

# The Farmington Enterprise

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## Editorials

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 programs. Here is how it is worked: The original sponsor of the program is a gasoline company. After two or three spots 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 happiness 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 attendants are so unfailingly courteous and accommodating. 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 employees 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 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 country, 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 a sport.

One writer comments seriously that golf and its vexations do more to add to the nervous troubles of American businessmen 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 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 Rosedale Tatler, published for Rosedale Park residents by The Redford Record. Mr. Smith, with facile pen, asserts 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:

"Mr. Smith relates his method as follows: 'Finding Golf to be almost an exact science, and that it must be studied accordingly, I realized that to win tournaments it was necessary to pitch dead and sink long putts, therefore I concentrated upon accuracy and precision rather than distance and made a scientific study of the short game and discovered that in pitching and putting a ball must be stroked with a more pronounced degree of force when pitching or putting in a northerly direction than when propelling the ball in a southerly direction. This is accounted for by the scientific fact that a golf ball

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 ariel rotation at the surface of the earth increases 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 season in the tournaments at western."

## CHURCHES

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.

### Church of God

Services held on Warner Avenue just 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 conducted by a group of Young People. There will be special 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 Trinity.

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 Muddled 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  
Rev. E. W. Palmer, Pastor

10:30—Morning worship in the church.  
11:45—Bible School with classes 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

Not Due to Sun or Moon  
A tidal wave has nothing to do with the tide, but is caused by one of two or three things: Earthquakes, storms (which may be distant from where the wave is felt), and high winds. A true tidal wave is not related to the tide, says an authority in the Kansas City Star.

The tidal wave of science is caused by the slight bulging of ocean waters on opposite sides of the globe, due to the attraction of the moon and the sun. As the earth rotates on its axis, the bulge is carried around it and creates the rise and fall of the tide which is so well known to those who live along seacoasts and which occurs twice a day.

The tidal wave which does the damage to lives and property 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 in calm weather. When they occur in time of calm, it is merely because a storm has set up the gigantic wave at some other point, the wave continuing to roll until it breaks over land.

More than 36,000 persons drowned in the wave which followed the eruption in 1883 of the volcano Kratoa in the Strait of Sunda. The wave which followed the eruption probably was the highest ever known. It reached a point on certain hillsides 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.

Many a poor fish gets hooked on a vacation.

### 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 650 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 and risk of being 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

### PROFESSIONAL SERVICES

Z. R. ASCHENBRENNER, M. D.

Physician and Surgeon

Office Hours: 9:30 to 4:00 p. m.  
Evenings Except Sun. and Wed.  
7:30 to 8:00  
Office Phone 160-J  
Resident Phone 160-M

Cook Bldg.

E. DEANE EISEA  
A. P. WARTHMAN  
Osteopathic Physicians  
and Surgeons  
Grand River at 8-Mile Road  
Clarenceville  
Hours 2 to 5-7 to 8 Daily  
Phones:  
Farmington 333F3  
Redford 2025

Farmington If no answer Call CHERRY 2234