

SEALS ARE STRONG ALLY AGAINST PLAGUE

Against one of the most insidious enemies of man the people of Michigan have a powerful ally—tuberculosis Christmas seals, according to Theodore J. Werle, executive secretary of the Michigan Tuberculosis Association. With out Christmas seals, the financial slumps of thirty years of organized combat, the rapid inroads already made against tuberculosis undoubtedly would have been much more limited, Mr. Werle declared this week. Through the purchase of Christmas seals, Michigan people again are availing themselves of the opportunity to participate in the fight against the White Plague, he said.

"Had the prevailing tuberculosis death rate of thirty years ago continued to the present day, tuberculosis last year would have claimed approximately 5,200 Michigan lives," Mr. Werle stated. "Instead, less than half that number, 2,100 died from the disease. Christmas seals have helped to accomplish this reduction chiefly through health education and systematic case-finding, including tuberculin testing and X-ray examination."

Utterly needless, however, were the more than 2,000 Michigan deaths caused by the White Plague in 1936, Mr. Werle declared.

WILLING WORKERS GROUP IS ACTIVE

The Willing Workers Society, who were formerly of the Cheerful Circle of Clarenceville met with Mrs. Roy Taylor at a pot luck dinner was served at noon to 10 members.

This occasion honored the birthday anniversary of its oldest member, Mrs. Dora Donelson of Novi. A gift of money was presented by the chairman, Mrs. Setterfield.

The home of Mrs. Roy Taylor of Middle Belt was the scene of a Christmas party held by the group.

GUERNSEY BULL SOLD

A purebred Guernsey bull, and cow were recently sold by John Endicott of Bloomfield Hills, to F. L. Dunn of Farmington.

Polishing Diamonds Is Done by Turning Wheel

The process of polishing diamonds has not changed for more than 300 years, with the exception of the manner of turning the wheel. At first this was done by hand, then by horse power, next by steam and later by electricity, says a writer in the Washington Post.

The composition of the diamond wheel is a secret carefully guarded by those who possess it. It is said that no one in this country knows how to make it. During the war, when it was very difficult to obtain chemists tried in vain to discover the secret.

Experts have analyzed the materials and found that it is composed of a mixture of iron and steel in certain proportions, but after having got the proper constituents and constructed the wheel, they found that it would not cut the diamond as it should.

It would cut a little but not enough to make it worth while to use it. It is thought that the secret of the diamond wheel lies in the method of cooling, but no one is sure.

This wheel, like good wine, grows better with age. This is because the diamond dust gets into the pores of the metal and makes it cut better.

The earliest records obtainable of the lapidary's art is mention of several cut diamonds among the treasure of Louis of Anjou toward the end of the fourteenth century. The method of brilliant cutting is generally ascribed to Louis de Berquin, of Bruges, who in 1475 cut several celebrated diamonds for Charles the Bold. From that time down toward the end of the last century the industry has been almost entirely connected with the history of Holland. Only within the past generation has any country been able to compete with her, and as yet only in quality of output and not in quantity.

Brazilian Venice

Pernambuco is called the Brazilian Venice because of its canals, deepened to drain the low lands. The city is the easternmost in South America and the white crested surf of the clear Atlantic never ceases beating upon its shores. In the old part of the city the streets are narrow and the houses tall, the idea being to obtain the maximum of shade.

Boone Kept Coffin Under Bed When Daniel Boone, the Indian hunter and pioneer, died on September 26, 1820, he was buried near Marlborough, Mo., in the coffin which during his lifetime he had kept under his bed. Twenty-five years later, says The Digest, his bones were transferred to Frankfort, Ky.

CHURCHES

All notices for this column must be in the Enterprise office not later than Tuesday at noon.

Methodist Episcopal Church, Rev. Delmore Stubbs, Pastor

Morning Worship at 10:30. Regular Quarterly Communion. Church School at 11:45.

Epworth League at 6:30. Mr. Bob Snyder will be the leader.

The official board will meet Tuesday evening at 7:30.

The Ladies' Aid will serve a penny supper in the church dining room, Tuesday, January 4th.

Members of the Church School board are asked to keep in mind the annual election of officers to be held January 12th.

Redford Gospel Tabernacle 15900 Lashar Road

Sunday School, 10:00 a. m.

Pentecostal prayer and praise service, 11:00 a. m.

Evangelistic service, 7:45 p. m. All are welcome regardless of circumstances. 100% Pentecost.

Clarenceville M. E. Church Rev. Gula, Pastor

Sunday School, 10:00 a. m.

Church service, 11:15 a. m. Epworth League, 6:30 p. m.

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 p. m. Benediction after 10:30 mass.

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

First Baptist Church Gilbert A. Miles, Pastor

Morning Prayer Meeting 10:15.

Morning Worship 10:30 Bible School 11:45.

Junior and Senior B. Y. P. U. at 6:30.

Evening Evangelistic Service at 7:30.

Our Watch Night Meeting will be held Friday, evening, December 31, at eight o'clock.

There will be a Fellowship meeting, Baptismal Service, Social Hour and Communion Service.

The Public is cordially invited.

WEST POINT PARK

The Ladies' Community Club will meet at the Community Hall on Wednesday afternoon, January 5. A pot luck luncheon will be served.

Christmas parties with well arranged program and a friendly exchange of gifts were held in the various rooms of Pierson school. A number of mothers were present and ice-cream and cake were served all at the close of the afternoon treats, consisting of candy, fruit and nuts, the gift of the local P. T. A., were distributed to the boys and girls.

Mrs. Clarence Adams and daughter, Iris and Mrs. Adams' father, Mr. E. Coolman of Detroit, are guests of Homer Coolman and family.

Dolores Jean Ault is the proud possessor of a handsome big doll which has been on display at a Seven Mile road shop. Dolores Jean is nine years old and a pupil in Mrs. Wolfe's room at school.

The Community Club distributed several much-appreciated boxes of groceries to families who did not have quite all they needed at this Christmas time.

Homer and Mrs. Coolman and family were dinner guests of Mrs. Coolman's cousin, Mrs. Mary Sheets of Detroit on Christmas Day.

Mrs. Margaret Martin spent Christmas with her son and family, Mr. and Mrs. Carl Borland of Detroit.

Edwin and Mrs. Johnson and son, Edwin Junior, were Christmas and weekend guests of relatives in Grand Rapids.

Donald DeJager of Grand Rapids was the Christmas dinner guest of William H. and Mrs. Zwahlen.

Albert and Mrs. Ewald and family of Detroit were dinner guests Wednesday of Earl and Mrs. Redding, it being Mr. Redding's birthday.

William D. and Mrs. Zwahlen and daughter, Janet Mae, of Detroit, were Christmas and weekend guests of William H. and Mrs. Zwahlen.

Elmer and Mrs. Helchman entertained at Christmas dinner Mrs. August Burger and two sons, Elmer and Ralph; Mrs. Eleanor Kierulff of Detroit; Albert and Mrs. Helchman and Gerald Zeligler.

Norman and Mrs. Gedig, Mrs. A. Gedig, of Detroit; Ralph and Mrs. Voorhees and son Donald; Augusta and Mrs. Ault and daughter Virginia, Phyllis and Helen Ruth, were Christmas dinner guests of Albert and Mrs. Owen.

A dance never seems too long when you have the right partner.

Concentrate on your job and you will forget your other troubles.

LOSEY CORNERS

The Woman's Aid will sponsor a watch party Friday, New Year's Eve, at the Wilcox school. Beginning at 9:00 p. m. there will be an interesting program and hot chili and coffee will be served.

Mr. and Mrs. Robert Frigies entertained Christmas Day Edwin K. Tamm and family, Henry Min and family, Mr. and Mrs. George Carr of Pontiac, Mr. and Mrs. L. A. Mansfield and Rev. and Mrs. Knapp.

Hope Chapel gave their Christmas program Wednesday evening, each class received gifts from their

teacher and the Sunday School saw that every one had a box of candy.

The board met and a resolution was passed to send a letter of thanks to Mrs. Beddell and daughter of Detroit, members of Hillcrest Church, who have so graciously donated a communion service to Hope Chapel and its members.

Mr. and Mrs. Tamm accompanied Robert and Mrs. Fredericks to Saline to visit Rev. and Mrs. Breitenbach.

Mrs. William Hope and their

youngest son David, are ill with flu. The many friends wish them a speedy recovery.

Mrs. Albert Spicer received a large package of Christmas presents from her parents in Ireland. Mr. Arthur Howe and family visited in Canada over the Holidays.

Patricia: "Harry surprised me by telling me that we're going to take our honeymoon in France."

Nellie: "How nice! And how did he spring it on you?"

Patricia: "He said as soon as we were married, he would show me where he was wounded in the war."

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	BEFORE		AFTER			BEFORE	AFTER
	% Looking	% Stopping	% Looking	% Stopping		% Looking at Display	% Looking at Display
Shoe Store	30.4	12.8	55.3	19.9	Drug Store	10.0	47.0
Women's Specialty Shop	31.0	12.3	48.0	17.9	Men's Hats	16.0	30.0
Department Store	53.7	16.2	60.3	21.8	Women's Specialty Shop	19.9	24.9
Men's Furnishings	33.2	12.4	43.9	14.9	Men's Ties	30.1	40.2
Hardware Store	39.6	8.7	55.6	15.4	Department Store	18.8	30.7
Women's Dress Shop	27.5	9.6	39.5	14.8	Hardware Store	6.8	8.9

Improved lighting attracts more customers

HERE is an interesting table of figures. It is interesting because it applies to YOU. It shows how typical stores—both large and small—have used better lighting to attract more customers and increase sales. What these stores have done, YOU can do.

The left half of the table deals with show-window lighting, the right half with interior lighting designed to draw attention to a particular display inside the store. The percentage of people attracted BEFORE and AFTER improved lighting was installed is highly significant. Increases of fifty to one hundred per cent have been achieved at only a nominal cost for lighting.

The figures above are not guesswork. They are the result of an accurate check in a

number of representative retail stores. And they show that light will work effectively no matter what the type of merchandise sold. Lighting has boosted the sales of gasoline, women's hats, groceries and meats, shoes, hardware, men's furnishings and a hundred other different items. You can make lighting an investment, returning good dividends. Improved lighting pays its own way.

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