

MAGAZINES

We can take your subscription for any Magazine published, and SAVE you some MONEY.

Come and get our Prices

The Enterprise

FARMINGTON, MICHIGAN



Look for the Mark of Quality

It is the sign of the best equipped paint and varnish plant in the country—the Detroit White Lead Works—and it is your assurance that the contents of the can meet the highest standards.



PAINTS AND VARNISHES

Mrs. Housewife, whenever you need a paint, varnish, stain or enamel around the house—

Mr. Property Owner, whenever you have need for a paint or varnish for interior or exterior use—

Look for the Rogers label. You can always find it at

T. H. MCGEE, FARMINGTON MICHIGAN

Announcement

FORD

UNIVERSAL CARS

THE FOLLOWING PRICES F. O. B. DETROIT, EFFECTIVE AUGUST 2nd, 1915:

Ford Runabout	\$390.00
Ford Touring Car	440.00
Ford Town Car	640.00

No speedometer included in this year's equipment, otherwise cars fully equipped. There can be no assurance given against an advance in these prices at any time. We guarantee, however, that there will be no reduction in these prices prior to August 1, 1916.

Profit Sharing with Retail Buyers

On August 1, 1914 we made the announcement that if we could make and sell at retail 300,000 Ford cars between August 1, 1914 and August 1, 1915 we would share profits with the retail purchaser, to the extent of from \$40 to \$60 on each car. We have sold over 300,000 Ford cars in the time specified, and profit-sharing checks of \$50 each will be distributed as rapidly as possible after August 15, 1915. Retail purchasers who have not yet mailed us their profit-sharing coupons, properly endorsed, should do so without delay.

Our plan to profit share with retail purchasers of Ford cars during 1914-15 has been most successful. We are thoroughly believe in it, but realizing the uncertainty of conditions generally makes it advisable to defer any announcement of future profit-sharing until a later date.

We are, however, confident of our inability to reduce cars for several months, and therefore can offer no profit-sharing for cars delivered during August, September and October, 1915.

The Park Garage

CARL R. EBY, Proprietor

Farmington, Michigan

The Farmington Enterprise

W. E. Lord, Editor

Published Friday of each Week and entered at the postoffice at Farmington, Oakland County, Michigan, as second class mail matter.

\$1.00 per year, in advance

Devoted to the upbuilding of Farmington and Oakland County

ONE-SIDED

By some queer quick human nature is so constructed that a great many persons can see but one side of a question. The capitalist finds no middle ground between his position and that of the ardent labor advocate. The prohibitionist believes the anti-prohibitionist is either a drinker himself or in the pay of the liquor traffic. The peace propagandist holds out no hope for the man who wants peace through preparedness. The suffragist thinks the anti-suffragist is against all women. The small town and the rural district are more inflexible in their opinions than the larger cities. This is caused by the comparative aloofness of the resident of the small towns from their neighbors. Where people are thrown together closely, as they are in the apartments and flats of the larger cities, they are more tolerant. They allow their neighbor the right to do and think as he pleases, and take the same privileges themselves. It has only been in the last few years that a more tolerant spirit is beginning to show itself. We have been in the habit of forming opinions about the conduct of our lives, and then rushing to the legislature to get laws passed to compel other people to live as we think they should. This has had the inevitable result of bringing about a reaction among those we would seek to regulate, and we are learning, slowly—all too slowly, that our life is our own to conduct, but that the lives of other people are theirs and the right to live as they see fit is also their inalienable right. We are learning that we spend too much time pleading with the legislature, when we should be at home teaching our children the difference between right and wrong. Nothing can be gained for the strengthening of character by force of law. In education alone can we reach the end we desire. The exercise of the power of resistance and the constant overwhelming of obstacles go to form character and the upbuilding of spiritual force and better citizenship. Self-control is the supreme test of the individual. Neither history or philosophy support the belief that character is formed by prohibitive laws.—Rochester Clarion.

GOOD NEWS FROM SANTA.

Santa Claus has not been hurt by the war, nor his workshops demolished by torpedoes. There will be many children in the warring countries whom he will have to skip this year for one reason or another, but he's coming to America for sure. He did, however, transfer a large number of his factories to the United States. He doesn't make all the toys in one small shop near the north pole the way he used to. He has arranged things along modern lines now, and makes dolls in one place, boats in another, trains in another. And it surely does keep those reindeer busy trotting him all over the globe to supervise things.

Last winter it began to look as if he couldn't do very well for this country this year, what with the British blockade, and so many things made in Germany and one thing and another, but he has conquered all difficulties. Fully half the toys have been made in America this year, and 45 per cent more have been coming from Germany. The other five per cent come from England, France and far-off Japan.

The little brown Japanese people wanted to make a lot of toys for American children this year, but somehow not many of them suited Santa Claus. They were pretty, and funny, but they were too fragile for our youngsters, Santa thought. Santa doesn't like to see his presents broken up right away. He likes children to take good

care of their things, and put them away neatly when they are through playing, so mother won't have to do any extra work because they have a good time.

He's setting his workers to make stronger toys each year. And while there are many that go by themselves, he is turning out more and more that require the owner to exercise his wits about them. That's the best kind, too, and the kind that last best and give most pleasure. Youngsters can build different things with them every day, and learn many useful things while they are doing it.—Press-Gazette.

Michigan Mortality

During the month of October there were reported to the state 2,973 deaths and 6,425 births in Michigan, or 3452 more births than deaths. In Oakland county there were 96 births and 66 deaths, 28 of the deaths being of persons over 65 years of age. The city of Pontiac reported 28 births and 30 deaths.

The deaths reported in the different state institutions are as follows: Traverse City, 20; Kalamazoo, 26; Soldiers' Home, 6; Lapeer, 4; Newberry, 4; Pontiac, 11; Ann Arbor, 12; Wayne County House, 30.

State Horticultural Society

The 45th annual meeting of the State Horticultural Society will be held in Grand Rapids, December 7, 8 and 9 in the Coliseum.

This is to be a banner meeting. The Society was born in Grand Rapids in 1870 and it is planned to make this meeting a real holiday event for the fruit growers and their friends attending. The officers of the Society have left nothing undone to make this a fine meeting. The Coliseum will be filled with a display of horticultural accessories, and many innovations are in store for those who attend.

No fruit grower who expects to stay in the business and be up to date can afford to miss the meeting.

Further information may be had by addressing Robt. A. Smythe, Sec'y, Benton Harbor.

Is Advertising Expensive?

Advertising that is regarded by the advertiser as an expense is just that. There is something wrong with it. Nine times out of ten the copy has a charley horse. Its so weak it couldn't move itself let alone move others. And whose fault is that? Advertising's? Not on your life. It's the fault of the man who is paying for the advertising. Go to his store, and the chances are that you will find it slowly expiring from dry rot. The goods will be dirty and unkept. The shelves will be dusty and neglected. Even the boss will have a grouch, and the grouch never attracts buyers. Life is too short to waste with the wooden faces. It isn't the advertising that's expensive, its lack of push that's behind the failures.

Boosting Patriotism

Recent laws passed by the legislature will have a tendency to advance the spirit of patriotism in our public schools and make the rising generation patriotic by force of habit.

One of the new laws makes it compulsory that the "Declaration of Independence" must be read on Washington's Birthday, Lincoln's Birthday and Columbus Day in every school room having pupils above the fifth grade. Failure on the part of the teacher to do so may cause her to lose her certificate.

The law also provides that all pupils taking the Eight Grade examination must write the first stanza of "The Star Spangled Banner," and the entire song of "America." These are good movements and intended to increase the love of our young folks for the land of their birth and the flag beneath which they live.

See our auction bill proposition Cook & Co. can supply your wants in Furniture.

Those liners in the "want columns" don't cost much, but they do the business.

START SAVING

Get one of our Handsome Savings Bank Books. Deposit part of your weekly wages, and you'll have money in the future when you want it, whether for pleasure, or in time of need. Interest added semi-annually

Farmington Exchange Bank

(A STATE BANK)

C. W. WILBER, Cashier.

Fred M. Warner, Pres.

Sam'l D. Holcomb, Vice Pres.

W. E. HEENEY

Funeral Director

All Calls Promptly Answered

Day or Night

Lady Assistant if Desired

Motor or Horse service.

From 18 to 20 Caskets Carried in Stock.

High Grade Monuments from Otto Schemansky and Sons Company. Full Catalogue Prices and Descriptions may be obtained by a call at the office.

Telephone No. 24

Farmington, Mich.

Established 1850 Sixty-sixth Year 4,600 Students
BUSINESS SHORTHAND COMMERCIAL TEACHING
D. B. U. Graduates always in demand for best positions
Send for catalogue
DETROIT BUSINESS UNIVERSITY
61-63-65-67-69 West Grand River Ave.
—Detroit, Mich.
E. R. SHAW, President. H. W. McMANUS, Registrar.

SPECIAL FOR 30 DAYS

Ford Valve Grinding \$1.75

Heinie's Garage

Phone 62

CLAUDE H. LEE, Farmington, Mich.

We print auction bills and print them right. The prices are reasonable too. Let us have that job of yours.

LITTLE WANT ADS

For Sale Cheap—Good hard coal stove. Inquire at Enterprise office.

FOR SALE—Good iron bedstead and springs. Inquire at Enterprise office.

For Sale—A new modern six or eight room house is offered by Fred M. Warner at a reasonable price and on easy terms.

FOR SALE—Visiting Cards, either printed or engraved. Satisfaction guaranteed. Inquire at the Enterprise office.

TO EXCHANGE—Two nicely situated building lots in the City

of Flint. Only about 20 rods from street car line. Would like to exchange for Farmington property. Inquire at Enterprise office.

STATIONERY—We want to print that next lot of stationery for you. Good work and reasonable price. Try us.

AUCTION BILLS—We print you a good bill, on good card board, give you a notice in the paper and only charge you a fair price for the bills. Give us that job you are now contemplating and see if we don't please you.

We print calling cards, and print them "right."

Our Jitney Offer—This and Sc Don't miss this. Cut out this slip, enclose with five cents to Foley & Co., Chicago, Ill., writing your name and address clearly. You will receive in return a trial package containing Foley's Honey and Tar Compound, for colds and croup, Foley Kidney Pills and Foley Cathartic Tablets. T. H. McGee.