

Editorial Page

You and Your Paper

What does your community newspaper mean to you?

The answers we have heard to this range all the way from "It's a must to know what's going on" to "It has nothing of interest or value to me in it."

Having been associated with community weekly newspapers nearly all of my life, I am convinced of only one thing. A community newspaper can be good only to the degree that the residents of the community support it.

The usual answer heard goes something like this: "I enjoy the paper and the information it supplies me. I am a subscriber and will probably continue to be as long as I live here."

For your subscription and the fact that you enjoy the paper (although not always agreeing with its policies or editorial stands) we will always be grateful. This alone, however, is not enough. The \$3.00 a year you pay for the paper as a subscriber does little more than pay for the postage to mail it and the paper and ink used.

The major portion of revenue necessary to operate a newspaper is derived from the advertising space sold. This is as true with the biggest daily as it is with the smallest weekly.

This is where your help is really needed. The next time you visit a local store, tell the manager that you saw his advertisement in the paper. If the business establishment is not advertising in the paper, take a few minutes the next time you shop there to talk to the manager. Tell him you would like to see his advertising message in the paper about the merchandise he has to offer and some of the special buys he has from time to time.

The specials advertised by merchants, big and small alike, in direct mail pieces or shop papers which are delivered to every door may tell you where some of the best buys are. These direct mail pieces, however, provide you with little or no news of the community such as government affairs, civic activities and projects and social happenings.

The same advertisement run in the direct mail piece could also get results for the merchant in the newspaper. The paper, being paid for by the reader, is logically likely to be read more thoroughly than the direct mail advertising piece. Advertisements in the paper, read and utilized by you, do more than just help you find the merchants with "the buys." It provides the paper with additional space to give you more and better news coverage.

We are aware that some community happenings are not getting as complete or detailed coverage as they should be. Some news we would have liked to publish in past weeks and months has had to be cut down substantially or left out altogether. It is not something we have enjoyed doing because it has taken away from the quality of the paper. Putting out the best newspaper in its class in the state and even the nation is, I feel, the goal which nearly every publisher or editor has set for himself. That this is now the Farmington Enterprise's goal I am sure.

As stated earlier, however, a community newspaper can be only as good as the readers who support it. We need you as a reader and subscriber. But, more than that, we need you as an active supporter, one who will help us convince all potential advertisers in the community that this is the best possible media to use.

Goodfellow Paper Sale

Come rain, snow or shine tomorrow—Friday—several area men will be on the street corners and in the shopping centers throughout the community for the annual Goodfellow newspaper sale.

Buy one of these papers. And when you do, remember: it is not a regular newspaper you are buying but a very special one. It is a paper that will contain no revolutionary offers or information. It is one, however, which will make you feel much happier by knowing that the money you paid for it will help make Christmas-time brighter for a family with children less fortunate than your own.

Keeping this in mind when you are hailed by a Goodfellow in the area tomorrow, squelch that first impulse to reach for some change in your pocket. Pull out your billfold and make it a "buck" or two.

The Farmington Enterprise

23623 Farmington Road
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Telephone
Greenleaf 4-6225

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VICTOR S. HOWARD, Plant Superintendent

Bits Of News from Kendallwood

MRS. EDWARD COVE, GR. 4-6789

Girl Scout Troop 510 was recently formed under the leadership of Mrs. Stanley Pascoe, 431 of Green Willow Rd. Assistant leaders are Mrs. Marvin Schaeffer and Mrs. Dave Rodman. Other Scout leaders are: Patricia Robinson, Pamela Rodman and Renée Bambom. Members of the troop at an investiture on November 29, 1959, were: Debbie Averill, Nancy Carter, Mariene Jones, Marilyn Larson, Theresa Papayuk, Nancy Reid, Christine Schaeffer, Mary Shaw, Pamela Slade, and Nedine Yovanovich. Troop meetings, which began October 26, are held at the Wooddale School.

LAST WEEK "Little Leagues" started their candy sale calling on Kendallwood neighbors with delectable pound cakes of assorted candies.

Cary London, three year old son of Mr. and Mrs. Stan London of Thorny Brae Rd., accompanied his grandparents on a trip to Ethica, New York over the Thanksgiving holidays. Marsha Heyn returned home on Green Willow Sunday after spending last week in Zeigler Hospital for X-rays and consultation.

Saturday, December 5, was Mrs. Heyn's birthday. Husband Allen surprised her with a silver milk jacket. After a celebration at the home of the couple, Nancy and Allen dined out. Late that evening they joined Kendallwood friends at a party, where Nancy was honored as the home of Lee and John Bomb on Thorny Brae. Dancing and merry-making: a Christmas dinner marked the beginning of the holiday season for all those attending. The serving of a buffet supper with a Happy Birthday cake was presented by Farmington Smith clinched the fun-filled evening.

THE KENDALLWOOD Thursday afternoon bridge and luncheon group were guests of the beginning of the year home on Bayberry last Saturday night, November 28.

The monthly pack meeting of Cub Scout Pack 163 was held Thursday evening, December 3, at the O. E. Dunckel Junior High School. "The Country Store" planned, supplied and served by the Cubs and their Den Mothers, furnished fun for all.

THE OPENING and closing ceremony to the official pack meeting was led by Den 5. Bill Bogan led the Cubs and their parents in a song fest of Cub Scout tunes. Achievement awards were presented to the following Cubs: Den 1—Mike Cove, two year pin and silver arrow; Den 2—Shirley Dunsmore, Denner's stripe; Den 3—Doug Morowski, silver arrow; Lars Davis, Bear Badge; Den 4—Helen Silver arrow; Den 5—Mark Oles, one year pin, Guy Webb, two gold arrows; Den 9—Tom Wilson, assistant Denner's stripe; Wayne Anderson, Gold Arrow; Wayne Cook, Silver Arrow; Jeff Heyn, Lion Badge; Ron Carlson, one gold arrow and two silver arrows; Ford, two gold arrows; and Pack 163 this month receiving their Bobcat badges. They were John Cook, Tom Howard, Bruce Mett, Wayne McEllan, Richard Quilley, Lynn Spenser, and John Summers.

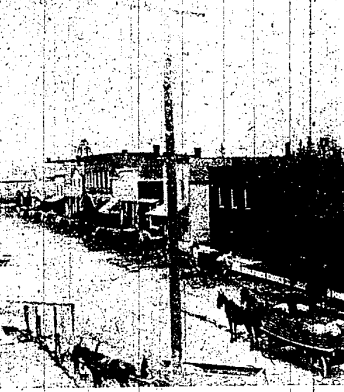
Harold Fletcher Buried in Novi

Harold S. Fletcher, 3034 LaMar, Farmington, Township, passed away December 2 at a Kalamazoo from a bronchopneumonia, following a fall, resulting in a broken hip. He was born in Scotland, England February 7, 1879. Was united in marriage to Helma Hollnath December 4, 1914. Mr. Fletcher had retired from the Detroit office of the U.S. Army Corps of Engineers and was the owner of a dog kennel.

He leaves his wife, Helma; one foster son, Ralph A. Fletcher of Southfield and one grand daughter, Sally Fletcher. A prayer service was held from the Redwood Funeral Home, Kalamazoo, Thursday evening, December 10, 1959, at 7:30 p.m. Burial was in the Greenleaf Funeral Home at 1:00 p.m. Saturday with Rev. James B. Guinan of Trinity Episcopal Church, Farmington, officiating.

Interment was in Oakland Hills Memorial Gardens, Novi. The Michigan State Highway Department estimates the volume of travel in Michigan will more than double during the next 25 years from an estimated 31 billion miles during 1959 to 64.5 billion miles in 1985.

Do You Remember . . .



MAIN STREET in Farmington back in grand olden days. This is a shot of the businesses on the north side of Grand

Looking Back Thru The Enterprise Files

15 Years Ago
DECEMBER 7, 1944

Memorial Home
The members of Groves-Walker Post 346, the American Legion of Farmington, have now completed plans to begin taking subscriptions for the erection of a Memorial Home here.

It is anticipated that a Memorial Home can be built to meet all the needs of returning veterans and give them a place in which they may hold meetings and enjoy good fellowship. The American Legion has already accumulated approximately \$10,000 for construction. When fully completed, it is estimated that the building will cost around \$30,000.

Paper Drive
The Farmington High School band hopes to buy badly needed new uniforms. To raise money, they have planned a paper drive for this Saturday.

10 Years Ago
DECEMBER 8, 1949

Rust Remover
Installation of the city's iron de-icers is expected to be completed within a week, the city water commissioner announced. It is felt that these rust removers should and factory trouble with rust stains within

Clarenceville High Student Council To Sell Cage Booster Pins

At the 11th regular meeting of the Clarenceville Student Council, Clarenceville's student representatives discussed the publication of a student directory and the selling of pin badges. The student council has decided to sell pin badges to boost the school's reputation.

Mr. Tony Marra introduced the council to the idea of selling pin badges with the current basketball season. He suggested that the student council sell the pin badges to boost the school's reputation.

It was also discussed that Student Council sponsor the publication of a student directory. The proposed directory would list names, addresses and phone numbers. The suggestion was taken to record rooms and a final vote will be taken when the council meets later this week.

Bill Conroy Does Tool
Phone GR. 4-3511.

Know Your Police

This is the sixteenth in a series of articles introducing you to members of the City of Farmington Department of Public Safety and the Farmington Township Police Department.

Juvenile officer on the Farmington Township police force is Patrolman Norman Stainbrook, a three-year veteran of the local force.

Stainbrook, 42, has lived in Farmington for 12 years. A graduate of Meadville High School, Meadville, Pennsylvania, Stainbrook served in the U.S. Army Corps of Engineers and at one time was a guard at the Keystone Ordnance Depot in Geneva, Pennsylvania. He is a member of the Youth Protection Commission and the Juvenile Officers' association.

New Dunckel Vocal Group Now Active

A new musical group was recently formed at O. E. Dunckel Junior High School. The group called the "Dunckelettes" is composed of 16 ninth grade girls and meets each Monday afternoon at 3:15 for rehearsals.

The group at the present is engaged in rehearsals for their first performance in December. On December 16, they will be featured in their own Christmas concert at Dunckel Junior High. On December 18, they will entertain the American Auxiliary University Women Organization, and on December 19, they will be part of the yearly Christmas parade and open house in Farmington.

Numbers they will present in their appearances will include such arrangements as "The First Noel" by Swift, "Carol of the Bells" a Ukrainian Carol, and "Deck the Halls" an Old Welsh Air. These three numbers will be performed in capella by the Dunckelettes.

To the outstanding accompaniment of Sue Schaefer on the piano the group will also include in their program "The Little Drummer Boy" by Silvester Onorati and "Silver Bells" by Livingston-Evans.

Members of the group are: Soprano—Jennie Ash, Barbara Brogren, Marilyn Hennessey, Diane Hollis, Adrian Hulm, Donna Schimtmaker; 11 Sopranos—Marcella Neal, Judy Porter, Jane Reeb, Denise Seay, Susan Seebly, Jill Yordy; and Alto—Barbara Ankham, Cheryl Anderson, Linda Bliss, Aida Bruni, Sandy Dickard, and Nancy Sabatino.

The Dunckelettes are under the guidance and direction of Eddy E. Ellegood, vocal instructor of O. E. Dunckel Junior High.

It is only giving that stimulates. Impart as much as you can of your own spiritual life to those who are on a road with you, and accept as something precious what comes back to you from them—Albert Schweitzer.

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Official Arrival Of 'Old Man' Winter Near

If you prefer the sultry heat of summer to winter's cold crisp days, you should hasten south of the equator immediately, a University of Michigan astronomer advises.

The reason? "The official beginning of winter comes at 9:33 a.m. Tuesday. But as the days shorten, Prof. Hazen M. Losh (Ph.D.).

"That is the instant of the sun's turning north, or the winter solstice, when the sun reaches its most southerly point in its apparent yearly trip around the earth.

"On that day, the sun will swing its shortest daily arc across the southern sky, with the day being about nine hours long and the night 15 hours."

Thus Dec. 22 will be the shortest day of the year, Professor Losh explains.

"The date of Christmas is believed to bear some real relation to the sun and the winter solstice. It is likely that the date of this Christian celebration was set to agree closely with the earlier pagan festival attendant upon the solstice of the sun's turning northward."

"On Dec. 22, the sun will start its long trek north again toward summer, continuing to lengthen days and shorten nights until one longest day of June," she notes.

"Conversely, in the southern hemisphere, the summer season will be starting at the same moment as our winter, for the seasons are reversed in the two halves of the globe.

"Contrary to many popular beliefs," Professor Losh continues, "the seasons do not depend primarily upon the variation of the earth's distance from the sun, but rather on the 23½ degree tilt of the earth's axis."

"During our winter, the earth's north pole is tipped away from the sun, and we have our cold weather, because the sun is shining on the northern hemisphere at an oblique angle, while at the same time the earth's south pole is tilted 23½ degrees toward the sun, with the southern hemisphere getting the most heat of the year.

"However, we in the north benefit by the fact that at this time the earth is about 3 million miles closer to the sun than during our summer. This tends to make the northern winter a little milder and the southern hemisphere's summer a little hotter."

Too many motorists continue driving on dark slippery winter roads at excessive speeds, according to the Institute for Safer Living of the American Mutual Liability Insurance Company. Safe, sensible winter driving requires use of seasonal driving rules to which every motorist should change when he changes to snow tires and antifreeze. Remember that posted speed limits may be far "too fast for conditions" when there is ice and poor visibility ahead.

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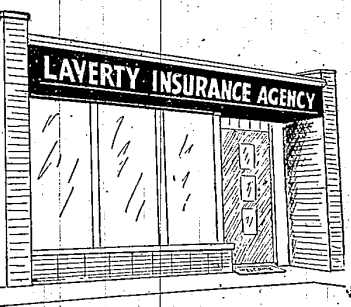
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