

The Farmington Enterprise

Established in 1883 by Edgar R. Bloomer as "A Permanent Journal of Progress"

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A. C. Tagg - Owner J. M. Tagg - Editor

EDITORIALS

Challenge To Home Merchants

The greatest shortage in the American economic system is rubber. As a result drastic changes in the American mode of living will probably be necessary. Most of Europe has gone back to the "horse and buggy days," except there are few horses and no buggies. The automobile for civilian use is almost non-existent.

In America the automobile greatly changed our living. It helped make cities bigger and small towns smaller, because people thought nothing of going 50 to 100 miles to shop. As automobile use is restricted, the small towns will become more important.

What does this mean to you, Mr. Small Town or Rural Business Man?

Doesn't it suggest that the small town is about to have a rebirth as a trading center, and in this change isn't there opportunity with a capital "O"? For these people "who have thought nothing of going 50 to 100 miles to shop" are going to think more about the wear and tear on their automobile tires. They are going to begin to think more about their shopping nearer home.

But do not think, Mr. Merchant, that people are going to be forced to trade with you because you are located where you are. It is not going to be as easy as that to get back the trade that has been going away.

The merchants in the cities aren't going to surrender that trade without a fight. They are going to bring their advertising message into your community and they are going to use every method they can—including perhaps the development of the mail order business—to hold on to that trade.

So you, Mr. Home Merchant, had better be stirring yourself right now before they get the jump on you.

Preaching the doctrine of "trade at home" isn't enough. Urging people to support "home enterprise" isn't enough. You have got to show them why trading at home means money in their pockets. That they can buy as good quality at home as elsewhere.

This car and tire crisis offers an opportunity for showing them. What are you going to do about it? And when?

Reverses

Did General Washington win every battle during the American Revolution? How long did it take the Union forces in the Civil War to take the offensive?

The direct answer is that Washington lost battle after battle before the tide was turned. Lincoln saw his army cut to a scattering mass time and again in the first two years of the Civil War. The present World War is no exception. America must be prepared to take a certain degree of reverses, without becoming sour and pessimistic. Any war, fought on as large a scale as this one, takes time. Any country whose industry and commerce is so organized as that of America takes months to change over to war production. While this is going on reverses have to be met. No matter how good the brakes may be, it takes more than the average amount of space to stop a machine as big as American industry and put fighting lugs over the smooth going tires.

It is part of the scene of war, this gradually slowing up, finally stopping and then springing into the offensive. This is the most dangerous part of the war. It is here that France floundered and sank, because when she stopped there was nothing there to give her a spring back. Her people had become disgruntled and pessimistic to a point where they preferred to quit. They didn't sit down and analyze their faults or why they were losing, they only shouted, "We are lost."

You as an individual and a cog in this wheel of victory, can win the war right in your own back yard. Here is how:

1. Register Today for Civilian Defense work.
2. Buy United States Defense bonds and stamps.
3. Pledge yourself to a program of conservation.
4. Read your newspaper with an objective point of view. Analyze the news—think it through and then formulate your opinion.
5. Don't be afraid to speak out, but do so with a constructive point of view.
6. Keep 'em Smiling!

CHURCHES

FIRST BAPTIST
"The Friendly Church"
Morning prayer, meeting, 10:15.
Morning worship, 10:30.
Bible School, 11:45. We have a good class for every age, group and all who are not attending some other school are invited to come.
B. Y. P. U., 6:30.
Evening evangelistic meeting at 7:30.

FIRST METHODIST
Rev. Howard C. Buschling, Pastor
Morning Worship, 10:30.
Sermon topic, "The Great Friend."
Church School, 12 noon.
High School youth group 6 p. m. at church.
Young Peoples League, 7:30
Sunday at homes of members.
Choir rehearsal Thursday, 7:30 at church.

SALEM EVANGELICAL
Rev. C. A. Schultz, Pastor
Church at 10:30
Sunday School at 11:00.

OUR LADY OF SORROWS
Rev. John J. Larkin, Pastor
Sunday Masses at 7:00 and 8:30.
9:30, 10:30 a. m. and at 12 noon.
Masses on Holy Days at 5:30.
Daily and 9:00 a. m.
3:30 and Masses at 6:30 and 9:00 a. m.

REDFORD GOSPEL TABERNACLE
16000 Lahser Road
Sunday School, 10:00 a. m.
Pentecostal prayer and praise service, 11:00 a. m.

CLARENCEVILLE UNITED CHURCH
(Formerly Methodist)
Meets at the Macabees Hall at Grand River and Eight Mile Road.
Rev. W. J. Priek, Pastor
Mr. Leon Newman, Sunday School.
Morning Worship, 10:00 a. m.
Sunday School, 11:00 a. m.
Wednesday, 7:45 p. m., Mid-Week Prayer and Praise Meeting.

CLARENCEVILLE METHODIST CHURCH
8 Mile and Grand River
Clarenceville, Michigan
Elsie A. Johns, Pastor
11:00 a. m.—Morning Service, the pastor preaching. Sunday School at the same hour.
7:30 p. m.—Evening Worship Service, with a message by the Rev. Clyde Marshall, pastor of the Novi Methodist Church.

West Point Bible Church
Evangeline B. Farnum,
Founder and Minister
Rev. J. E. Sanderson, Pastor
SUNDAY
10 a. m., Bible School, all ages.
11:15 a. m., Morning Worship. A series of messages on the present world conditions as seen in how God is working out his plan in this world.

WEDNESDAY
8 p. m., Prayer and Praise Service.

FRIDAY
10-11 a. m., "Radio Glee Club (high school girls and boys)."
1:30-2 p. m., Missionary meeting. Due to the fact that plans are being made for a new building, Sunday services are held in P.T.A. building, back of Pierson school. Seven Mile, near Farmington Road. Watch for information under "News of West Point Park" each week.

FARMINGTON GOSPEL ASSEMBLY
23609 Warner Avenue
Rev. Orville J. Windell, Pastor
Sunday School, 9:45 a. m.
Morning Worship, 11:00 a. m.
Sunday evening services, 7:30 p. m.
Tuesday night, 7:30—Young People's meeting.

Friday night, 7:30—Bible Study.
Teaching, preaching and singing the gospel of Christ.
Everybody welcome.

CHURCH OF CHRIST
33700 Seven Mile Road
Sunday School, 10:00 a. m.
Preaching, 11 a. m.
Sunday Evening, 7:45 p. m.

CHRISTIAN SCIENCE SOCIETY NEW HIGH SCHOOL AUDITORIUM, FARMINGTON
"A Branch of The Mother Church, The First Church of Christ, Scientist, Boston, Massachusetts"

SUNDAY SERVICES
At 11:00 A. M.
And Sunday School for Pupils up to the age of 20 at 11:00 a. m.
Wednesday Evening Testimonial at 8 p. m. in Universalist Church, 23608 Warner Ave.
Current Christian Science literature on sale Wednesday evenings
ALL ARE WELCOME

Knight Safety

By JAYCEE

HEAD FOR THE JUG, YOU THUG!

KNIGHTLY HIGHLIGHT NO. 12

"IMPROVED STREET LIGHTING REDUCED CRIME BY 40 PER CENT IN CLEVELAND RETAIL DISTRICTS"

PROF. F. C. CADDWELL, OHIO STATE UNIVERSITY.

CRIME BREEDS IN THE DARK

Victory

Marching down Chairman Nelson's "only straight, fast road to victory," the War Production Board last week informed the refrigerator industry it will have to stop making refrigerators after April 30 and devote all its energies to the war. (A price ceiling on refrigerators beat this order by a few days.) Earlier in the week radio manufacturers were told they would have to follow the automobile and typewriter makers into production of weapons—and one WPB official warned that if the radio factories are not turning out war goods in 3 or 4 months, their labor and equipment probably will have to be shifted to some other place where the job can be done.

Into The Hopper
But even our great industrial plants fully mobilized could not make 50,000 planes and 45,000 tanks this year without metals, cloth and rubber. And so the war organization last week invoked its extraordinary powers to get national also. As Mr. Nelson and Commerce Secretary Jones proclaimed that the rubber war can expect will just care for our 2-year armament plans, and the barest civilian essentials, rationing of recaptured tires was ordered. WPB issued specifications reducing the amount of new rubber in everything from tread to raincoats. The Coordinator of Inter-American Affairs and the Board of Economic Warfare sent a corps of technicians to scour the Amazon Valley for wild rubber and to help our neighbor nations produce more of the metals that make arms and the oils that make explosives and food.

WPB issued a list of products which may be packed in tin cans—many familiar things were missing and the sizes in which they may be put up. (This no scratch for raising prices. Price Administrator Henderson warned.) All tin in the hands of jewelers was frozen. At the same time WPB's Bureau of Industrial Conservation announced a test project to reclaim tin from spent cans. Only those cans near the plants can help in this, or in a (Continued on Page 3)

CHRISTIAN SCIENCE SOCIETY
New High School Auditorium
Farmington

"Christ Jesus" will be the subject of the Lesson-Sermon in all Christian Science Churches throughout the world on Sunday, March 1.

The Golden Text (Philippians 4:19) is: "God shall supply all your need according to his riches in glory by Christ Jesus."

Among the Bible citations in this passage (Matthew 16:13,16): "When Jesus came into the coasts of Caesarea Philippi, he asked his disciples, saying, Whom do men say that I the Son of man am?" Simon Peter answered and said, Thou art Christ, the Son of the living God.

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. 333): "Christ expresses God's spiritual, eternal nature. The name is synonymous with Messiah, and alludes to the spirituality which is taught, illustrated, and demonstrated in the life of which Christ Jesus was the embodiment."

Michigan Mirror

Non-Partisan News Letter

By Gene Alleman

LANSING — More efficiency in our war effort may be the 1942 battle cry of Michigan Republicans. When a war is going well, citizens are usually satisfied with the men who are running the war. But when military reverses come—Singapore, for example—some citizens awaken from general complacency to demand better and more vigorous leadership. It is illogical in a way, that frequently this is the case. Too often it was the same leadership which encountered indifference, if not outright resistance, to suggestions that the enemy might reach our own shores. Then when the enemy approaches nearer, the same public turns in panic upon their own leaders for "failure to act."

Such may be the case in Michigan. When you get alarmed, you get mad. And angry voters are apt to vote for a change.

If military defeats continue to accumulate, and the likelihood is that they will as we prepare men and equipment for battle, Republicans may find themselves armed with a psychological weapon made to order for victory in November. This is mere observation, not prediction.

Gov. Murray D. Van Wagoner has been accused of political favoritism in appointment of county councils of defense, the rationing officials and even Red Cross chairmen.

He countered with a statement that only 45 per cent of his appointees were Democrats, that the state council of defense was "overwhelmingly Republican."

Republican congressmen, such as Rep. Jesse P. Wolcott, charge the national administration with failure to tell the truth about our losses in Pearl Harbor. Wolcott declared recently in Lapeer that eight out of nine American capital ships, light and heavy cruisers and battleships, as well as 473 bomber planes were "destroyed."

President Roosevelt said in a press conference last week that this sort of rumor was "rot," and he spelled it out — "rot."

"Under certain conditions," the President added, the enemy could drop bombs on Detroit — a statement that is said to have startled reporters at his press conference.

German submarines have sunk numerous American oil tankers off the Atlantic coast. Dutch oil refineries were damaged by shells fired from an enemy submarine cruising only a few hundred miles from the Panama Canal.

Gov. Murray D. Van Wagoner and the prospect that the Japanese will make a clean sweep of Sumatra, Java and other Pacific strongholds have sent a wave of alarm over allied Nations. Senator David I. Walsh, Massachusetts Democrat, chairman of the New Affairs committee, declared on the Senate floor the coasts of the United States were "almost defenseless" and it might be necessary to "bring back our Navy from the four corners of the earth simply to protect our shores."

Other statements in the news as to 1942 Republican strategy:

Rep. Dewey Short, Missouri congressman: "Lack of leadership in Washington has contributed to a feeling of complacency. Until that complacency has disappeared, we are in danger of losing this war."

Rep. William W. Blackley of (Continued on Page Seven)

Looking Back Through The Enterprise Files

TWENTY-FIVE YEARS AGO (Friday, March 2, 1917)
F.H.S. Teams Win and Lose
Last Friday night the High School basketball teams went to Wyandotte where the girls were beaten by a score of 14 to 19 and the boys won in an overtime battle by a score of 26 to 24.

Washington Tea
On the afternoon of February 22, the Ladies Aid society of the M.E. church gave a "Washington Tea" at the home of Mrs. and Mrs. S. J. The home was appropriately decorated with American flags, bunting and pictures of Washington. The famous "hatchet" was also in evidence.

Tuberculosis Survey To Come Here
The state board of health tuberculosis survey is scheduled to come to Oakland County during the two weeks beginning March 5th, according to an announcement made this week by the state board's publicity department. The party of health workers that will come here will consist of Dr. William DeKline, director of the tuberculosis survey, several examining physicians, twelve visiting nurses, a speaker and a publicity agent.

TEN YEARS AGO (Thursday, February 25, 1932)
Rev. A. A. Schoen Accepts New Pastorate
Farmington will lose a pastor of one of its churches and a highly esteemed citizen within the near future. Rev. A. A. Schoen of the Salem Evangelical Church having accepted a call to another pastorate. Rev. Schoen will go from Farmington to Dexter, a community of about the same size, near Ann Arbor.

Farmington Bank Gets Best Report
In the most commendatory report yet issued regarding any bank in Oakland County, in the investigation of ten financial institutions by Circuit Judge Frank L. Duty, the Farmington State Savings Bank was cleared of any improper action, and officers and directors were praised for their devoted and unselfish efforts to prevent the closing of the bank.

Challengers To Be Present At Primary
For the first time in many years, if not in its entire history, Farmington Township will have challengers watching the conduct of elections at the primary to be held in the Township on Monday, March 7. They will be Floyd Howard for Precinct No. 1, the Bond School, and Mrs. W. LaFevre for Precinct No. 2 at Clarenceville.

Accredited School Three More Years
Farmington High School was continued on the accredited list of the University of Michigan for another three years, by action of the University Committee, according to notification received Thursday morning by school authorities.

FIVE YEARS AGO (Thursday, February 25, 1937)
Search For Escaped Convicts Creates Excitement
Novi is agog with excitement as the result of being the scene of an intensive manhunt for the three convicts who escaped from the South-eastern Michigan prison at Jackson by climbing over the wall Friday.

Federal Aid Sought For School
In the hope of obtaining a larger gymnasium-auditorium that was first considered for the Farmington school, new plans are being drawn and will be submitted, after approval by the school board, to WPA officials for acceptance of the proposed addition as a federal building project.

City Sued To Void Tax On Ely Farm
The threatened suit against the City of Farmington over 1935 taxes on the Ely farm has become a reality with filing Tuesday of a bill of complaint asking cancellation of the 1935 tax on what was then Farmington Woods subdivision. The plaintiff asked the Circuit Court at Pontiac to determine what would be a reasonable tax in place of the one levied and which is declared to be grossly excessive, and offers to pay a tax to be fixed by the Court as fair and just.

Other Editors Say

Helping The Shortage
(The Ionia County News)
While we do not expect that our advice will be heard or heeded in Washington, we would like to suggest that one of the best ways to create a shortage of any commodity is to talk about it.

Brace Up!
(The Plymouth Mail)
The war news in recent weeks has all been bad. It seems that the picture is dark and gloomy in every direction we look. So it was in the war of the Revolution, in the War of 1812, in the Civil War and in the first World War. The first two or three years of the Civil War were all against the Union forces. But the tide turned, just as it will in this war, and the Union forces marched on to victory.

Nothing is gained by despairing and holding our hands up in Holy horror.

There are some critical shortages of many important, and desirable things. There are other shortages that exist in someone's imagination. There are still others who talk about shortage because they fail to sell something. There are many of the demands of the American people which can be met easily, plentifully and at a very reasonable price. We must not forget that when we think about prospects ahead.

Motor Boats
There are more than 300,000 registered motor boats in the U. S. and it is estimated there may be 500,000 unregistered boats and 300,000 outboard motors in use.

MAKE FULL USE OF Our COMPLETE SERVICE

Not only the kind of service, but the completeness of the service rendered by this bank, will appeal to you.

With modern equipment and a variety of facilities at your disposal here, we invite you to make use of our service in connection with all of your financial requirements.

It is our desire to make this bank as useful to you as possible.

Make a note of the departments and services listed here. You may need but one or two now, but keep always in mind the many other ways in which we can be of benefit to you.

THE FARMINGTON STATE BANK
FARMINGTON, MICHIGAN

CHECKING ACCOUNTS
SAVINGS ACCOUNTS
BONDS
CERTIFICATES OF DEPOSIT
LOANS
FOREIGN EXCHANGE
TRAVELERS' CHECKS
CREDITORS
CHRISTMAS CLUB
CLOSING
TRUST DEPARTMENT