

# The Farmington Enterprise

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Mr. Printing Dept.

Farmington, Michigan, Thursday, June 21, 1934.

## Editorials

### In The Well

The soft ball team that represents oil seems to be near the bottom of the well.

### The Flop of the Century

There are leaders in everything—even in failure. History has its greatest and most miserable flops, as well as its outstanding successes. And of all the grandiose promotion schemes that this generation in America has seen, there is one that leads all the rest. What is it? Was it the Sesqui-centennial at Philadelphia, which everyone has by now forgotten all about—except about how great a fiasco it was? No. Was it Detroit's own, that one-year "Cadillac" which, it was fondly hoped and fervently predicted, would become a yearly affair, to the edification and profit of carnival men, hot-dog vendors, pennant, souvenir, and cane manufacturers, and the rest? Another no.

Was it even C. C. Pyle's famous "Honion Derby" of a few years ago, that marathon from California to New York that became, like the runners' feet, flatter and flatter each day that it lasted?

No, the great American flop of the twentieth century is an event that was supposed to have been celebrated last Sunday, and might have been if everybody had not forgotten all about it. It is that ludicrous, even pathetic attempt at imitation, known as "Father's Day."

Perhaps you have heard about it. However the idea of Mother's Day may have originated, it "took" from the start, and has been a grand success. On a Sunday in May each year, millions of men wear red or white flowers, visit their mothers and bring them flowers and other gifts. Trying to take care of the customers, Jim over on Shawanee loses hours of sleep and Nick down at Hemlock loses half a dozen pounds, but they both make a little money, which florists can well use in a long depression. The spirit is good and every one is happy. That's on a Sunday in May.

Inspired by the success of the day, someone—the necktie manufacturer, it is whispered—declared that another, in the family's worth consideration, and they picked out a Sunday in June and proclaimed that it was to be "Father's Day." Now everybody pause and think of the virtues and deservings of dear old Dad, who all the rest of the year merely pays the bills. Good old Dad! Give the old boy a big hand, folks, on Father's Day. Remember him with a little something—it doesn't matter if it doesn't fit just right, because there's no size to it—a tie.

But the idea just hasn't clicked. Not that the effort wasn't there. If you don't believe that they've tried, you should have observed carefully. Even the outdoor necktie stands down on Monroe avenue in Detroit, with a little table on the sidewalk, had in place their placard—"Remember Father's Day—Give him a necktie." But nobody did. (Ask Fred or Adolph how many ties more than usual they sold last Saturday night).

Possibly fathers themselves put the kibosh on it. Maybe a lot of them knew that their daughters would go to the store and buy them a gift and charge it to the family account (it's been done), so that in the end, it's father who gives himself a gift on father's day. Maybe it isn't long enough after Christmas for father to forget what a horror he got at that gift-giving time.

There may be half a dozen reasons for the conspicuous failure of Father's Day. The fact that it's an imitation is undoubtedly one. But probably the chief cause is the kind of imitation that it is. A service or a product can be imitated, even improved, with sometimes greater success than the original. But you can't imitate a sentiment—that would seem to be the lesson of Father's Day, the most colossal flop of the generation. It would be better to forget it, than to try to force people to "Remember father."

### "Again, I'll Vacation In Michigan"

Few men can write with greater authority on Michigan's greatness as a vacation-land than Colin W. Hungerford, advertising manager of the Michigan Bell Telephone Company, and seldom has there been a more interesting piece of writing on this topic than the signed editorial written by him, as follows:

It is not common practice to write editorials in the first person, singular, but I claim that privilege in this instance, not only because of my deep interest in the subject, but because I feel well qualified to discuss it.

I was born in Michigan. For nearly 50 years I have lived in various sections of Michigan. As newspaper writer and editor and advertising man, I have been up and down this state, back and forth across it many times. I have visited most of the cities and towns within its borders. Notwithstanding all that, each year I find new points of interest, new scenes of beauty, new industries, developments and activities significant to Michigan's growth and progress—and what is a great source of pleasure to me, new friends and new acquaintances.

I have found no better place to spend my vacations; in my opinion, there is no part of the land where both the natural and man-made attractions are equal to those offered by Michigan.

Hospitable cities and people; splendid hotels; excellent tourist camps and resort centers; modern resorts and theatres; the very best in transportation and communication systems; up-to-date and newspapers—and those things which Michigan's wonderful water resources, its thousands of lakes and rivers, its forests, hills, valleys and cataracts, and the long coastline of the Great Lakes, and I can wish for no more. But there also are innumerable spots of historic interest, the great centers of industry, the enormous water

commerce that passes through our channels and great ship canals. And there are mountains in Michigan—the Porcupines, far up on Lake Superior—that really surprise one.

Seven years ago, it was determined that it would be beneficial to our Company to advertise Michigan as a vacation land. During the summer seasons since then, our Company's advertising in 250 newspapers in the territories we serve, has urged Michigan people to spend their own vacations in their own state and to induce out-of-state relatives and friends to come to Michigan.

We believe the results have more than justified the effort, that Michigan and all its people have benefited, and that our Company has benefited. We feel certain that the huge amount of vacation money spent in Michigan each year has been increased as a result of that advertising.

I've mentioned the newspapers in which we advertise—my work takes me to their doors frequently, to call upon men and women with or for whom I've worked, and for whom I've come to have the highest regard as builders of communities and of high ideals. They are advertising Michigan, constantly and in a big way—to their home folks and to the world at large. Probably few people realize the contribution that our weekly and daily papers make to their respective communities and to the entire state. Our sales advertising in their columns has brought business to our Company and employment to us. This month we shall resume our "Vacation in Michigan" advertising in those newspapers, and we believe it will bring business to Michigan, employment to Michigan people, and increased business to the Michigan Bell Telephone Company.

## WALLED LAKE

Mrs. Mae Rhodes

### Baptist Church

The vacation church school began Monday at the Baptist Church and will continue to July 6th from 9 to 11:30 a. m.

The teachers are Mrs. Mae Johns, Mrs. Everett McLean, Mrs. Mrs. Arthur Pierce and Mr. V. C. Wilk.

### Methodist Church

The Ladies Aid met on Thursday at the home of Mrs. June Deroux.

Mrs. Warren Wikom is the newly appointed primary teacher.

Mrs. Charles Hutton gave an interesting object lesson on Sunday during the Sunday School hour, and illustrated to the children the fact that God is within us, and will shine out as we let him. A special number is being planned for next Sunday.

Mrs. Anna Buffmyer is confined to her bed.

Elly Baxter of Detroit was a recent guest of George Goodrich. Mrs. G. Thompson was brought home from the hospital Friday.

Mr. and Mrs. Harry Stoflet spent Sunday at Romulus.

Mr. Leslie Fraser and Miss Wanda Currin were Thursday night dinner guests of Mr. and Mrs. Art Richardson.

Miss Florence Howard is spending the week with her grandmother, Mrs. Sarah Cahoon.

Rev. and Mrs. Carless are attending a home-coming at Meade, Miss Margaret Cernak of St. Petersburg, Fla., has come to spend the summer with her grandmother, Mrs. Marie Jonas.

Mrs. Chas. Bone left Friday for Battle Creek to visit her cousins, Mr. and Mrs. Hawley, Mrs. Taylor and Mrs. Robert Kellogg.

Mrs. George Groll spent Tuesday in Detroit.

Mr. and Mrs. G. C. Sharer of Lake Hamilton, Fla., are visiting at the Luth's home.

Miss Marion Wallace of Lapeer and Miss Florence Poole of Flint are spending the week with Miss Jean Wallace.

Mr. and Mrs. E. Brumbaum of Birmingham spent Sunday afternoon with Mr. and Mrs. Charles Hutton.

Mr. and Mrs. Paul Sturma and family of Cleveland are spending several days at the home of Mr. and Mrs. Frank Murray.

### WEST POINT PARK

Mr. and Mrs. Hag and daughter, Marie, and Mr. Dorothy George of Detroit were guests Sunday of Mr. and Mrs. Fred Gerge.

Mr. and Mrs. Marvin Addis and daughters, Miss Vivian and Jean, attended the High School graduation at Howell, Thursday evening. Miss Shirley Addis was a member of the graduating class.

Miss Doris Gilbert is the guest of her aunt and uncle, Mr. and Mrs. Marquette B. Shoman of Detroit.

Mrs. Lorimer Stern and son Donald are guests this week of Mr. and Mrs. Joseph Stern of Cleveland.

Mr. and Mrs. Lucian Gilbert were guests Saturday evening of Mr. and Mrs. George Hayes of Detroit.

Mr. and Mrs. Melvin Owen and daughter Mary Ruth and Mr. and Mrs. T. Bayles of Detroit were week end guests of Mr. and Mrs. Albert Owen.

Mrs. Lena Harran of Chesaning is the guest for a few weeks of Mr. and Mrs. Albert Heichman.

Clare Judd of Lansing was the guest Thursday of his uncle, L. B. Gilbert, Sr.

Mr. and Mrs. Herman Hoffman and three children and Mr. and Mrs. Ralph Voorheis and son Donald of Detroit were guests Sunday of Mr. and Mrs. Austin Ault.

Mrs. Alma Berger and Mrs.

Mr. and Mrs. Jesse Harmon and children, Robert, Carl and Alma and Miss Genevieve Cooper of Corunna were Sunday dinner guests of Mr. and Mrs. Ira Carnes.

The teachers and Mrs. L. M. Philp and family and Mrs. Anna Dickerson visited at Mr. Chas. Pelp's at Ferndale, Sunday.

Miss Ruth Champe and her aunt, Mrs. Lillian Baxter arrived last week from St. Petersburg, Fla., to spend the summer here.

Word received from different members of the Senior class state that they are on their way to New York City.

Mrs. Anna Dickerson and Mrs. L. M. Philp visited. Mrs. Lulu Pratt of Crescent Lake and Mrs. Arthur Johns of Pontiac on Monday.

Mr. and Mrs. David Borchending and daughter Helen of St. Paul, Minn., visited at the H. J. Luths home last week on their return home from New York, where they had been to visit their daughter Eric.

Mr. and Mrs. Charles Chamberlain and Mr. and Mrs. L. B. Miles of Royal Oak and Mr. and Mrs. Austin Miller of Detroit were Sunday guests of Mr. and Mrs. Stanley Voorheis, Friday evening.

Mr. and Mrs. Leo Welch and Mr. and Mrs. Frank Kling visited Mr. and Mrs. Clyde Smith of Dawn Mills, Ontario on Sunday.

Mrs. Louise Allen and son Edwin of Detroit were guests Saturday of Mr. and Mrs. Charles Green and Mr. and Mrs. C. C. Perry and Orville Potter of Detroit were their Sunday dinner guests.

The double header between Pontiac Air Port and Walled Lake basketball teams played Sunday at the school diamond resulted in a double victory for Walled Lake, scores 16-3 and 7-6.

The Walled Lake Fire Department was called out three times last Friday but fortunately no great damage was done. Runs were made to the homes of Joe Reimer, George Mayze and H. G. Roach.

Mr. and Mrs. Denton Betters and daughter of Pontiac have moved into the Oswald Neuman house.

Mr. and Mrs. P. J. Miller and family have returned to their home here after spending the winter in Lansing, where their daughter Phyllis attended College.

Edward Hillerich Sr. was guests Sunday afternoon of Mr. and Mrs. Otto Schmidt of Detroit.

Mr. and Mrs. Wm. Garchow were Sunday dinner guests of their son and family Mr. and Mrs. Tom Garchow, in honor of Mrs. Wm. Garchow's birthday.

Mr. and Mrs. Earl D. Mach of Salem were dinner guests Monday of Mr. and Mrs. S. McCoy.

Mr. and Mrs. Charles Gilbert and son Charles Jr., of Brightmoor were guests Sunday of Mr. and Mrs. Lucian Gilbert.

Mrs. Edna Nester is the guest of her daughter, Mrs. William Taylor of Detroit.

Mr. and Mrs. Albert Owen, Kenneth and Billy and Mr. and Mrs. Austin Ault, and two daughters, Phyllis and Helen attended the Chrysler Axle Department picnic in Chenequa Park, Detroit, last Saturday.

Miss Shirley Zwahlen was the Sunday dinner guest of Mrs. Irving Lancaster of Farmington.

Mrs. Marvin Addis is the guest this week of her daughter, Mrs. Max Bergin of Howell.

Mr. and Mrs. Lawrence Marzoli and niece, Lois, of Detroit were dinner guests Sunday of Mr. and Mrs. Frank Smith. Sunday afternoon they accompanied the Smith family on a picnic at River Rouge Park.

Mrs. Charles Swain and son Charles of Louisville, Kentucky is the guest of her sister, Mrs. Edward Hillerich, Jr.

Mr. and Mrs. Wm. Martin and son of Detroit are spending two weeks with the latter's sister, Mrs. James Rice.

Mrs. Wm. Zwahlen and daughter Miss Shirley, and Miss Olive Grimwade of Farmington were guests Thursday evening of Mr. and Mrs. Carl Thisted of Kensington Road, Detroit.

Mrs. James Eastman and her sister, Miss Anna Thayer attended their neighborhood club last Thursday at the home of Mrs. Frank Bryan for a pot luck luncheon.

Mr. and Mrs. Howard Middlewood and son Howard Jr. of Detroit were Sunday guests of the former's mother, Mrs. Ethel Middlewood.

Read the advertisements in your home town paper.

## PENNIMAN ALLEN THEATRE NORTHVILLE

SATURDAY, JUNE 23

LEW AYRES—JUNE KNIGHT

### "CROSS COUNTRY CRUISE"

All Aboard! For the ride of your life... Whiz across the continent on a speeding bus... Laugh, cry, be mystified and thrill to romance as you live through this great picture.

News

Comedy

WEDNESDAY, JUNE 27

WALTER HUSTON — FRANCIS DEE

### "KEEP 'EM ROLLING"

To men a hard boiled trooper... to women a rowdy lover... only his horse knew him as a sentimental sot!

Short Reels

Comedy



## Don't Let Your Profits Out with Your Cows

Cows simply can't keep on producing to the limit of their capacity on pasture alone. Grass, at its best, is over half water. No cow can eat enough to keep herself in good condition and produce milk in satisfactory quantity at the same time. They require a regular and substantial grain ration, too. Dairymen who feed Larro with pasture get more milk than those who don't—and more profit at the end of the year.

FARMINGTON MILLS  
PHONE 26



## You Save when you Build With the Best

How long your building materials last has as much to do with economy as the original cost. Cheap building materials are always the most costly in the end—the highest quality is always the most economical.

Let us help you with your needs for repairing, additions, rebuilding, or new building of any kind.

## Farmington Lumber & Coal Co.

CARL G. HOGLER, Mgr.

Phone 20

### PROFESSIONAL SERVICES

Z. R. ASCHENBRENNER, M. D.

Physician and Surgeon

Office Hours: 1:30 to 4:00 p. m.  
Evenings Except Sun. and Wed.  
7:30 to 8:00

Office Phone 140-J  
Resident Phone 140-J

Cook Bldg.

E. DEANE ELSEA

A. P. WARTHMAN

Osteopathic Physicians

And Surgeons

Grand River at 6-Mile Road

Clarencetown

Hours 2 to 5—7 to 8 Daily

Phones:  
Farmington 333F3  
Redford 2025

Farmington If no answer Call CHERRY 2234