

The Farmington Enterprise

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Editorials

Clipped From Other Publications

Thinking Through

(Plymouth Mail)
After sunset comes twilight. Then darkness. Then dawn. Then sunrise.
Business has such cycles described respectively as prosperity and recession, depression and revival.
We can imagine the terror of some primitive man, who, basking in the sun all day, saw it set at night. It was gone, lost and it would never come back!
Each business-recession brings out a flock of such primates. To them the sun of prosperity has forever set. They fail to grasp that they are witnessing a rhythm of periodicity of business phenomena. While others set about the business of preparing for a new day they wail and wring their hands.
Twilight catches them unprepared for night. Daybreak finds them unprepared for day.
How foolish! History records eight major business cycles between 1888 and 1927. Look at the facts! There are as many booms as there are crises, and as many recoveries as recessions. When everything is being "sold" on the stock market one should realize that everything sold is being bought—bought by those canny people who realize and act on the knowledge that night precedes dawn and that depression is the dawn of revival.
After every "panic" what characteristically happens? Stocks, bonds, securities, etc., have passed from "weak" into "strong" hands. Coolness has won and those who thought in the moment have paid their periodic tribute to those who think through.

Needed: Just Horse Sense!

(The Rotarian Magazine)
Every time a newspaper reader encounters the daily report of the havoc wrought by speeding automobiles when the run amuck on crowded streets, the phrase "horse sense" takes on a new significance. The horse which prompted the coining of the words may be a vanishing quadruped—in time, a museum piece—but the qualities it exhibited in the phantom era of American life are still worth emulating. As some funster facetiously remarks: "Horse sense is always sure to result in a stable government."
The old reliable horse never took a chance with busy traffic, but slowed down to allow vehicles to pass. The horse keeps to his side of the road, and attends strictly to its business, the hauling of a wagon or buggy to the destination without mishap. Perhaps the horse's slow progress is not keyed to the tempo of our hurrying days, but safely is the sure reward of a plodding gait, and the occupants of the vehicle thus have a better chance to see the scenery and say "good morning" to pedestrians.
To have "horse sense" is to watch where one is going, to stay out of get-rich-quick speculations, to be abstemious in eating, to go to bed at reasonable hours, to say "neigh" to many golden-voiced invitations to desert the high road for devious bypaths leading to disillusionment and disaster.
Even though the modern man may ride in a high-powered automobile and prefer all the high-gear mechanism of civilization, he will probably do well to hold fast to some of those old-fashioned virtues of foresight, caution, serenity, and concentration to be found in the words "horse sense."
Phone in your items.

A "Smooth Game"

(Cassopolis Vigilant)
Have you met the "write-up" man? He's back here in our section again, so be prepared to give him the glassy eye and request him to kindly get his "write-up" from the outside of the door of the newspaper office. If he can arrange to have the publisher fold into one edition of his paper a four to six page supplement containing write-ups of the various business places. If he can't get the local publisher to do it, he usually makes arrangements with some neighboring publisher.
Having made this distribution arrangement he sits down somewhere in front of a telephone and proceeds to call up the merchants, about as follows: "Hello—This is the Cassopolis Vigilant. We are planning to issue a business edition of your town, and want all the best business houses in it, and of course that includes yours. We have prepared a write-up of your store and I would like to read it to you."
He then reads a stock write-up—with only the name of the store and town changed from his last one in the same line, and asks the merchant to authorize its publication at \$10.00. Sometimes they have asked as low as \$7.50, and we have known them to get as low as \$5.00, but it is easy money for the write-up man at either price. Our advice to merchants is to decline to fall for the write-up, but, if you feel yourself slipping, don't fall for over \$5.00.
We refused an offer of fifty dollars a few days ago, merely sold in the supplement. We need the fifty, but we couldn't be a party to taking the money from our merchants when we were convinced it would not benefit them.

War Money

(The Munising News)
Even one small bad habit will do a man morally, physically and financially. In the case of the nations of the world the small bad habit is war. It is at present a millstone about every nation's neck that no nation seems to know how to get rid of. Billions of dollars are spent every year by the nations of the world for war and the preparation of war. It is all wasted, but until we learn better how to live it all seems necessary waste. If the money spent in war and preparation for war were used in constructive way, the whole world would be revolutionized in ten years. During the past fiscal year the United States has spent on arms \$708,425,000. This would have built 18,000 miles of hard surfaced roads this past year and would have employed enough labor to have ended the depression. It would have built four million-dollar hospitals in every state in the United States, each with a two-and-a-half-million dollar endowment. It would have built a \$50,000 library in every country in every state in the Union and would have provided each with an endowment of \$50,000.

The Poor Man's Saloon

(Birmingham Enterprise)
Here's a thought-provoking gem from Upton Sinclair's "The Wet Parade." The saloon was the poor man's forum, in which he debated his problems, under conditions which made sure he would remain a poor man, and have an unlimited supply of problems to debate.
It took an American aviator twelve hours and thirty-six minutes flying time to go from Ottawa, Canada, to Mexico City, by way of Washington, D. C. Why, by what route, DeSoto and some of the other discoverers would think of that?

Never Lost of Family

Never was the last of the imperial family; by the Emperor, became a title of dignity. From the name of the German Kaiser, and Russian

CHURCHES

Evangelical Church
Rev. A. A. Scheen, Pastor
English Worship, 10:15
"The Sunday School—What and Why?"
Installation of officers, Sunday school, 11:30.
Choir will meet Thursday evening at the home of Mrs. Edgar.
Supper Tuesday eve, January 10 given to the young ladies of the church.

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

West Point Park Presbyterian Church
Rev. Ross Adams, Pastor
2222 West River, Redford
10:30 Sunday School.
11:30 Morning worship.

Methodist Church
Rev. F. C. Johnson, Minister
"It Was So" is the subject of the sermon which Rev. F. C. Johnson will deliver next Sunday morning at 10:30. In the evening at 7:30 he will preach on the theme "The New Sincerity." Everyone is cordially invited to attend all services.

The Rev. Bert Ede of Walled Lake, who is the Ann Arbor District President of the Epworth League, will be the guest speaker at the Young People's Club Supper next Thursday evening, January 21, there will be a Community men's rally at 6:30 at the church. A Chile Con Carne supper will be served. Mr. Knight of the Detroit Y. M. C. A. will be the guest speaker. All men are cordially invited to attend.

Baptist Church
Rev. W. W. Palmer, Pastor
St. Paul-Evangelical Lutheran Church (Spitzer Road)
Rev. Paul Gruppner, Pastor
10:30 Divine service.
The first and third Sundays of the month the services are conducted in the German language. All others are English.

FARMINGTON ACRES

Mr. H. A. McIntyre
The Home Economics Club of the Co-operative Extension Work met with Mrs. Jerry Fifot Thursday evening. The leaders, Mrs. Ducharme and Mrs. McIntyre, gave the lesson, on "Elevates and finished the lessons for those unable to be with them at the last meeting. The next meeting will be with Mrs. I. E. Sherwood the first week in February.

Alfred Ducharme, who has been at home several days with an infection in his foot, is somewhat improved.

Mr. and Mrs. John Hebk and daughters spent Thursday with the former's parents, Mr. and Mrs. Orlan in Detroit.

John and George Mack of Detroit called on Mr. and Mrs. Frank Hofmann at their home on Edward avenue.

Mrs. Frank Crandell and daughter Ella, Mrs. Hugh McIntyre and Mrs. Charles Damon and Mrs. installation of the Degree of Pochontah at Northville Wednesday evening.

Mr. and Mrs. Silas Galnor and son, Clarence of Detroit, called on their aunt and uncle, Mr. and Mrs. David Messel, Saturday evening.

Mrs. Charles Damon and Mrs. Frank Crandell attended the Women's Club at Mrs. Simmon's home on Seven Mile road, Friday afternoon.

Mrs. Benn Nett, who has been seriously ill for sometime, is much improved.

Mr. and Mrs. Frank Hoffmann and several Detroit friends gave a winter party at their home at 441 1/2 Saturday evening.

Jerry Fifot and son John spent Sunday with friends in Detroit.

Mr. and Mrs. Charles Willard of Detroit spent Sunday with their parents, Mr. and Mrs. Charles Damon.

Mr. and Mrs. John Hebk and daughters spent Sunday with Mr. and Mrs. Rosanka of Hazel Park.

CLARENCEVILLE

Mrs. Clarence Witte
213-P
Mr. and Mrs. Leonard Wenzel were Friday evening callers at the home of Mr. and Mrs. Clarence Barber.
Thursday afternoon Mrs. John Wagner entertained the members of the Baseline Pedro Club. There were three tables of cards. Prizes were won by Mrs. Clarence Witte, Mrs. Robert Jones and Mrs. A. Travis. The next meeting will be held at the home of Mrs. Clarence Witte.
Mr. and Mrs. John Wagner were callers in Highland Park Wednesday evening.

Mr. and Mrs. Luke Hazen of Redford spent Sunday at the home of their parents, Mr. and Mrs. John Robertson.

William Shaw and John Grace left last week for Texas where they will spend the next few weeks.

Vivian French, who has been spending some time at Windsor, Ontario, as the guest of her grandparents, has returned home.

Wayne and George Wagner with Skipper L. Kerr and Commissioner White of Detroit with the members of Ship 408 of Redford were guests of Melvin Witt at a cottage at Middle Straits Lake on an overnight hike Saturday and Sunday.

Mrs. Robert Jones entertained the members of the Five Hundred Club at her home Wednesday afternoon.

Mrs. Clarence Witte spent a few days last week in Detroit at the home of her niece, Mrs. Leonard Ruadeville.

Mrs. Carl Smith spent Tuesday in Detroit visiting friends.

Cheerful circle of the Ladies Aid held a social meeting Tuesday at the home of Mrs. Vandenburg.

Mr. and Mrs. Earl Waack spent Sunday evening at the home of their parents, Mr. and Mrs. Carl Waack.

Mrs. William Kenyon spent Tuesday in Detroit on business.

Mrs. Otis Jensen, Mrs. A. Zeiger and Mr. Braden spent Sunday evening at Redford where they attended the pageant at the Baptist church.

Mr. and Mrs. Carl Smith were surprised Saturday evening when six couples who were their old neighbors, walked in on them.

Mrs. Floyd D. Hallock, who has been ill for the past week, is some better.

Lawrence Gouin of South Lyon was a caller at the home of his parents Monday afternoon.

WEST FARMINGTON

Mrs. Ervin Knapp
40-24
The rural school nurse visited West Farmington school Friday afternoon.

Florence Howard was out of school Friday on account of illness.

Miss Ethel Graham is spending a few days with her aunt, Mrs. L. W. Giegler, at Hartland.

Mrs. Clara Woodward of Detroit spent last week with her sister, Mrs. William Kurtz.

Mrs. Arthur Green entertained about 22 friends at a hard time party at her home on Fourteen Mile road Thursday. Lunch was served at noon. Quilt blocks were made for the benefit of the West Farmington Willing Workers Association.

Mrs. Edith Graham is spending a few days with her daughter, Mrs. Marley Bachelor, at Walled Lake.

Arthur Green and son Alden and Charles Husted attended the fruit growers meeting held at the Lincoln Junior High School last Thursday at Pontiac. Russell Pickering was chairman of the meeting which was under the direction of the Co-operative Extension Service of the State.

About 30 relatives and friends gave Mr. and Mrs. Starr Graham a pleasant surprise Saturday evening, the event being their twentieth wedding anniversary. The evening was spent playing games and Mr. and Mrs. Graham received many beautiful and useful gifts.

Mr. and Mrs. George Wilcox entertained 14 relatives Saturday at dinner at their home on Halsted road in honor of Mr. Wilcox's birthday anniversary. Guests were present from Southfield, Detroit, Northville and Farmington.

Mrs. William Kurtz attended a surprise party in honor of Mrs. Carl at her home Tuesday afternoon.

Mrs. Charles Mathews entertained several friends Tuesday afternoon at her home at a shower in honor of Mrs. J. Small.

RADIO SEEN AS AID IN FIGHTING FOREST FIRES

Lansing, Jan. 13.—The radio as a means of reporting forest fires and of directing fire fighting operations may eventually come into general use in Michigan if experiments to be carried on by the Division of Field Administration of the Department of Conservation prove the system to be practicable.
Plans are being outlined to conduct experiments with portable radios next spring at the Forest Fire Experiment Station near Roscommon.

REDUCTION RECOMMENDED

Lansing, Jan. 13.—A ten per cent reduction in salaries paid conservation department employees will be the recommendation of George R. Hogarth, Director, to the Conservation Commission in January.

HOSPITAL MAKES REPORT

The average number of patients daily cared for in the University of Michigan Hospital during 1930-1931 was 1,080. Total number of "patient days" was 394,201, and the average length of a patient's visit was 18.12 days.



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