and thy staff they comfort me."

Correlative passages to be read from the Christian Science Textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, include the following (p. 487): "Life is deathless. Life is the origin and ultimate of man, never attainable through death, but gained by seeking in the path-way of Truth both before and after that which is called death."

GOODWILL GROUP NEEDS DISCARDED MATERIALS

"Each week we turn away about 40 applicants for jobs because of lack of materials. If more people were filling Goodwill's needs, we could put more handicapped people to work," said a representative of Goodwill Industries recently.

A visit to the plant of the organization is a revelation. Here discarded clothing, shoes, furniture, kitchenware and other household equipment is renovated, repaired and rehabilitated and the work is done by handicapped men and women who are deaf and blind, or of other physical handicaps or age and without this employment would be forced to accept charity. The articles made salable in the store are made available through the 10 Goodwill stores, people in the lower income brackets, and thus these things that had served one term of usefulness are made to serve again instead of being thrown out to the junk man.

That is the meaning of the term "Save the waste in men and things" used by Goodwill Industries. If you have any of these discarded materials you can be rid of them and at the same time help those who need help by either telephoning Goodwill Industries at Randolph 8080 or writing the organization at 655 B. Congress street, Detroit.

Guardian of Life and Health



A reserve of 44,000 Red Cross registered nurses stands ready to aid in preserving the life and health of the nation. Typical activity of Red Cross nurses is shown, working in clinic under doctor's supervision. Red Cross nurses are nation's reserve for Army, Navy and Government hospital service and also to serve civilians in epidemic or disaster. The Red Cross Nursing Service is supported by members who join the Red Cross during Roll Call, November 11 to 30.

CODE FOR HUNTERS SUGGESTED BY AUTHORITIES

To guide the half million hunters who will frequent Michigan's fields and woods and waters this fall, conservation authorities bring to their attention again a hunting code that embodies many essential points of sportsmanship. Without doubt most Michigan hunters do have great respect for both the written and unwritten laws which govern their sport. It is believed, however, that few will fall to benefit from occasional reference to the "rules" in printed form. The code follows:

Remember that hunting was once the sport of kings and princes only, and was regarded by them as an honorable and chivalrous pastime. Today it can be the sport of every man. Do nothing to degrade it.

Be considerate of others always. Do not use intoxicating beverages while hunting.

Wear the backing of your hunting license at all times while hunting.

Keep a copy of the Michigan game law digest in your hunting jacket, your car or your suit coat. Study the game laws. Be firm in your determination to observe them.

Do not forget the law forbids the cleaning or dressing of game in the field so as to destroy the identity of sex or species. Wait till you get home.

Learn to distinguish readily the legal game species. Always be sure of your target before you shoot.

Always ask for the privilege of hunting on a farm. Be polite, introduce yourself to the owner. Park your car out of the way in his yard.

Remember that under the Horton trespass law a farmer may have you arrested for entering his premises to hunt without permission, even though his land is neither fenced nor posted.

If you are responsible for any damage, or find that damage has been caused by others, report it to the landholder.

Learn by practice to handle and shoot a gun safely... before you go hunting.

Adopt the slogan "A gun is always loaded." Don't forget it! Leave a clean camp. Be careful in disposing of lighted matches and cigar or cigarette butts.

Do not forget, discard or lose the report form attached to your hunting license. Use it to report your game kill before Feb. 15.

Cooperate with the conservation officer. He is employed to serve you and protect your rights. Sportsmen have nothing to fear from him.

Michigan Women To Attend Safety Meeting

Every seven seconds in the United States of America some one has an accident in the home. During 1932, 31,500 people died because of home accidents; 4,650,000 persons were injured and nearly 150,000 permanently disabled, all at a cost of \$500,000,000.

The women of Michigan are starting an educational campaign to reduce these accidents and a Conference on Home Safety will be held at East Lansing, Tuesday, October 24th. The all day session will be held in the Little Theater, Home Economics Building, Michigan State College. The following

endorsed by President Roosevelt, Governor Dickinson and Mayor Reading, is to be observed October 22-24.

During this week the local chapter, the Detroit Society for the Hard of Hearing, urges you to consider your hearing. Deafness is increasing and advanced deafness is practically incurable. Beware of head colds. Beware of diving and be careful while swimming. Watch your diet. Do not take excessive amounts of aspirin, quinine or iodine by an ear specialist after any of the children's diseases. Almost half of the prevailing deafness could have been prevented in childhood.

It is important that hearing

should be tested at intervals, because the tones first lost are those not noticeable in conversation; that is, the high and the low tones. By the time the loss of the conversational, or middle, tones is noticed, the deafness has become a handicap.

You may have your hearing tested, free, at the headquarters of the Detroit Society, 4212 Cass Avenue, near Canfield, on Thursday, October 26, from 1 to 3 p. m. These tests will be given by the University of Michigan.

EIGHTH CHURCH OF CHRIST, SCIENTIST

A branch of The Mother Church, The First Church of Christ, Scientist, Boston, Massachusetts.
Grand River Ave. at Evergreen Rd., Detroit
Sunday Services at 10:30 a. m. and 1:30 p. m.
Sunday School for adults up to the age of 25, at 10:30 a. m.
Wednesday Evening Testimony Meetings 8 p. m.
CHURCH OFFICE
Grand River Avenue at Evergreen Road, Detroit
FREE READING ROOM:
Open daily, 11 a. m. to 5 p. m.; Tuesdays also 11 a. m. to 5 p. m.; Days, 12 to 1:45; Saturdays, 11 to 2; Sundays, 1:30 to 2:00.
ALL ARE WELCOME

Dr. Joseph W. Norton
OSTEOPATHIC PHYSICIAN and SURGEON
GENERAL PRACTICE
33200 Grand River Avenue
Farmington
TELEPHONE 404



"I didn't know the Bank did that"

Occasionally even old customers overlook some of the services which this bank is prepared to render. In fact, it is impossible to make a complete list of these helpful services.

It is a good plan, therefore, to come to the bank first. You can be pretty sure that if it is anything pertaining to financial matters we can help you—and we want to do so at every possible opportunity.

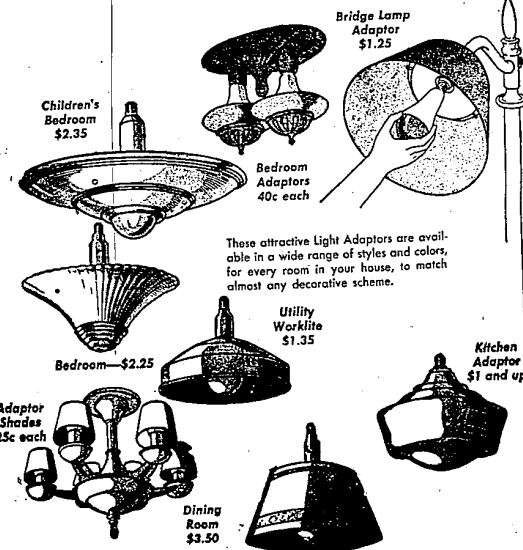


THE FARMINGTON STATE BANK

Farmington, Mich.

SCREW IN LIKE A LAMP BULB

...here's an easy way to improve your lighting!



Replace old, out-of-date ceiling fixtures with these modern Light Adaptors... enjoy plenty of soft, pleasant illumination, free from glare and harsh contrasts. These clever lighting units screw into the socket of the old fixture. They are scientifically designed to help light condition your rooms in accordance with Better Light—Better Sight standards. The Detroit Edison Company does not sell Light Adaptors. See them on display at department stores, hardware stores, lighting fixture stores or electrical dealers.

THE DETROIT EDISON COMPANY