

The Farmington Enterprise

W. N. MILLER, Publisher.

Published Friday of each week and entered at the Post Office at Farmington, Oakland Co., Mich., as second class mail matter.

Subscription Price

One year in the U. S. \$1.50

FRIDAY, DECEMBER 11, 1925

ADVERTISING REDUCES EXPENSE

"Liberal use of advertising has contributed to make low rates possible and has shortened by one-half the time necessary to attain the present stage of electrical development in the United States," says W. H. Dodge, manager of the advertising department of the Bylesby Engineering and Management Corporation of Chicago.

"Collectively the third largest industry in the country, the utilities should be large advertisers. It is estimated that they are spending today an amount equal to about one-half of 1 per cent of their gross revenue in this way. From 65 to 75 per cent of their total advertising expenditures are in newspapers."

"About one-third of the utility's advertising dollar is spent for selling appliances and is charged to sale price of merchandise. One-third goes for sale of securities on customer-ownership plan and is an investment expense. One-third is used to build up service outfit and explain the business and its affairs and is chargeable to operating expenses. This last third is equivalent to about 4 mills on average monthly bill for electric service and is so small it cannot possibly add to rates. "Advertising keeps down and reduces rates by creating market value which in turn permits the economies of mass production and lower distribution expense."

FRESHENING BREEZES

Speaking about dumb animals, did any of you folks inquire the way at roadside restaurant?

Mrs. Kip Rhineland has gone to Florida to recuperate after the trial. According to Kip, the lady won't have to worry any about getting a winter coat of tan.

If congress starts any more of those investigations this winter, we're in favor of finding out who struck Billy Patterson that time.

What has become of the old-fashioned prosecuting attorney who didn't need any help from the state?

So far as Mr. Dempsey is concerned the anti-prize laws are well nigh obsolete.

Probably the state was glad to get even the Fair buildings back. Maybe the five-day marriage law would work out better if the state was to issue "license applied for" plates.

What has become of the old-fashioned dick who used to hide out in the hay loft to read a Diamond Dick novel?

When the wash woman begins to call for the family wash in a sedan it's about time that friend wife dug up the family washboard again.

There are mighty few days left in which to do your Christmas shopping early.

It is estimated that in spite of friendly and frenzied warnings at least sixteen tons of Santa Claus whisks will be burned up again this year.

About the hardest job the average man has to do is to take himself seriously.

Canada's dream of paying off her national debt with the revenue from four-point-four seems to have met the same fate as perpetual motion.

"Red" Grange has been out of the game for a few days with a sore arm. Probably caused by banging too hard on the cash register.

And Now In Closings—

Remember that no man is successful who is friendless. Making true friendships pays big dividends. Let us see how successful we can become during the coming year.

The Great Driving Force

Fear of what the neighbors will say governs not only many of our actions but it also determines the style of our clothes and even the architecture of our houses.—Harford Times

Greedy Frog

The Department of Agriculture is authority for the statement that a toad frog will eat 10,000 insects, including worms, slugs, mosquitoes, crickets, bugs, plant lice and other more or less destructive pests, in less than three months.

Surgeons Make Record in Heart Treatment

In one of London's morning newspapers a surgeon tells of an operation performed for the first time on the human heart. The patient, a young girl, had suffered for four years from mitral stenosis, or the gradual closing of one of the four valves of the heart. As treatment seemed of no avail, it was decided that an operation was necessary. A large flap of skin and muscle over the girl's heart was laid back and the ribs over the cardiac area were removed. The pericardium, or sac containing the heart, was then exposed to view, and the heart itself could be seen pulsating at the rate of 128 beats to the minute. The sac was opened, an incision was made in the auricle (one of the four chambers of the heart) and the gloved finger of the surgeon was inserted as a plug to stop the immediate fountain of blood. After examination it was decided not to cut the valve as had been intended but merely to dilate it with the finger. This the surgeon did slowly and with infinite care and without mishap. The pericardium closed the ribs, muscles and the skin were replaced layer by layer. During it all the heart maintained a nearly normal pulsation, which became wholly normal when the chest was closed. The patient made a speedy recovery and when last heard of was perfectly well.

NEW A BETTER JOB



"You say that plasterer wouldn't accept the presidency of the United States?"

"I should say not! He's been elected president of the United Plasterers' union, you see."

Help "Little Brothers"

The Australian "big brother" movement, founded by Richard Linton, himself an Australian, is building out its first group of 150 little brothers. The boys are leaving England for Australia to learn farming. On their arrival in Australia they will be welcomed by and taken to the homes of 150 big brothers. Soon afterward opportunities to learn farming will be provided. The boys will be watched over, cared for and made to feel that there is always a friend to whom they can turn in difficulty or distress. As more little brothers follow the first contingent, more big brothers will be waiting at the other end of the journey to give them a welcome.

To Be Accepted Guardedly

Doctor Porkory of Berlin is a courageous man, no doubt, but his findings are to be used with discretion. He asserts that the people with Mongol features, straight black hair, oblique eyes and thick lips who are found in isolated parts of Ireland and Scotland are anthropologically to be regarded as Eskimo origin. This may be all right, anthropologically speaking, but for practical purposes visitors to those parts had better agree with the familiar theory which traces back the ancestry of all hard-hitting Gels to Brian Bara and the kings of Erin's Golden age. Eskimos, says Dr. Why they'll be saying penguins and walrus next!—Baltimore Sun.

Official Fog Signals

Under the control of the United States government there are about 100,000 fog signals, of which 3,000 are lighted. They include gongs, bells, whistles of compressed air, trumpets, horns and flashlights. Gongs have been found the least effective so far as concerns the carrying qualities of sound instruments, bells being heard much farther under all circumstances.

Coal Second in France

Coal is next after textile manufacturing in France as an industry of major importance. There are five distinct and separate districts in France where coal is mined on a large scale. The number of men employed dropped from over 200,000 in 1912 to 50,000 in 1915 due to the war. France, however, consumes more coal than it mines by 10,000,000 to 20,000,000 tons.

Small Profit in That Sort of Commission

Canon Chase, president of the New York Civic league, was discussing his spirited pursuit of Louis Firpo.

"Firpo," said Canon Chase, "thought he had won out; and then—biff!"

"It was like the case of the young artist."

"A shabby young artist stood in the Pennsylvania station, when a multimillionaire bustled up and shook him warmly by the hand."

"Brown, my boy," said the multimillionaire, "I've got a commission for you."

"Yes?" said Brown, and a glad light beamed in his eye.

"Yes, said the multimillionaire. "Can you accept it?"

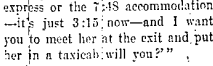
"Can I? Poor Brown gulped."

"You bet I can."

"Sure you have time?"

"Oh, loads of time," said Brown.

"Well, then," said the multimillionaire, looking at his watch, "my wife's mother is arriving here from Sheboygan either by the 4:11 express or the 7:48 accommodation—it's just 3:15 now—and I want you to meet her at the exit and put her in a taxicab, will you?"



Dog's Intelligent Act

Deserving of Reward

Tony, a young half-breed whippet owned by Harry Anson of Selby, England, has been awarded the medal of the National Canine Defense league for saving the life of his master's two-year-old daughter, says the London Mail.

Walter Cawthorne, a farm laborer employed by Mr. Anson, was walking home at dusk when Tony rushed up to him and seized him by the trousers. Tony would not be shaken off and tried to drag Cawthorne away.

So persistent were the dog's efforts that the man went. For a quarter of a mile the dog dragged the man, until they came to a pond. There Tony barked.

Cawthorne then saw the child struggling in mud and water up to her waist, and rescued her. The girl's clothing was nearly all torn off, showing that Tony had himself tried to rescue her, only going for other help when he found that the child was too heavy for him.

The medal is inscribed with the dog's name and the date of the rescue.

Enterprise Liners will sell it.

Fertility of Death Valley

So far as the soil is concerned, it might be possible to grow crops over a considerable portion of Death valley if irrigation water were applied. It is probable that the soils are quite salty, and it might be necessary to remove excess of salt through the operation of flooding and leaching combined with thorough underdrainage.

A Common Occurrence

"What is the occasion of this rum-pus?" he asked as we were about to pass a poor little cottage. "It is a fight between the stork and the wolf at the door," replied the person of whom we had inquired. "Such battles very frequently occur at the doors of such little houses as that."—Kansas City Star.

New!

V-K Water Softeners

AUTOMATIC

YOU DON'T need to re-condition a new V-K Automatic water softener. It takes care of itself.

There are no valves to bother with or levers to pull.

This new Water Softener is **GUARANTEED** by the greatest manufacturers of residence water systems in the world.

You'll never make a better investment.

Made by The Vaile-Kimes Co., Dayton, Ohio

YERKES & FOSS
Plumbing and Heating Contractors
Phone 148 Farmington

THE PIONEER MARKET

Herman A. Schroeder, Proprietor

CHOICE MEATS

Fresh Smoked Salted

EGGS BUTTER CHEESE

Everything in OUR LINE at LOWER PRICES

Try our Roasted Coffee—BEST IN TOWN

Ford

Christmas Suggests This Judicious Purchase

The Fordor Sedan is an ideal Christmas gift for the whole family—an attractive and practical all-year car. It is finished in deep Windsor Maroon, with interior upholstery to harmonize. Nicked radiator, low, deep seats, wide doors, hooded sun visor and large fenders. See this good-looking car at the salesroom of the nearest Authorized Ford Dealer. Easy terms gladly arranged.

Ford Motor Company
Detroit, Mich.

THE FORDOR SEDAN
\$660

Runabout - \$260 Touring Car \$290 Coupe - \$520 Tudor Sedan \$580

Closed cars in color. Demountable rims and starter extra on open cars.
All prices f. o. b. Detroit

OLIN RUSSELL

PHONE 151

FARMINGTON, MICH.



The Largest Bank in Oakland County Welcomes Your Patronage. Complete Safety Vault Protection For Less Than 1 Cent A day.

PONTIAC COMMERCIAL and SAVINGS BANK
Pontiac, Michigan.

SAN-YAK

For weak Kidneys, High Blood Pressure, Diabetes, Back Ache, Dizziness, Rheumatism and Indigestion. Get San-Yak in Liquid or Pill Form at Smith's Drug Stores.

DETROIT UNITED LINES

Farmington Time Table
(Eastern Standard Time)
(Effective Nov. 27, 1925)

Cars leave Farmington for Detroit at 6:54 a.m., 7:15 a.m., 7:35 a.m., 7:55 a.m., and every 40 minutes to 5:15 p.m., 6:15 p.m., and hourly to 10:15 p.m. (to Junction only 10:47 a.m., 11:07 p.m.)

Cars leave Farmington Junction for Orchard Lake and Pontiac at 5:35 a.m., 7:20 a.m., and every two hours to 3:20 p.m., also 5:15 p.m., 7:15 p.m. and 9:35 p.m.

First car leaves Farmington for Northville at 4:45 a.m., then at 6:35 a.m. and every two hours to 6:35 p.m., 8:15 p.m., also 10:05 p.m.

Cars connect at Wayne with those over the D. J. & C. Hourly limited service to Ann Arbor. Daily except Sundays and Holidays.

Professional Cards

Z. R. ASCHENBRENNER, M. D.
Physician and Surgeon
Office Hours
2:00 to 4:00 P. M.
Evenings Except Sun. and Wed.
7:30-8:00
Farmington, Phone 160.

Phone. Office Hours: 9 to 12 a.m.
Redford 349 A to 5:30-7 to 8 p.m.
DR. E. J. CHAPUT, Dentist
Suite 208-209 Hawthorne Block
Redford, Michigan
Corner Lahser and Grand River
Opposite Peoples State Bank

Office, Garfield 2933
INTERIOR TILE CO.
Tile Walls - Floors - Fireplaces
Bathroom Fixtures
4911 Joy Road
(Near Grand River)
Detroit, Michigan

GEORGE FULLORD
Lathing - Plastering Contracts
Stucco Work
Phone 217 Redford

MONUMENTS
Direct from Manufacturer
2-U
MILFORD GRANITE CO.
MILFORD, MICHIGAN

Wells D. Butterfield
Emily H. Butterfield.

Butterfield & Butterfield
ARCHITECTS
2847 Grand River Avenue
Detroit
Telephone Glendale 8891
STUDIOS AT FARMINGTON

Dr. L. W. SNOW
Eye, Ear, Nose and Throat
Specialist.
Office Hours: 11-12 a.m. 2-4 p.m.
Tel. 162. Northville, Mich.

Wm. S. McNAIR
ATTORNEY-AT-LAW
Office—64 Main St.
Northville Michigan

Advertise it for sale in the columns of The Enterprise.