

The Farmington Enterprise

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EDITORIAL

"THE CARS ARE COMING!"

Of no less importance to this community than the widening of Grand River or any other project is the announcement that Farmington will again have street car service from Detroit. This is "news" as good as any that has been heard in a long time.

One of the unfortunate things about the situation up to the present time has been the fact that the D. S. R. buses have been under a serious handicap. Satisfactory bus service requires good roads of sufficient width, and the delay in the widening of Grand River to Farmington has made that impossible. The jolting ride between Farmington and Redford has alone been responsible for cutting down a large volume of possible business for the buses.

The greater reliability of the trolleys, the smoother riding, and probable reduction in the fare, are advantages that should make a tremendous difference in the volume of public travel between Farmington and Detroit. It will make it possible for Farmington, when asked if we have good transportation to Detroit, to answer in the affirmative.

The new service should be a paying proposition. While it must be expected that there will be difficulties in getting the service working smoothly, that the schedule may be a few minutes slower for the entire run, these factors will undoubtedly be worked out satisfactorily within a reasonable time.

The people of this community should not overlook the fact that they are indebted to a large extent to one man for the decision that makes the new plan possible. It has been largely through the efforts of John Clark, a former resident who has done even more, if possible, for Farmington since he moved to Detroit than while living here, that this new trolley service has had consideration in Detroit. Although it is on the face of it a better business proposition to extend car service to Farmington than it would be to build a \$15,000 loop at Five Points, yet it is unlikely this suggestion would have ever come very forcibly to the attention of D. S. R. officials without Mr. Clark's effort. He has earned the gratitude of his many friends in Farmington.

THE NEW SUPERVISOR

The elevation of Isaac Bond of Farmington to the position of Oakland County Road Commissioner left a vacancy hard to fill, and yet Farmington Township is fortunate in having so capable a successor as Harry N. McCracken, who has been selected for Supervisor.

By experience and capabilities Mr. McCracken is well qualified for the office. He has been identified with the governmental affairs of the Township for years, and has served as a member of the State Legislature. He understands the business and practice of government, and is thoroughly conversant with the needs and conditions in Farmington Township. Mr. McCracken is a substantial citizen in whom all will have confidence.

VACATION

When is the time we have the fun?
What time means most to everyone?
Where do we go when work is done?

On our vacation.

Who doesn't love the great outdoors?
Why are we glad when school is over?
Where do we go when it's no more?

On our vacation.

Where do we learn to swim and float?
Where do we learn to row a boat?
Beauty of earth we often note?

On our vacation.

Glad when its time to start to play,
Waiting so patiently for that day
To pad up our clothes and start away

On our vacation.

—M. Marie Walling.

In the affairs of county at large Farmington Township may look forward to a continuation of the influence built up through the long and active work of Mr. Bond. Supervisor McCracken will command the respect of his associates on the Board of Supervisors and of the County as a whole.

A CAPABLE OFFICIAL

A young man who is making good in a very impressive fashion, and in a big job, is State Attorney-General Wilbur M. Brucker. Since his promotion a few months ago from assistant to the then Attorney-General, Mr. Brucker has demonstrated his thorough capability of handling the job, although he is probably the youngest Attorney-General Michigan has ever had.

One of the most satisfying aspects of Mr. Brucker's work thus far is the fact that a citizen may write to the Attorney-General's office for advice on a legal question of public interest, and expect a prompt and definite reply.

Attorney-General Brucker appears to lack, and very commendably, the habit of many Attorney-Generals and other officials, of giving a "this-and-that" answer, and (usually after long delay), side-stepping a positive statement of opinion whenever it seems possible to do so.

Mr. Brucker's opinion, for instance, on the matter of secret meetings of public bodies, issued a few days ago, is an example of his clear-cut work. As Attorney-General he has already attained high office for a man in his early thirties. There is reason to believe that he will rise even higher in the public affairs of this State.

NEW BUSINESS METHODS

"Changes in the methods of doing business are coming so fast and furious these days that the average business man is sorely tried in attempting to tune his thought to the passing show.

The advent of the automobile, cheap gasoline and hard roads has made the market almost unlimited for the buyer and in consequence the merchant who would continue a profit in his business must get in step quickly. He must for his own salvation out-think the competitor who has become new in the line of competition and realize that quick turn-over, snappy service and up-to-the-minute goods are necessary to keep in the procession.

At no time in the past has the business person appreciated as he does now the real significance of over-head fixed expense of his establishment and the relation of good store service and attractive merchandise to satisfied customers and good business.

Invest a few hundred dollars in newspaper advertising with the assistance and advice, which is gladly given, by our home newspaper. You will attract and bring people to your store, if snappy service and up-to-the-minute goods have been provided.

If your goods and service represent all you say for them, then your advertising attractively written and convincingly stated will be sufficient to impress. This type of constructive material your

newspaper can provide; they will give you ideas and advertising copy that will interest the public. They know the public view point. The only final necessary thing for a successful consummation of the plan is to forget the prejudice which has been in the minds of the old timers against publicity and the newer methods. Your bank balance can be increased this year!"—Jamesville (Wis.) Gazette.

WIDER ROADS

Discussing the advantage of wider roads, the Chicago Tribune says:

"It is contended that a rule against slow driving should be enforced to prevent congestion of traffic. On a narrow road the slow drivers clog the lane. The answer is, there should be no narrow roads.

"Road builders thought if they made the road hard and smooth and well graded, they had laid down an automobile road. They had not. They had built half a road. It ought not to be necessary to compel a driver to travel more rapidly than he cares to. Leisurely-minded people ought not to find that the age cannot tolerate their habits. There is much to commend them. They are probably more solid and substantial than habits of going nowhere at high speed.

"The narrow road is just next to no road at all. Four lines of travel are required for days in which every person drives a car. The slogan 'good roads' is not enough. Two more words must be added, 'wider roads.'

CHURCHES

Methodist Church
Rev. R. E. Dunlavy, Pastor
Sunday, July 15—Rev. Howard A. Field, Supt. of the Detroit District of the Methodist Church will preach.

Baptist Church
Rev. R. W. Palmer, Pastor
10:30—Morning worship.
11:45—Sunday School.
6:30—Young Peoples Hour.
7:45—Open Air Service in Town Park. Sermon, "Anchored." Music by choir.

Evangelical Church
Rev. A. A. Schoen, Pastor
Sixth Sunday after Trinity—English service, 10:15.
Bible School, 11:15.
The Daily Vacation Bible school closes this week. Attendance and results were very gratifying. Salem congregation and Sunday School will have their annual picnic at Cass Benton Park on Wednesday, July 25.

West Point Park Church
Geo. H. Gulton, Pastor
10:30—Morning worship and sermon by the pastor.
11:45—Sunday School.

Catholic Church
Our Lady of Sorrows Church
Rev. B. J. O'Mahoney, Pastor
Sunday masses at 7:15 and 10:15.
Daily mass at 8:00.

North Farmington Independent Church
Rev. George P. Davey, Pastor
Evening service during July and August.
7:00 p. m.—Sunday School.

St. Paul's Evangelical Lutheran Church, Clarencville
(At Switzer Road)
Rev. Paul Graupner, Pastor
9:30—Sunday School.
10:30—German service.

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