

The Farmington Enterprise

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Editorials

We Wish Him Well

Everyone who knows Raymond Girardin, whose resignation as managing editor of the Birmingham Eccentric has recently been announced, will wish him well in his return to the daily newspaper field in Detroit. But newspaper men of Oakland County, and particularly those in the weekly field, learn of his leaving with definite regret.

Not only for his friendliness, but also for his capability in his work does Mr. Girardin enjoy high regard. Just how much of the excellence of the Birmingham Eccentric as a newspaper during the last three years has been due to his work alone cannot, of course, be put down exactly. But it is sufficient to say that during his time as managing editor, the Eccentric has been one of the best-edited weekly newspapers in Michigan, and probably in the entire country, as it ranks with the leaders of the country in size. Under Mr. Girardin's editorship, the Eccentric has been responsible for a caliber of journalism that would do credit to the larger dailies—indeed, that far surpassed the standard of the average daily newspaper.

We wish him happiness in his new connection.

Let's Be Thankful

Farmington Township and City officials, who viewed with astonishment and paid with reluctance the telephone bills run up in the Farmington police booth by parties unknown, have something to be thankful for. It is true that there were calls listed to cities several hundred miles away—but none to Berlin, Czechoslovakia, or even San Francisco.

A bill for calls to these places, and many others, totalling \$2,274 for one telephone, is facing the governing officials of Cook County, Illinois, more widely known as Chicago. Farmington officials, reading the details, may well feel that they and the community were fortunate. Here is the story:

Chicago.—The telephone known as Franklin 3083 has been disconnected until such a time as payment of \$2,274 is made for last month's long distance calls. "The telephone was in the press room of the County building."

"Somehow, Franklin 3083 got the name of being a free telephone. Anyone wishing to call distant relatives, friends, and the like simply called them. There was no other ceremony; no embarrassing conversation such as 'drop in another half dollar, please.'"

"When James Russell, acting superintendent of public service, received the bill for \$2,274 yesterday his first step was to order the phone pulled out by the roots. He next called reporters on the carpet. They satisfied him they were not the ones he wanted, but they provided several valuable clues."

"One of them told of arriving at the press room early one morning to find a group of hobnobbers seated around a can of alcohol while one of their companions was shouting into the telephone as follows:

"Operator, get me the Hotel Adlon in Berlin, Germany. I want to talk to the girl I met during the war."

"This phone call, the company's records revealed, was never completed, possibly because the girl

was not at the Hotel Adlon, or possibly because of static over the North Atlantic. The telephone company, however, did make a \$14 charge for service."

"Another reporter related he had overheard a scrubwoman calling the old home in Czechoslovakia. This call, too, was not completed."

"One call, the company records showed, was to Jimmy Collup, convict at Sing Sing Prison. Another was to the Tokio Maru docked at San Francisco. The call was for the purpose of bidding someone bon voyage."

"There was a call, too, to a Quebec liquor house asking the price of Napoleon brandy, 1804. The caller explained that he wanted to find out if his bootlegger was charging him too much."

"The costliest call on the bill was to the Texas oil field. It cost \$383. The operator recalled that the party wanted was 10 miles from a telephone and that a messenger was dispatched on horseback to get him, the caller meanwhile holding the line and gossiping about local affairs."

"Yes, Farmington has something besides turkey dinner to be thankful for."

Trained Seals

Once again, at this holiday season, the Michigan Tuberculosis Association and its affiliated societies present to the public of Michigan their well known trained seals. They are not the same seals that were here a year ago, but an entirely new lot. Very bright and gay they look in their many colored dress of blue and yellow, red, green and white, and their admirers and friends may be sure they are quite as well trained as any of their predecessors.

Given the slight encouragement of purchase at a penny a piece, they may be trusted to cling to the envelopes of our letters and the wrappings of our Christmas packages, carrying throughout the state and land a message of practical good will. For by a process of accumulation the pennies they bring in become the dollars that support the work of tuberculosis prevention.

Christmas good will could not be more practically exemplified than by such support of the organized fight against a cruel and insidious disease. Tuberculosis can be reduced to impotence if attacked by the community with sufficient energy and persistence. Help by buying your share of tuberculosis Christmas seals.—F. D. Keister.

How Sweet Praise!

Harry Sinclair is showing himself to be anything but a good sport. Honestly convicted of defrauding the government, after many long and tedious delays, he was given a sentence of 90 days in a city jail. Many petty offenders get that much for stealing a loaf of bread.

When Sinclair went to jail he let out an awful squawk, and kept on squawking just as long as he lingered behind the bars. Simultaneously with his release a statement was issued protesting his innocence and calling unto high heaven to witness the degradation to which he had been unjustly subjected.

Even the weekly newspapers were bombarded with offers of a two-column story in plate form

proclaiming his virtues. To their credit none of the publishers used it, although Mr. Sinclair's press agent offered to let the plates free. Newspaper plate manufacturers should be ashamed to try and foist that kind of business on their customers.

Mr. Sinclair should retire from public gaze. For years he sat in high places and was much praised. No other hands but his own dragged him down. If he desires, to stage a comeback, an honest confession, backed by a determination to make amends, is his only course. Manufactured sentiment in the weekly newspapers cannot do it for him.—Ionia County News.

Hoggish Busses

Two or three of the eastern states lately have started taking road hogs seriously, especially when the hogs happen to be busses. Not that there is anything against the busses, but because of their size, their hoggishness is more obstructing and annoying than that of other motor vehicles. A few fines are said to result in much improvement. The same treatment might well be applied, oftener than it is, to big trucks ignoring the rights of other vehicles. Not omitting, of course, even the little fellow with a tendency to slide over into the middle of the road and hold it against all comers.—Exchange.

Urge To Shop Early

And the urge comes to shop early. Stocks of Christmas gifts are now making their debut upon store counters, though Christmas is still five weeks away. Opportunity to shop, however, comes none too early for possessors of that particular and too elusive grain of wisdom which makes of them early shoppers.

So much emphasis has been laid upon the unwisdom of postponing Christmas shopping until the rush hours of the last week that those who do not heed the injunction would seem to be impervious to either argument or appeal. But for years past there has been concerted effort to avoid the confusion and the congestion which makes what ought to be a season of happiness and enjoyment one to which a large proportion of every community looks forward with more or less dread.

People may easily recall the strain upon sales-people, upon those charged with delivery of goods, the long hours they are compelled to work and the crushing labors they must perform because of a disposition of so many persons to shop during Christmas week have been pointed out again and again.

It is humane and unselfish to shop early, especially at this time when an unusually prosperous year will wind up with an unprecedently busy Christmas shopping season, but it is also wise and the thing to do. The last days' shoppers are deprived of the largest volume of stocks and are otherwise at a disadvantage. The thing to do is to shop early. Make your plans now to shop early.—Harvard (Ill.) Herald.

How Bankers View It

American Bankers' Magazine: No business man in any town should allow a newspaper published in his town to go without his name and business being mentioned in its columns. This applies to all kinds of business, groceries, furniture dealers, manufacturing establishments, automobile dealers, mechanics, professional men, druggists and in fact all classes of business men. This does not mean that you should have a whole or a half page or even a quarter page ad in each issue of the paper, but your name and business should be mentioned. If you do not use more than a two line space. A stranger picking up the newspaper should be able to tell what business is represented in the town by looking at the business mention in the paper. This is the best possible town advertisement. The man who does not advertise his business does an injustice to himself and the town. The man who insists on sharing the business that comes to town, but refuses to advertise his own, is not a valuable addition to any town.

The life and the snap of a town depends upon the wide-awake liberal advertising men. It's the truth.

Approximately 100 telephone calls are made every second in the city of New York.

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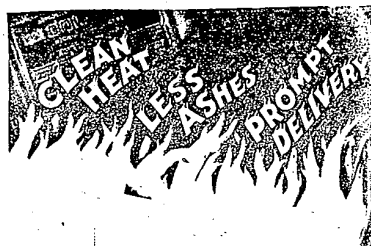


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