

The Farmington Enterprise

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Editorials

Farmington's Children

Our schoolboys and school-girls may give their parents and the community many a doubtful moment in these days of "whoopie," but there are signs that the younger generation has not had its mind entirely absorbed by amusements, athletics, and rumble-seat automobiles with painted tire-covers bringing up the rear. Witness the action of pupils of Farmington Schools in asking their teachers to allow them to raise \$100 with which to plant 40 acres of pine trees in the great reforestation plan that is being carried on in Michigan.

So much has been written in approbation of the plan that it needs no further praise. Merely to outline the idea is to bring it instant approval from all who have even a slight interest in the reclamation of our once-great forests.

That Farmington Schools is to have a plot of its own, of 40 acres, to be preserved with other similar plots, forever as a forest reserve, is indeed an honor in which the community may well take pride. That the suggestion came from the pupils themselves is cause for even greater satisfaction. It indicates that they are developing—and already have—an appreciation of some real and permanent ideals, of things really worth while. Is there much reason to fear what boys and girls like these will do with the world when they come into possession of it?

We'll bet the first boy who says "Let's throw snowballs" to the lad that broke the big electric sign on Grand River last week will get his "face washed," no matter how much bigger he is.

'Tis Blessed To Give

Farmington was liberal in holding out its hand to those who were unfortunate, in the gathering of the Community Christmas Fund a few weeks ago, as is shown by the report of the committee last week. Everyone who gave must have experienced much satisfaction in learning that the work in which he helped, though ever so little, had done so much good for those who needed it.

Everyone hopes, of course, that the day may dawn soon when there will be none who require aid. But until that far-off time, may Farmington ever be as able and ready to lend a helping hand to the needy in our midst, as it has been in the recent campaign.

Judging by the outcome of that attempted Farmington holdup of Mr. Willetts, street-car operator, it might be good policy for these young would-be-bandits to throw away their revolvers and start carrying switch-bars.

"Grocery Is Entered Fourth Time In Month"—headline in last week's Enterprise. Sorry, sir, but we didn't notice it until the paper was off the press—and we didn't mean it just that way. We meant four burglars, not four customers.

A "Dog Fight" Every Morning

An official of the State Highway Department was in Farmington last week and a discussion took place regarding Grand River avenue in Detroit—its tremendous traffic congestion. This highway official uses Grand River avenue to go to his work each morning, and he was eloquent in his description of conditions.

"It's awful," he said. I turn on to Grand River every morning at Ohio—and it's a regular dog fight every morning getting downtown."

There might be just a ray of hope in this, faint though it may be. For if conditions keep on getting worse and worse, it is just possible that they will some day get so far beyond "intolerable" (they were called that years ago) that something will be done about it.

Incidentally, the editor of The Record at Redford a few weeks ago seized upon one "straw" as a possible help. Recalling the campaign speeches by Mayor-elect Bowles of Detroit, favoring elevated highways, for motor traffic, the Redford editor published a detailed story with a good-sized headline to the effect that Grand River section residents might expect relief from the traffic congestion soon, for Mayor-elect Bowles had pledged elevated motor highways—and had been elected.

The Redford editor knows better, of course. He has enough experience to know that too much reliance must not be placed on a politician's promise. He knows further that Mayor-elect Bowles cannot give the people elevated motor highways, nor could any mayor—that such things are done by the city council and the people. He merely chose—as did the political leaders in far-away India last month when the English viceroy made a statement about "dominion status" and "a conference"—to take him at his word, to regard the statement seriously and thus possibly give it more meaning than was intended by the speaker.

Meanwhile, the "dog-fight" goes merrily on, and we're thankful that we don't have to make the drive every morning—and sorry for those who do.

Protect This Community

Peddlers selling everything from mouse traps to rain coats ply their trade in this community with regularity and with more or less success. Dresses and lingerie, silk hose and salve, coffee and vacuum cleaners, all are distributed by the ardent callers who work on women with their various wiles.

We ought to remember, when these folks call, that the men who are paying the bulk of our town taxes to keep things going, and through whose efforts the town is the good place to live in that it is, are selling the same articles of, probably better quality at lower prices. It isn't fair to pay cash to the peddler and make the home merchant wait. It isn't fair to the merchant to

buy of peddlers at all.—Exchange
 And, we might add, it's even more unsafe for the buyer than it is unfair to the merchant.

Newspaper Advertisements Gain In Value

Newspaper ads gain in value, says G. F. Swift, vice president, Swift and Company:

"The public has come to regard advertising in newspapers as genuine service, and consumer confidence in advertising has increased steadily. The housewife finds that she can conduct her shopping with the minimum of time and effort if she studies her newspapers before setting out to buy. The newspaper advertising columns tell her where to go to get what she wants and give her assurance that the commodities will be as represented.

The interest of the reader has served to reduce the unit cost of advertising and thus tends to bring about economies which are shared by the consumer.

Advertising likewise performs a real service for business, enabling the manufacturer or distributor to direct the attention of the public to his products on short notice. By means of advertising the business man now can create a market for his products in a small fraction of the time it might take were advertising media not available.

It may be said that the public is reading newspaper advertising with greater interest and greater confidence than ever before. The increased confidence in advertising undoubtedly is due in a large part to the fact that, in general, both advertisers and newspapers have become exceedingly careful to print only statements which are accurate and reliable.

The modern newspaper censors its advertising with the greatest care for the protection of its readers and refuses to print any advertising which misrepresents the facts."

THE UNORDERED PACKAGE AN UNWELCOME GUEST

It's here. It arrives every year at just about this time. What is here and what arrives? The unordered package.

Neckties, gloves, perfume, underwear, hosiery, and what not—all arrive in this annoying, unwelcome manner.

What should a person do who receives these unwelcome guests? Need he pay for them? He is not obliged to do so. Need he care for them and protect them for the sake of the company which sent them? He owes no duty to do this, either.

In short, he can do anything or nothing with them which does not amount to appropriating them to his own use. If he does the latter, of course, he makes himself liable to pay for them on the ground that he has accepted the company's offer.

Although unordered packages are unwelcome guests, and are commonly referred to as "nuisance appeals," they are still prevalent in certain quarters. Few legitimate concerns, selling and delivering merchandise by mail or express, resort to, or approve of such methods.

When you receive the unordered package, "forget it." Perhaps if this treatment is generally accorded the merchandise of the "nuisance seller," he will forget you in the next round of unordered goods dumped promiscuously upon the public.

Before You Invest—Investigate.—Better Business Bureau.

HOES 'COLLECT RUST' IN THIS FARMING ERA

Machinery exhibits at the Implement Dealers Show held at East Lansing prove that the man with the hoe now can straighten out his neck and start figuring on the number of acres he can get to the gallon.

About the only tool shown which could not be attached to a tractor, was a pitchfork. Cultivators, harrows, drills, and corn planters which were shown were all adapted for use in power farming.

Advertised goods are standard in quality and value.



Bake Biscuits For The Boy

or girl as well as bread. They are just as nourishing and make a welcome change. But be sure the flour is PEERLESS Flour. No other is just as good in palatability and strength-giving qualities. For growing children and grown ups too PEERLESS flour is one of the very best food makers on earth.

Farmington Mills

PHONE 26 FARMINGTON

For Your Safety

We have invested in our plant a great deal of money for just one purpose—to protect your health. MILK must not be contaminated—and Pasteurizing makes sure that no harmful germs exist. Therefore we Pasteurize our Milk by the most modern, perfect method.

We invite your inspection of our plant

"A Bottle of Milk Is A Bottle of Health"

Farmington Dairy

PHONE 135 FARMINGTON

FOR SINCLAIR SERVICE

Phone 91 FARMINGTON



Minimum Ash

Minimum ash in coal consumption means maximum economy and maximum heat in four coal investment. It isn't how much you pay per ton for the coal you use, that determines economy, but how much per winter your coal bills total.

Accumulation of clinkers, slate and shale in your siftings represent coal dollars wasted. We sell QUALITY COAL only and assure you the very utmost out of your coal expenditures.

PHONE 20 FOR PROMPT DELIVERY

Farmington Lumber and Coal Co.

Carl G. Hogle, Manager

PROFESSIONAL CARDS

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 Paramount Music Shop—Red. 1093
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 Piano Lessons \$1—Given at pupils' home if preferable
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DR. H. E. BOICE
 Physician and Surgeon
 Office Phone 307; Res. 132-W
 OFFICE HOURS:
 2 to 4 p. m.; 7:30 to 8:30 p. m.
 Thurs. and Sun. by appointment
 Farmington Mich.

Z. R. ASCHENBRENNER, M. D.
 Physician and Surgeon
 Office Hours: 2:30 to 4:30 p. m.
 Evenings Except Sun. and Wed. 7:30 to 8:30
 Office Phone 160
 Residence Phone 265.
 Farmington Mich.

Dr. E. J. Chaput
 Dentist
 18629 Grand River Avenue
 Opp. Redford Theatre
 Hours:
 9 to 12 a. m.; 11:30 to 5:30 p. m.
 7 to 8 p. m.
 Phone 340 Redford, Mich.

Dental and General
 X-Ray Service
DR. G. F. WEAVER
 Dentist
 Farmington State Savings
 Bank Bldg.
 Phone 170
 Office Hours:
 9 to 12; 1 to 5 p. m.
 Evenings by Appointment

GEORGE FULFORD
 Lathing - Plastering Contracts
 Stucco Work
 Phone 217 REDFORD
 Car. 2393 Res. Hog. 5316
INTERIOR TILE CO.
 Tile Walls, Floors, Fireplaces
 Colored Tile a Specialty
 4911 Joy Road, near Grand River
 Detroit, Mich.

Garfield 5518 Res. Garfield 0129-W
JOY ROAD
UPHOLSTERING SHOP
 Upholstering—Repairing
 Refinishing
 5218 Otsego, Cor. Joy Road,
 Detroit, Mich.

YES, FOLKS, I AM BACK
Plumbing and Heating
 IF YOU WANT ME
 Phone Farmington 301W
Henry Ludeman

MONUMENTS
 Direct from manufacturer to
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MILFORD GRANITE CO.
 Milford
 Most of Farmington's Brick Houses
 have been built by
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MASON CONTRACTOR
 Phone Redford 164

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Thompson and Thompson
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 Office Hours:
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