ADVERTISING RATES

NATIONAL EDITORIAL ASSOCIATION REGULAR MEMBER



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Phone: GReenleaf 4-6225

National Advertising Representatives MICHIGAN PRESS SERVICE, Inc. East Larshine, Michigan NEWSPAPER ADVERTISING SERVICE, Inc. 188 W. Randolp St., Calcage, IL.

It's Our Opinion:

EDITORIALS:

The Approval . . .

last Monday evening, by the City Council, of a wide

last Monday evening, by the City Council, of a wide-scale street improvement program is, in our opinion, one of the most progressive steps to be taken in the City in many years.

It was accomplished through the cooperative efforts of both the City Government and the people. The program represents the joint thinking and action of the Council, the City Manager, and a large number of individual citizens. Under the plan, the major roads will be taken care of by the City-at-large, while the local roads will be improved by the affected property owners as part of the over-all plan.

This is an outstanding example of what can be done when the government and the people work together. While the project will require between two and three years to complete, it will, for the most part, be a lasting improvement. Much of the credit for the program must go to those individual property owners who have petitioned for street improvement on a special assessment basis. This is important in view of the extremely tight city budget! A great deal of credit should also go to the City Manager for developing the program and to the City Council for unanimously approving the project.

It is hoped that in the years ahead this program can be expanded to include all of the streets in the City. Such a thought is not beyond the realms of possibility, based on the cooperative spirit which is now being displayed. Such improvements will go a long way toward increasing the value of the individual's property and at the same time will erase a problem which has plagued the city for many years.

A Number Of Persons . . .

have contacted The Enterprise during the past several days in regard to why the news material they submitted did not appear in last week's issue.

Unfortunately four to five columns of important local news was left out because there was no space for it. We sincerely regret that this was necessary. As we have stated before, we are anxious to have all the local news we can get and we want to print it, and we know from your reaction that you want it that way too.

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This problem is a basic one, which we have discussed with you on a number of occasions! A newspaper must have advertising support if it is to survive and grow. The Enterprise has reached a point where its news demands often exceed its advertising support. No newspaper can live on subscription revenue alone, not if it is to be kept within the means of the individual. Thus it is necessary at times, because of limited advertising, to reduce the size of the paper. When this happens, the news content must also be reduced. Every effort is being made to bring advertising volume in line with the current demands for news. This is very important since more and more people are reading their home community newspaper. As one person stated last week, "I didn't know so many people read The Enterprise." This is important to the advertiser, because it graphically illustrates the potential market they have available to them. "We depend on The Enterprise for our Farmington news," was another statement which bears witness to the growing importance of The Enterprise as an advertising and news media. Yet, too often, we get the "we can get along fine without you" reaction from the advertiser.

We are anxious to publish just, as large a newspaper as the community wants and will support. The

advertiser.

We are anxious to publish just as large a newspaper as the community wants and will support. The comments which we have received from our readers are greatly appreciated. We sincerely hope that you will support those merchants who are now advertising regularly in The Enterprise and will encourage others to take advantage of the increasing opportunities that are being afforded to them.

The President . . .

once again has chosen principle over political expediency in his veto of the Congressional Farm Bill.

In his opinion, the proposed legislation was not only unworkable but harmful to the nation's farmers. Many of the leaders within his own party felt that it would be politically advantageous for him to approve the bill. Instead he placed principle above expediency and has proposed a solution which is both practical and constructive. It is encouraging to find someone who is really interested in solving the farmer's problem, rather than using it as a political football to be kicked around from one soap box to another.

GO TO CHURCH THIS WEEK

CHURCH OF GOD 29341 Shiawassee at Midd Sunday Services, 11 a.m., Sunday School, 10 a.m., Wednesday, 8 p.m.

FARMINGTON
ASSEMBLY OF GOD
Grand River at Middlebelt
Sunday Services, 11 a.m., 7
m. Sunday School 10 a.m.
Wednesday, 7:30 p.m.

OLARENĆEVILLE METHODIST Grand River at Cambridge Sunday Services 8:45, 11:15 a.m., 7:30 p.m. Wednesday, 7:30 p.m. kev. Elsie Johns

FARMINGTON FIRST BAPTIST Sunday Services 9:30, 11:40 a.m., 7:30 p.m. Wednesday, 7:30 p.m. Dr. G. Northrop GR. 4-2983

SALEM EVANGELICAL CHURCH Church School at 9:15 a.m. Worship Service at 10:30 a.m. Nursery School maintained dur-ing the Worship hour. Rev. Carl Schultz GR. 4-880

KOREST HILLS

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UNITED MISSIONARY OHUGGE

12 Mile east of Ornard Lake Road

Sunday School, 9:45 am.; Worship, 11 am. and 7:30 p.m.; Youth

Fellowship, 16:30 p.m.;

Rev. Lloyd Shue GR. 4:1543

OUR LADY OF SORROWS
23615 Powers Road
Sunday Masses, 7, 8:30, 9:45
11:15, 12:30. Holy Days, 5:30
7, 8, 9, Daily, 6:30, 8 a.m.
Fr. T. Beadan
GR. 4-5720

SEVENTH DAY ADVENTIST Grand River at Oxford Sabbath School - 9:30 a.m. Church Service - 11:00 a.m. Wednesday Prayer - 7:30 p.m.

ORCHARD METHODIST

18 Mile Road at Greening
Sunday Service 11 a.m.
Church School 10 a.m.
ev. L. I. Lord Li. 2-801

ST. PAUL'S LUTHERAN
Middlebeit at Eight Mile Road
Sunday Services 8:30, 10:45
c.m. Sunday School and Brile
Class, 9:39 a.m.
Rev. W. Rutkowski GR. 4-0875

GRACE LUTHERAN CHURCH
25600 Grand River
Sunday Services 8, 9:30, 11 a.m.
Sunday School 9:30 a.m. in
Suckey School, 25000 Farley.
Rev. V. Halboth

TRINITY EPISCOPAL

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(Temporatily Worshipping in the
Universalist Church)
Sunday Service '930 a.m.
Church School: Pre-School and
Kindergarten, 9-30 a.m. Sunday.
First through Sixth Grade: 10
am. Saturday. Seventh through
Tenth Grade, 5-30 p.m. Wednesday. Eleventh and 12th Grades,
7:30 p.m. | Sunday.
Rev. J. B. Cuinan
GR. 4-2860 or GR. 4-3374

FIRST PRESBYTERIAN 28165 Farmington Rd. at 11 Mile Sunday Service, 10:30 a.m., Church School at same time. Rev. R. Gelgor GR. 4-1671

Rev. R. Golgor GR. 4-1671
LIVONIA METHODIST CHURCH
Seven Mile near Farmington Rd.
Sunday Service, 9:30 a.m.
All Sunday iSchool, 9:30 a.m.
Youth Fellowship 6, 7 p.m.
Prayer Meeting Wednesday 8

SOUTHFIELD COMMUNITY 21122 Indian Road Sunday Services 11:15 s.m. 30 p.m. Bible School 10 s.m. Wednesday, 7:45 p.m.

NOVI BATTIST CHURCH Sunday Services 10:30 a.m., 30 p.m. Sunday School 11:30

FIRST BAPTIST CHURCH
OF LIVONIA
Inkster Road

CHRISTIAN SCIENCE CHURCH 33525 Grand River Ave. Sunday Service, 11 a.m., Town-ship Hall.

ship Hall.
Sunday School, 11 a.m., and
Wednesday Service, 8 p.m., both
at 33525 Grand River Avenue, corner of Liberty Street.

OHURCH OF CHRIST
West Point Park
Sunday Services 11 a.m., 7:30
hm. Bible Study, 9:45 a.m.
Wednesday, 8 p.m.

FIRST UNIVERSALIST OHURCH Rev. W. Kellison 23604 Warner Sunday Service, 11 a.m. Church School at same time.

RENWOOD CHURCH OF CHRIST 19601 Middlebelt Road Worship Services: 11 a.m., 6:30 p.m. Bible School at 10:00 a.m.

R. C. Grandell GR. 4-4743
FIRST METHODIST GHURGH
Grand River at Warner Ave.
Sunday Service, 8:50, 11:18 a.m.
Church, School (nursery through adult) 10 a.m. Duplicate Church
School, lunrsery through primary)
11:15 a.m. Youth Fellowships, 6
p.m. (int.) and 6;80 p.m. (Sr.)
Rev. R. Sursay GR. 4-6573

NOV. IN SHIRAW GM. 4-6673
BETHELM MISSIONARY
ASSEMBLY OF GOD
SEED Middlebelt Road
Bunday Beivices: 9:45 a.m.,
11 a.m.; 7:20 p.m.
Tuesday, Thursday and Saturday at 7:45 p.m.
Sey, J. J. Traib GA. 1-9140

CALILEAN BAPTIST
V.F.W. Hall - 25245 Seven Mile
Worship Services: Sunday, 11
a.m., 7i.p.m.
Sunday School: 10 a.m.; Y. P.,
6:30-p.m.; Wednesday, 7 p.m.,
nursery provided.
Rev. Herbert Noe KE 5-2273





IT'S HANDY

GReenleaf 4-0180

IT'S CONVENIENT

A savings account at the bank is only one of a wide variety of bank-ing services—all centralized under one roof for each depositor's con-

VINGS ACCOUNT

AHEAD

To us, saving

money means

BANKING it!

IT'S SAFE
Our money on deposit in the bank
is safeguarded by sound management; carefully protected by laws,
regulations, and examinations; insured by the Federal Deposit Insurface Corporation to \$10,000 for
each depositor.

LOOKING Looking Back Through The Enterprise Files

TWENTY-FIVE YEARS AGO (April 30, 1831)

Paving Abandoned

Improvement of several roads in this section under the Covert Road Law was cancelled this week when the County Board of Supervisors voted for lesself their previous approval of the work. Projects in this area included completion of Eleven Mile Road to Farmington, Eleven Mile Road to Farmington South Lyon Road to Grand River, and West Commerce Road from Commerce to Wixom Roads. Road officials stated that because of citrent-economic conditions, work had to be stopped some time ago land none is contemplated in the near future.

Exchange Club Will boat to representatives of 32 Exchange Gubs of the Destoit metropolitin pace meet Thirsday coming, May 1.

TEN YEARS AGO (May 2, 1946)

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At 3 special meeting the force of the Farmington Board of Education approved the list of teachers for new contracts for next year as submitted by Superintendent O. E. Dunckel, It was moved, however, that a new principal be hired to replace V. O. Bates, present, principal. Bates has been with the Farmington school system since 1993.

Poppy Days will be observed in Parmington as

Poppy Days will be observed in Farmington on Thursday and Friday, May 23 and 24, it was disclosed this week by Harry Kutschke, sale chairman. Proceeds from the sale will be used exclusively for the widows and orphans of veterons.

The Farmington High School music department will present its anuual Spring Concert Friday evening, May 10, at the high school music department will persent its anuual Spring Concert Friday evening, May 10, at the high school music department will present its anuual Spring Concert Friday evening, May 10, at the high school auditorium. Both the girls and the boys glee clubs will participate along with the band.

FIVE YEARS AGO (May 5, 1951)

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To candidates will be Gound Hearton Farmington City Council in a special election to the Hearton Farmington City Council in a special election to be held Monday, May 14. Five Councilmen are 1 to be elected. Candidates are James W. Cavahaugh, Tracy G. Contoy, Charles Habermell, Emory O. Hattor, Kennetta R. Loomis, Royl F. Miller, James Nourjian, George W. Otis, Algehas L. Ross, and Rajhh O. Shegard. Polls on electifud day will be opin at the Town Hall Iron 7 a.h. to 8 p.m. Of the five Councilmen to be elected, the two receiving his highest number of votes will be closed for four years terms odd the other three for two year lerms.

Test drillegs will be made in the next week or two in the Floral Park area to determine the moisture content of the ground preparator to the start of construction owks on the new city water main and hydrant installations. The work will begin is soon as the moisture is out of the ground, Roy, Miller, water commissioner, stated. The new eight inch main will vun from the present city mail, which dnds between Prospet and Lakeway on Shawassee, to Orchard Lake Road and connect with the Poral Park system.

A Subscription to The Enterprise Will Enable You to Keep Abreast of The Farmington Area's Progress.

BETHEL BAPTIST CHURCH

21405 Farmington Road Corner Colfax (81 Mile Road)

Sunday School - 9:45 a.m. Morning Worship — 11:00 a.m.

Youth Groups - 6:15 p.m.

Vorship — 11:00 a.m. Evening Service — 7:30 p.m.
Wednesday Midweek Service — 7:30 p.m.

FRANK B. SMITH, Pastor

Franklin Community Church

26109 German Mill Road 1 Block East of Franklin Road
IDENTICAL MORNING WORSHIP SERVICES 9:30 and 11:00 A.M.

Church School, Grades 4-8 Church School Nursery through 3rd Grade Robert J. Searls, Minister



Put a Bottle of Economy Into Your Refrigerator



FARMINGTON DAIRY THAN THE REST

GOOD AS THE BEST -BETTER GR. 4 2161 KE. 1-0346



THE FARMINGTON STATE BANK

Having cash in the bank for emergencies or opportunities is a grand and glorious feeling; and what's more, a growing bank balance is mighty helpful when it comes to obtaining low-cost bank credit for various needs.

FARMINGTON, MICHIGAN

DETROIT: KEnwood 17284

IT'S PROFITABLE Dollars on deposit earn interest steadily — and the earned interest added regulary earns added inter-est ... that's why we deposit reg-

IT'S SAFE

SIDEWALK WINDOW HOURS 9:00 A.M. to 5:00 P.M. SIX DAYS A WEEK - FRI. EVENINGS UNTIL 7:30