

Unemployment may rise to 4.8 million in 1958, a University of Michigan economy analyst warned recently.

### Masonic Officers Installed Sat.

Howard Legg was installed as Worshipful Master of Farmington Masonic Lodge 151, F.A.M., on Saturday, December 14.

Other officers installed were: Maurice Wilcox, senior warden; Daniel Reynolds, junior warden; Forrest Dickerson, P.M., treasurer; James Smith, P.M., secretary; Algenas Ross, P.M., chaplain; Henry Prentice, senior deacon; William Willis, junior deacon; and Kenneth Burt, marshal. Installed as stewards were Harold Turney, Arlo Newell, Bob Dusenberry, Andrew Thomas, Gus Trikes and Russell Whyte. Installed as tiler was Henry Mahoney.

Installing the new officers into office was Francis Dodge, past grand master of the State of Michigan.

Retiring worshipful master was George Dorset.

Entertainment included piano selections of Christmas music by Mrs. Elaine Westfall, and vocal selections rendered by Mrs. Clara Simpson. The invocation was given by Reverend Russell Sursaw of the Farmington First Methodist Church.

Following a family style dinner and the installation program, a reception and dance was held at the Farmington Senior High school with more than 250 in attendance.

### Fire at Night

Avoid panic if your home catches fire at night. The following life or death procedures should be followed in order: (1) Before opening the bedroom door, feel panels to see if hot. (2) If safe to open doors, get family out of the house at once. (3) If hallway cannot be entered, use window as exit; by means of rope ladder, or makeshift knotted bedsheet, when window is well above ground. (4) Make every second count. Call fire department. Give your address slowly, clearly. (5) Post someone at fire box or at street to direct the fire department.

Try An Enterprise Classified Ad

### Cautions General Public Against Schemes, Unethical Selling Practices

Michigan shoppers should be on guard against a group of junk jewelry peddlers and other sellers using unethical selling practices, particularly in the holiday season, reports Richard O. Cook, first vice president of the Michigan Retailers Association.

The junk jewelry peddlers are selling cheap jewelry with phony price tags. People should be especially careful to avoid: (1) fake wholesale catalogs; (2) fake sales peddlers and (4) fake discount houses.

Phony price tags are the oldest, slickest, and most successful traps ever sprung on unwary shoppers by unethical manufacturers and salesmen.

Here's how they work: A peddler will put tags on the jewelry sets proclaiming them to be \$71.50 nationally advertised brands. The sets may consist of a "gold" wrist watch, cuff links, the clasp, and merchandise as pen and pencil set. The sets sell wholesale for \$4.43 complete with leatherette box; watch is actually worth \$2.68, the rest of the set \$1.75. Customers then think they are getting bargains when they pay \$10 - \$15 for the "\$71.50" set.

Trade circles refer to the practice of attaching false price to get merchandise as preticketing. Manufacturers, wholesalers and retailers place on their products official looking tags marked with a "retail price," "suggested price" or "list price." Of course, the price is fictitious. The merchant merely slashes the printed price in order to appear to be giving away the goods.

Products most frequently involved in preticketing practices are jewelry, perfume, blankets, comforters, querry, flatware, nylon, men's and children's socks, appliances, men's belts, men's suits, dresses, electric cooking utensils, vacuum cleaners, power lawn mowers, furniture, slaps, mattresses, bedsprings, pipes, wallets, rotisseries, cashmere sweaters, sunglasses and foam rubber pillows.

Of course, not all price tags attached by wholesalers or manufacturers are phony. Many suggested price tags are perfectly legitimate, placed by manufacturers who like to keep control of the retail price of their products. Some of the items are fair - traded - or sold at retail prices set by the manufacturer. Tags are often honest evidence of what the manufacturer thinks the retailer should charge in order to make a fair profit.

You can protect yourself against being victimized by phony price tags by (1) suspecting all drastic price cuts; and (2) avoiding off-brand goods.

Remember any item reduced

### Warns Against Thin Lake Ice

Oakland County Sheriff Frank W. Irons issued a warning last week to county residents to stay off area lakes until they are frozen solid and to caution their children against wandering out on the thin ice.

"Until we have had at least a week of constantly hard freezing temperatures, the ice cannot be considered safe enough to walk on," he stated.

This is the critical time of year in which several drownings can be expected unless people use caution when going out on the lakes, he indicated.

"Each year there are those who venture out on the lakes too soon," Irons commented. "They are taking their lives in their own hands. Falling through weak ice is treacherous and far more disabling to excellent swimmers than falling out of a boat."

From Dorothy Thompson's column: "The common man—the average man—has never yet created what he enjoys, and this is more than ever true in the age of science and technology, which depends on men who can call down fire from heaven. What we need and our education must produce if we are to survive are uncommon men."

Today's forward-thinking man is yesterday's dolt who wasted his time writing science fiction stories.

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## The Christmas Story

"When they saw the star, they rejoiced with exceeding great joy."  
May the radiance of Christmas shine upon you as upon the Wise Men of yore.



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NEW YEAR'S EVE.

TUESDAY, DECEMBER 31

Free Refreshments and Lunch

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# CHRISTMAS



# TIDINGS

While shepherds watched by night, the wondrous tidings of the Christ Child's birth first rang forth, and with awe and rejoicing, they sought the place where He lay. And at every Christmastide, the sacred story lives anew... gloriously, radiantly lighting the world with hope and faith, peace and good will.

We wish for you and yours at Christmas a season abundantly filled with the abiding joy and spiritual inspiration that He brought to earth.

## Himmelspach Dining Room and Farmington Dairy