

# The Farmington Enterprise

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## Editorials

### "No Parking On This Side"

Probably there is nothing could be done that would materially reduce the time it takes home-bound Detroiters to traverse Grand River avenue on Sunday afternoons and evenings. Until the wider Grand River is completed, and perhaps even after that, congestion is inevitable.

There is one little thing that might help, however, and that is readily apparent to anyone who has watched traffic within the business section of Farmington on Sundays. Parking, particularly on the south side of the street, and preferably on both sides, should be absolutely prohibited from noon to possibly eleven o'clock at night on Sundays.

Absence of parked cars on Grand River would open one more much-needed lane for east-bound traffic, without being of serious inconvenience to anyone. Most of those who park on Grand River on Sundays are not local residents, anyway, but are motorists who stop while passing through. All could with a little effort drive around on a side street. Often one or two parked cars cause a long line-up.

The "no parking on this side" principle has been applied on all main highways in Detroit during morning and afternoon rush hours, and has been of immense value in lessening congestion.

For a very small investment, the city could purchase a few movable signs, to be placed along the curb on Grand River on Sunday afternoons and evenings only. We believe that such an indication of thoughtfulness on the part of Farmington, for the benefit of our tired Detroit neighbors all "wishing they were home," would earn this community a large measure of valuable good-will among the thousands of Detroiters who drive through every Sunday.

### What "Returned Taxes" Mean

A good illustration of what "returned taxes" mean to every city, township and school district in this section is seen in the effect upon Farmington Township. A recent report showed that the Township would be free of all indebtedness if all taxes had been paid. Instead, the Township finds itself required to borrow and pay interest on \$40,000.

Of course, the interest will come back, when the taxes eventually are paid, but in the meantime, in every community, officials are beset with financing difficulties.

The return tax looms as one of the major problems which all the communities of this section have to solve.

### "They'll Have To Pay"

From the Holly Herald, edited by the nimble pen of "Joe" Haas, comes further evidence that the County of Oakland thinks it's about time that Pontiac pay its share of the County's tax bills. Editor Haas followed up comments of the Enterprise and of Editor George R. Averill of the Birmingham Eccentric last

week with some pertinent remarks that had a neat little "kick" at the end, as follows:

"Pontiac's tax dodging days appear to be numbered. When it is known that the General Motors Co. carries its Pontiac interests on its books at a higher figure than the assessed valuation of the entire city, it is quite clear why a great industrial plant in a township just outside the limits desired to be annexed to the city—they were assured of a valuation on the tax rolls so low that they could save money by adding the city tax burden to their budget. It was left for Supervisor Irish of Independence Township to lead his colleagues out of the wilderness and put across a more nearly equitable valuation in the county—to show us what equalization really means. Of course Assessor Frank Ely of Pontiac makes an appeal to the higher powers at Lansing, which is perfectly all right. When Frank has a job he does it, he's a square shooter and a square fighter, and has done more to make life bearable in Pontiac than any other man. But he's done too much when viewed from an outside Pontiac standpoint. Let Pontiac pay its share. We are not looking for reprisal for the past, and are willing to wipe the slate if Pontiac comes clean in the future. And they will come clean if a 'Wash' can do it."

### Confidence

The most important constructive factor in our business life is confidence.

A man once boarded a street car gave the conductor a dollar bill, and upon receiving his change in nickels and dimes, put it into his pocket without counting it.

"Hold on!" said the conductor. "How do you know that I gave you the right change?"

"Oh!" replied the passenger. "How do you know that I did not give you a counterfeit bill?"

This same type of mutual confidence between a merchant and his customer is invaluable. Once a consumer has attained perfect confidence in your business you are not likely to lose his trade. But until he becomes imbued with confidence in your business dealings, he cannot be rightfully listed as a regular customer.

How can a merchant or business man instill confidence in his customers? This valued confidence may be built through giving your buyers the same excellent service and high quality merchandise when they order by phone or through their children, that you give them when they shop in person; through selling them exactly what they want, without substitution; through avoiding exaggeration and misstatements, and through weighing goods accurately and delivering them promptly.

Confidence thus gained is not easily lost, but once lost, can hardly be reclaimed—Storm Lake (Iowa) Pilot-Tribune.

### "Sisters," Too

Towns, like "Judy O'Grady and the Colonel's Lady," seem to be "sisters under the skin." They appear to have, everywhere, much the same problems and difficulties, but it is the different human reactions to much the same situations that frequently provide material for "feature" stories in the newspapers. Farmington and Redford, in

this immediate vicinity, have both struggled with the problem of parking along Grand River—mainly the parking of the same cars for hours, perhaps for a whole day every day. Now from Appleton, Wisconsin comes news of similar conditions there, and the story is too good to be passed by:

"Appleton, Wis., July 27.—The business men of this city who drive to their offices and park in front of their business places, have put one over on the city authorities who limit parking in the office district to 90 minutes.

"The business men have thought of a novel scheme. They set alarm clocks in their cars, to ring at the end of 90 minutes. When the starting sound of the clock interrupts the calm routine a mad rush is made for the curb, into their cars the big butter and egg men hop, drive them around the block and park them in the space next to the one they had used before.

"And calm again reigns for another 90 minutes."

### OLD FASHIONED PICNIC FOR COUNTY IS PLANNED

An old fashioned picnic to which every man, woman and child in Oakland County is invited and such has not been held since the days D. L. Davis used to arrange for the annual Supervisor's picnic and assemble half the county at Orchard Lake or Lake Orion, is planned by the Oakland County Board of Supervisors for Wednesday, August 21, in the Bloomfield Township park, east of Woodward avenue on the Charing Cross road and a mile north of Birmingham. The park is reached by Woodward avenue and the Charing Cross road and is only about four blocks east of the super-highway.

Preparation is being made by a committee of supervisors including George Scott, Joseph A. Long, J. Guy Newton and Robert Y. Moore to make this a real gala occasion. Organizations that are planning picnics for the summer are urged to select this date and join with the supervisors.

Bloomfield Township park offers many inducements. Its 55 acres have been developed for recreation purposes. Bowling on the green, shuffle board, tennis and a nine hole golf course may be enjoyed. There is also a dance hall, and fine athletic field, with its ball diamond. The park has electric lights, running water and tables and benches for all. The county will supply the soft drinks and music for dancing.

There will be a complete sport program in the afternoon, for which appropriate prizes will be offered.

County employees who care to attend the picnic will be allowed to leave for the picnic grounds at 10 o'clock in the morning, work in the county offices being suspended for the rest of the day.

All the older residents of the county recall the pleasure of former picnics arranged for the supervisors when this affair was the principal one of its kind for the year and was in the nature of a homecoming. Members of the present Board of Supervisors hope to foster this event and make it as successful as those held years ago.

—George J. Scott, Chairman.

The trouble with Mexicans is it's too easy for them to switch from bull to bullet fighting.



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