The Farmington Enterprise

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Farmington, Michigan, August 9, 1934



From Flea to Flea

Always searching for novelty, a Detroit radio station's staff has developed a new kind of nuisance for owners of receiving sets that is a real achievement in annoyance. As if one were not enough, they have contrived a way of putting on the air two advertisers on the same program, at the same time.

Admittedly it is clever, however it disturbs enjoyment of the pro grams. Here is how it is worked: The original sponsor of the program is a gasoline company. After two or three spiels on the sublime virtues of World-Beater Gasoline, the announcer introduces Mr. George K. Blobb, president and general manager of the No-Spot Cleaners and Dyers, and proceeds to interview Mr. Blobb. The interview and answers bring out cleverly the virtues of the cleaning and dyeing company's service and prices, the large fleet of trucks they employ, and the fact that they are, of course, one of the largest in the business. After quite a bit of this sort of back-slapping for the cleaning company, which would convince the listener that it is the cleaners who pay for the radio time, the interviewer then asks Mr. Blobb what make of gasoline they use in their trucks. It is, of course World-Beater—exclusively. Subsequent questions bring out that the cleaning company has found, as a result of using World-Beater gasoline, not only that it is twice as good as any other kind, giving loads more mileage, but that it keeps their trucks from developing any kind of mechanical trouble whatever, that their dozens of drivers can get it anywhere at any time of day or night in half a dozen states, that it is always uniform in whatever station purchased, that the station attendants are always equally courteous, clean-shaven, and obliging, and the drivers can cover twice as much territory in half the time, thereby enabling them to get home on time every day for supper-whereas with all other kinds of gasoline—any other kind, in fact, all the drivers would be coming home late for supper and would complain about the potatoes being cold and sharp words would ensue and their wives would sue them for divorce, thus breaking up dozens of happy homes. Thus, it is proven, World-Beater Gasoline not only keeps automobiles perfect forever, but preserves the domestic hanniness of drivers, all of which is attested to by Mr. George K. Blobb, general manager of No-Spot Cleaners, who-be sure you don't forget—are among the largest firms of the kind in this section. Now, all give ten whoops for World-Beater Gasoline and ten more for No-Spot Cleaners, both of whose advertising is sandwiched into one radio program.

The possibilities of this brilliant new idea are unlimited. Next, it can be discovered out why the World-Beater Gasoline station at tendants are so unfailingly courteous and accomodating. Undoubtedly it's because they all eat Noisy-crunch Breakfast Food, use Enamel-White Tooth Paste, and Dirt-Destroyer Soap, besides wearing No-Gripe Underwear which is always comfortable. And how are the underwear and uniform and tooth paste and soap factory employes able to turn out products of such unvarying perfection? Because they all drink Whoop-la, that marvellously refreshing drink which keeps them from becoming fatigued and getting that tired feeling, which

them from becoming ratigues also getting that these recents when might lead to carelessness in their productive work. Proceeding along this line, the radio men might adopt as their motto those famous lines describing so graphically what goes on in the animal and insect world, where each species is preyed upon by another, in endless succession:

"And so each flea has smaller fleas That on them prey and bite 'em And so proceed from flea to flea, Ad infinitum."

Antidote For Golf

Golf, a couple of decades ago a little-known pastime in this coun try, has become not only a nation-wide pursuit, but almost a national passion. It can hardly be called a sport any more as far as hundreds of thousands of its devotees are concerned, for they take it so seriously that it has passed out of the class of an amusement. They play it at such regularly-appointed times with so regularly-scheduled partners, and with such nervous intensity, that it resembles work on the continuous-assembly line of an automobile factory, rather than

One writer comments seriously that golf and its vexations do more to add to the nervous troubles of American business-men than business worries themselves, and he notes as a counter-action that golf (so he says) "is already happily disappearing." It may or may not be too no says) "Is already napply disappearing." It may or may not be true—but if not, there is an antidote for the seriousness of golf in a few paragraphs written by Frank Day Smith, Detroit attorney. It was printed in The Resedale Tattler, published for Rosedale Park residents by The Redford Record. Mr. Smith, with facile pen, as serts that his is a thoroughly serious review of some research into the mysteries of golf. But through every line there are eye-twinklings that ought to be an effective antidote for the most smitten follower of golf. He writes:

wer of golf. He writes:

"Mr. Smith relates his method as follows: "Finding Golf to be almost an exact science, and that it must be studied secordingly, I realized that to win tournaments it was necessary to pitch dead and sink long putts, therefore I concentrated upon accuracy and realized trather than distance and made a scientification and the short game and discovered that in pitching and putting a ball must be stroked with a more pronounced dependent of the short game and its anothernly direction than when propelling the ball in a southernly direction.

"This is acounted for by the scientific fact that a golf ball

armington (Michigan) Enterprise Thursday, August
is extremely sensitive to the phenomenon which arises from the
centrifugal force caused by the motion of the earth traveling
at the rate of 140 feet per second, since the linear velocity of
the aviel rotation at the surface of the earth increase gradually from the poles to the equator, this pull of gravity must be
reckoned accurately in pitching and-putting to reach the maximum results.

"I also found that gravitational attraction of the sun and
moon, influenced the movements of a golf ball, similar to the
effect upon ocean-water, causing the flow and ebb of the tides
and that it was therefore essential in order to pitch or putt with
precision, to regulate the force applied to a golf ball, by studying the position of the sun and moon before attempting to pitch
dead or to attempt to sink a long or difficult putt."

"For instance a full moon when the earth and sun are in a
direct line with one another, the ball must be stroked more
crisply, than when the moon is in its first or third quarter."

"Another element which must be considered and studied in
putting is the moisture content, in a blade of grass, since it is
essential to stroke a ball on the putting green with a slightly
restricted stroke when the grass and soil contain a lesser degree of moisture content and use more force when putting on
grass containing a maximum moisture content."

"By observing these simple scientific rules, I found the margin was sufficient to enable me to be successful during the
past eeason in the tournaments at western."

Our Lady of Sorrows Church Rev. John J. Larkin, Pastor

Sunday masses at 7:00 a. m. 8:30 a. m., 10:30 a. m. and 12:00

noon.

Benediction after 10:30 mass.

Daily masses at 7:30 a. m. and
8:00 a. m.

Services held on Warner Avenue ust north of Grand River. Sunday School at 10 a. m. Church at 11 a. m. On Thursday evenings—Prayer at 7 o'clock.
Bible study at 7:30 o'clock.
Church service at 8:00 o'clock.
The 8:00 o'clock service will be onducted by a group of Young eople. There will be special inging.

People. There w... -singing. "Zion shall be redeemed with judgment and her converts with righteousness." Everybody welcome.

Salem Evangelical Church Rev. W. Breitenbach, Minister

Sunday, Aug. 12, 11th after Trin-

Service at 10:30 A. M. Subject: The Publican's Prayer." Sunday school at 11:30. William Maas, Supt.

Methodist Church Rev. F. A. Lendrum, D. D., Minister

Worship 10:30 a.m. "This Mud-dlec World" will be the sermon theme. Anthem and offertory by the choir. Church school 12 noon. If you have no Church home you will receive a cordial welcome at all our services.

Baptist Church E. W. Palmer, P.

10:30-Morning worship in the

nurch. 11:45—Bible School with class-es for all.

es for all.

6:30—Young People's Hour.

7:45—Last service in the tent
on Grand River. Alexander
Kaminsky, Imperial Russian Violinist will give a Sacred Recital.

Every one is welcome.

Destructive Tidal Wave

Destructive Tidal Wave

Not Due to Sun or Moon

A tidal wave han nothing to do with
the tide, but is enused by one of two
or three things: Earthquakes, storms
(which may be distant from where
the wave is rottly, and high winds. A
true tidal wave is nothing other than
the tide, asys an authority, the Kansas City Star.

The tidal wave of science is caused
by the slight builging of ocean water
to opposite sides of the globe, due to
the attraction of the moon and the
sun. As the earth rotates on its
and creates the rine and fall of the
and reates the rine and fall of the
and treates the rine and fall of the
dide which is so well known to those
who live along seacosats and which
occurs twice a day.

The tidal wave which does the
damage to lives and properly is not
due to any attraction of sun or moon,
and, according to the expert, there is
nothing mysterious about such waves,
even though they occasionally arrive
is existent water. When they occur
a storm has set on the ignatic wave
at some other point, the wave conlunding to roll until it breaks over
land.

More than \$8,000 persons drowned

thoing to roll until it orease over land.

More than 88,000 persons drowned in the ware which followed the erup-tion in 1883 of the volcano Kraratos in the Strait of Sunda. The ware which followed the eruption prob-ably was the highest erer known. It reached a point on certain hillaides which was 115 feet above the normal level of the ocean's surface!

NO FREE LICENSES

There are no complimentary fishing or hunting licenses issued in Michigan, the Department of Conservation announces. All persons over 18 years of age must have a license when fishing in the inland waters.

CLARENCEVILLE

CLARENCEVILLE

Mr. and Mrs. Clarence Bather
of Purling Brook Road were hosts
last week to a party of friends
and relatives including Mr. and
Mrs. Charles forwin of Roscommon, Ernest Corwin of Flint Mr.
and Mrs. M. Schmidt und son of
Saginaw, Mr. and Mrs. Earl Bird
and sons of Toledo, Ohio, Mr. and
Mrs. Claude Barber and faund and
sons of Toledo, Ohio, Mr. and
Mrs. Claude Barber and faund with
the state of the state of the faund
with the state of the state of the faund
Mrs. Barber for several weekt.
Mrs. George Crook Sr., Miss Edac Crook and George Crook Jr.,
of Tuck Road, motored to Biles
field Wednesday where Mrs. Crook
and Miss Edna will visit with Mr.
and Mrs. Daniel Webster for a
week.
Mrs. Herald Cox entertained her

week.
Mrs. Herald Cox entertained he
Pedro club Wednesday afternoon.
Mrs. F. Allen of Detroit spent
Wednesday at Bonnie Brook as the
guest of Mrs. David Robb.
Farmington Chapter No. 259 O.
E. S. will hold its regular meeting Tuesday, August 14, at 3:00
o'clock.
Wr. and Mrs. The Wednesday August 19, at 3:00

Mr. and Mrs. Earl Waack spen

and mrs. Earl Waack spent the past week visiting relatives in northern Michigan. Mr. and Mrs. Perris entertained as guests Sunday friends from Aurora, Canada, Mr. and Mrs. H. Schmidt and son Harold of Red-ford and Mr. and Mrs. Ferris, Jr.

Schmidt and son Harold of Redford and Mr. and Mrs. Fevris,
Jr.
Mrs. S. Bell and Mrs. E. Young
of Saulte Ste. Marie are visiting
at the bome of the former's daughter, Mrs. Guy Wintera.
Mr. and Mrs. Charles Diamond
and family spent Sunday visiting
friends in Pontiac.
Members and friends of Trinity Shrine No. 44 are invited to attend a co-operative supper Thursday evening, August 16, at 6 o'clock at the home of Mrs. Vesta
Garlick at Belleville. Supper will
be served in the park adjoining the
Masonic Temple, following which
the evening will be spent playing
cards. Guests are requested to
bring ckina and silver.
Mr. and Mrs. Herald Cox were
guests over the week end of Mr.
mer cottage at Runyan Lake.
Guy Winters spent the past week
with his father who is seriously
ill at his home in Holly.
William Longfellow of
Ave. is spending his vacation with
his aunt and uncle at Newark,
New Jersey.
Mr. and Mrs. Clarence Barber
and sons spent the week end in
Toledo. O., as guests of Mr', and
Mrs. Fred Barber and report the
brother of Mr. Barber's who
recently underwent a serious operation with Barber and report
ditton. Miss Spirley Barber, who
has been spending part of her vacation with her aunt, returned
with her parents.
Miss Dorothy Bell of Rockwell
Ave. is spending at wo week's va-

Miss Dorothy Bell of Rockwell.
Are is spending a two week's vacation with Mrs. Earl Williams
and Mrs. W. Snyder at Ferndat
Honoring the birthday of Mrs.
Stolz, of Waldron Ave., a group of
friends gathered at her home at
a surprise party Thursday, Jaure
ust 2.
Mr. and Mrs. John Wagner and
family of Highland Park visited
friends in Clerenceville and Farnigton Friday evening.
Mr. and Mrs. David Robb of Bonnie Brook visited at New Hudson

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Mr. and Mrs. David Robb of Bonnie Brook visited at New Hudson Friday.

Members and friends of Farmington Garden Club who are interested in the growing of gladious should attend the lecture and show to be held at the Stater Hotel August 17 and 18. There will be a lecture Saturday afternoon on Gladiolus Hybridization by H. C. Owen and a demonstration on arrangements by V. R. Fetris at 3 o'clock. The show will open to the public each day from 2.p m. to the public each for the manufacture of the control of the public each control of th

Many a poor fish gets hooked without hitching, he is hardly worth owning.

INCREASE IN FOREST FIRES IS OBSERVED

An increase in the number of forest fires and acreage burned over was seen in the reports to the Department of Conservation for the week ending July 21.

A total of 149 fires was reported with an aggregate acreage of 550 burned over. This represents an increase of 200 per cent over the previous week.

In spite of this jump, the past week is the seventh of continuous slight damage this summer.



Farmington Lodge No. 151, F. & A. M. Meets second Monday of each month
John H. Aittama,
W. M.
Jas. L. Hogle, secy.

DINE AND DANCE at the NORTHWESTERN BEER GARDEN

West of Grand River on 8-Mile Road

MICHIGAN BELL TELEPHONE CO.



"OH, THEY'RE NOT HOME, AND I MUST FIND A TELEPHONE!"

It's inconvenient and often embarrassing to use a neighbor's telephone frequently. But it would be serious . . . perhaps even tragic . . . should sudden sickness, fire, accident or other emergency occur while the neighbors were away, and you could not reach a telephone promptly.

Why continue the inconvenience without a telephone of your own? Telephone service costs only a few cents a day. Call, visit or write the Telephone Business Office to place an order. Installation will be made promptly.



Wise Buyers Are Ordering COAL

NOW!

Quality Coal and Building Supplies

Farmington Lumber & Coal Co.

CARL G. HOGLE, Mgr.

Phone 20

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Z. R. ASCHENBRENNER, M. D

Physician and Surgeon

Office Hours: 3:00 to 4:00 p. m. Evenings Except Sun, and Wed. 7:30 to 8:00 Office Phone 160-J Resident Phone 160-M

VER, M. D.

A. P. WARTHMAN
Osteopathic Physicians
And Sorgeons
Grand River at 8-Mil Road
Clarenceville
Hours 2 to 5-7 to 8 Daily
Phones:
Farmington 333F3
Redford 2026

Tarmington 11 no answer Call CHERRY 2234