

The Farmington Enterprise

Established 1888 by Edgar R. Bloomer as "A Permanent Journal of Progress"

Published Thursday of each week and entered at the Post Office at Farmington, Oakland County, Mich., as second-class matter

Myman Levinson

Editor and Publisher

Member
Michigan Press
AssociationMember
National Editorial
Association

Farmington, Michigan, THURSDAY, JULY 16, 1931

Editorials

Clipped from Other Publication

State Of Mind

(Philadelphia Evening Bulletin)
Ernest Elmo Calkins tells us in an article in the Review of Reviews that advertising is the remedy for hard times. To prove his viewpoint, he offers arguments from which these paragraphs are taken:

Too much emphasis is placed upon big business—lumbering, railroads, steel, banking. These do not make prosperity. They merely reflect it. They prosper when the country prospers. And the country prospers by that daily round of expenditures of millions of families, the grist of groceries, toilet articles, dry goods and clothing they buy. As long as that keeps up, everything is normal. But let these housewives begin to pare their daily budgets, substitute a boiling piece of their weekly roast, make over little Mary's frock instead of buying a new one and business begins to fall off. The daily purchases of millions of people are conditioned by advertising. The breakfast foods, ketchup, tooth-pastes and galoshes that they could do without and which their grandfathers did without, were introduced by advertising and are kept there by advertising.

Cut this advertising sharply off and we would have a slump beside which the Stock Exchange debacle would be a mere incident. During the newspaper strike in New York, department stores were deprived of their daily advertising announcements and sales fell off immediately and alarmingly. Reminders to buy are essential. Our prosperity depends on the state of mind of the ultimate consumer, and the ultimate is at the other end of the advertisement.

Few realize how important is the state of mind of the average man and woman whose daily round of necessity is the foundation of our prosperity. The state of mind, which led to such enthusiastic buying and gave the average American home such an extraordinary standard of comfort, was a product of advertising. It taught us to abandon the thrifty technique of older countries and of our own earlier days the belief that "doing without" is a virtue. Enthusiastic republicans give credit to former President Coolidge for our era of prosperity, but if the average citizen spent money as cautiously as Mr. Coolidge there wouldn't have been any era of prosperity. We have learned that the money we spend comes back to us; that none of us whatever our gainful occupation, can prosper alone; that if we want others to trade with us we must trade with them; that we are all members of the greatest cooperative institution in the world.

Orange growers in California have taught us to eat fifty more oranges a year. What do they do with the money they get for them? Spend it for the goods you and I make and sell for a living. Would we be better off if the Californians kept their oranges and we kept our goods? There would have been so much consumption of oranges but for the cooperative advertising of the orange growers. A larger market was created out of nothing. If they let up we would slump back to our old annual quota of seventeen oranges per capita instead of sixty-seven, and toothpastes and radios, and the toothpaste and radio manufactures would have to retrench a little, and so on around the circuit. Business is simply goods and money in circulation. When they circulate freely, business is good. When there is restraint, caution,

hesitation, business slumps.

This year advertising is more needed not because people have less to spend, but because they more logical to advertise when sales are hard than when they are easy.

Carefree

(Grand Rapids Chronicle)
Franklin D. Roosevelt, governor of New York state and a leading candidate for the Democratic presidential nomination, in a speech to the graduating class at Vassar, revealed that he had received a letter from a college-bred lady who wrote to her governor to find out why her garbage wasn't removed.

The governor felt that this revealed a shocking lack of knowledge of the way in which city, state and municipal government functions on the part of the lady correspondent. Undoubtedly the governor was justified in this attitude. But recent developments in various southern states, now making frantic efforts to remove their chief executives, indicates that we may soon hear of letters, not to governors asking why they don't remove garbage, but to rubbish collectors imploring them to remove governors.

'Let's See Yours'

(Lowell Ledger)

We are informed that the recently enacted automobile driver's license law will pull a total of perhaps two million dollars or more in a comparatively short space of time for the pockets of the auto owners of the state. If anyone can show that the benefits to be derived are worth that tremendous sum we should like to hear about it and we will pass the information along to our readers. The new law does not call for re-examination of the driver, but he must register every three years. Even in cases where it is patent on the face of it that the applicant should not receive a license because of some serious defect that makes him a menace not only to himself, but others, and is refused a license by a discerning officer, apparently all he has to do is hunt up some other officer who will issue the license without question. The careless driver can be denied the highway without expending millions to accomplish it. All of which reminds us of the following brief story:

Traffic Cop: "Let me see your license."

Tourist: "Marriage, car, driver's camp-fire, fishing, hunting! Open the license trunk, Maria."

Books Will Lift You

(Birmingham Eccentric)

June 1 was the busiest day in the history of the Baldwin Public Library, according to reports given out by Mrs. Nancy Thomas, Birmingham's capable librarian. Four hundred and thirty-six books were taken from the shelves that day. Most of those books are instructive, and tend to elevate the one who reads them—thanks to the wise selections made by our Library Board. That means that the published thoughts of many fine minds were taken to many local homes June 1, and will become part of the thinking of those who read them. Thus, you will see, are the written thoughts of one generation transmitted to another. Wonderful is the art of printing—mankind's greatest lib-erates from the bonds of ignorance and superstition!

Try an Enterprise liner. They produce results.

Big Sister Betty Was Practical

By RUBY DOUGLAS

(© 1931, McClure Newspaper Syndicate, Inc.)
WNU Service

BETTY JOYCE was a very practical young woman but inasmuch as she had had no training in so-called skilled work, she found it difficult to decide what method should be hers to earn her own living.

"But it isn't immediate—this need to be economically independent," argued her mother.

"No—but I am not getting younger. I am merely wasting time and getting discouraged. I have an idea, but you will all laugh at me."

"What is it?"
"To take what money I have saved up—the few hundreds that I have saved since I was a child and kept my pennies in the red iron bank, my graduation money, Christmas money—you know how I finally got what I have saved, mother—"

"Yes—but what then?" asked her mother.

"I'm going to take a lease on the old Craft house—the one with the wide porch overlooking the little lake? Then I'm going to manage to screen it in, equip it with necessities and start an original little toy nursery. I hear my friends complaining always that they could do this or that if it were not for the children to take care of."

Betty's mother's face was lighting up. "There is no doubt of your making a success of anything that has to do with children, dear. You have a real gift. It has proved a great help to me in bringing up Tom and Viola and Mary."

Betty was pleased at her mother's approval.

"I shall have cribs, tables and chairs, a first-class icebox for the milk and feedings of the smaller ones and I shall manage to employ a young girl to help me. I believe I am practical enough to make it pay."

Having made the plan articulate, Betty grew enthusiastic and set about formulating definite arrangements.

"Big Sister Betty" became a necessity in the town—in fact in the trio of towns lying close together, and there was not a day that there was a vacancy in the nursery by the lake-side.

"Hello," said Betty, one morning, over the telephone that stood in the pantry where she worked over milk bottles and fruit juices.

"No—I seem not to know you—"

"Oh—she breathed. "Oh—"

Then she recovered her pulse. "But I don't take them that age," she protested. "And that would be after nursery hours!" she continued laughing.

On the other end of the telephone stood the mother of the only love Betty had ever known. She and Frank Andrews had been boy and girl sweethearts and, in the way of all such young romances, it had not been without shadows. They had quarreled and Frank had gone away. Betty, keeping it all to herself, had suffered and not until she had been able to absorb herself in this work had she been able to find comfort. And now, here was his mother, at his instigation calling her on the phone to say, jokingly, that she had a son to put in the nursery of "Big Sister Betty."

Betty had always been friendly with Frank's mother and perhaps he thought this a safe way to break the ice.

"Perhaps your son would like to come and make his own appointment," suggested Betty, still laughing.

"That's all he wants—Betty, dear," said the anxious mother.

So if Betty laughed a trifle nervously because she could hardly wait for the moment when she should look once more into the eyes of the man she loved.

At last she found her hand in his. "I have studied medicine since I went away and am ready to settle down to practice anywhere so long as I can have the promise of you to help me, Betty," he said after a long time.

"But—my nursery. I can't give this all up after I have worked so hard to make it a success."

The man was silent. "Would it not be possible for us to work together? Might we not evolve a plan by which we might both go on with our work and be happy?"

"My idea is that one may do anything one really wants to do," said Betty.

"Then—the question is—do you really want to? Do you still love me—Betty?"

"We'll work together," she made answer.

Makes Wasp-Breeding Pay

There are all sorts of ways of making a living. Stanley Flanders, California, entomologist, sells trichogramma, or microscopical wasps, to all the leading orchardists of the Pacific coast.

The wasps are released in the orchards to war on fruit-pollinating insects. According to a correspondent of Country Home, Mr. Flanders has recently improved his rearing methods to the point where he can sell them at a thousand for a cent or \$10 a million.

Higher Standards of Living

The economic necessity for maintaining high wages is generally recognized. We must strive for a wage as far beyond the old "subsistence" level of other countries as our standard of living is higher than theirs—C. Miller's Weekly.

LETTERS TO THE EDITOR

To the Editor:
Coldwater, July 9, 1931

Farmington Enterprise,
Farmington, Mich.

Dear Sir—

Received two copies of the Enterprise Saturday. If you can spare them kindly send me three or four copies of the issue June 26. I was very much pleased with the story of "Ringing the Old School Bell" and Cherry Queen "happening".

Very truly,

W. H. Winstead

CHURCHES

St. Paul's Evangelical Lutheran Church, Clarencville
(At Switzer Road)
Rev. Paul Grainger, Pastor

Sunday School 9:30.
Divine Worship 10:30.

All services are conducted in the American Language with the exception of the first and third Sunday of the month are German. You are cordially invited to worship with us.

Our Lady of Sorrows Church
Rev. James A. Callahan
Sunday masses at 8:30 a. m. and 11 a. m.
Daily mass at 8:00.

Evangelical Church
Rev. A. A. Schone, Pastor

Seventh Sunday after Trinity.
Sunday School 9:30.
German Service 10:30.
Subject: God and Man Meeting.

Methodist Church
Rev. F. C. Johnson, Pastor

Rev. William Richards of Northville will preach Sunday at 10:30 a. m.
Harmon Boice will preach in the evening at 7:30.

Clarencville M. E. Church.
Rev. Robert Richards

Sunday Morning
11 a. m., Baptismal service.
11:30, Children's Program.

Baptist Church
Rev. E. W. Palmer, Pastor

10:30 Morning service. The speaker will be our own layman Mr. A. C. McDonald. Be sure to hear him.

11:45 Bible School.
6:30 Young Peoples Hour.

7:30 Open Air Service in the Town Park. This week the Young People of the church will have entire charge of the program. The theme for the service will be "Four Things God Wants You to Know." You will enjoy hearing these Christian Young men and women speak. There will also be special musical numbers. We welcome the people to come and worship with us out in the open air. Remember in case of a stormy night the service will be held in the Town Hall.

Codling Moth Spray
Due At Orchards

The spray for the second generation of codling moth should be completed in Oakland County on standard winter varieties of apples, by July 24, according to R. H. Pettit, Michigan State College entomologist.

"In case the fruit is to be marketed without washing," he says, "a thorough drenching spray, using two pounds of arsenate of lead in 100 gallons of water, with or without dilute lime sulphur, should be applied. This should be the final arsenical spray of the season."

"If the fruit is to go through a washer, three pounds of arsenate of lead may be used in 100 gallons of water, with or without dilute lime sulphur. This spray should be followed by two or more similar cover sprays at intervals of two weeks."

STATE FAIR TO RUN POSTOFFICE EXHIBIT

The great part that the parcel post plays in the commercial life of the nation, especially in the prompt and safe shipment of farm products, will be illustrated by interesting displays and educational talks planned by Postmaster Charles C. Kellogg of this exhibit at the Michigan State city as a feature of a postoffice Fair and Exposition, Sept. 6 to 12.

BEAUTIFUL NEW FORD

De Luxe Bodies

TOWN SEDAN DE LUXE SEDAN

CONVERTIBLE SEDAN

DE LUXE TUDOR VICTORIA

CABRIOLET

The most striking fine car types ever offered at such low prices are now being presented by Ford dealers. These are the six newest de luxe creations of the Ford Motor Company. They are designed and built to meet every need of the automobile buyer whose desire for motoring luxury and outstanding performance is tempered with sound economy.

Get the facts about these fine cars. Compare their lithe, clean-cut style with any you have ever created in your own imagination. Learn about the de luxe materials with which each car is trimmed and upholstered, and how carefully these are tailored. Sit and ride in the wide, restful seats and you will realize that just as no restrictions have been put on mechanical performance, so no limits have been placed on comfort and beauty.

There is much to interest the careful buyer—a choice of sparkling colors, a variety of rich upholstery materials, Rustless Steel, safety glass, Houdaille double-acting shock absorbers, one-piece welded steel wheels, slanting windshields, and many other features which make the Ford a happy investment.



Enterprise Liners Bring Results

Guide Posts

Want Ads will guide you in buying and selling, in saving and making money, in a score of the emergencies of every-day life. They will always be ready to help you, with changing ads about new opportunities all the time.