

Know Your Farmington Merchant . . . Best Promotion Is Good Service, Farmington Insurance Man Says

"Good service is the best promotion a businessman can get," Kenn Loomis, experienced Farmington insurance man, says. Kenn, who started in the insurance business here in 1925, says he built his present general insurance business from scratch using that policy. "I think it's good when folks in trouble call me at odd hours of the day and night; they expect service from me. And by giving them good service I keep their friendship and increase my own business."

Kenn now serves his clients from a new office annexed to his home at 23254 Farmington Road. The office, paneled in knotty cedar and boasting every convenience it's possible to put into a thoroughly modern business place, was occupied by the Loomis family in November of last year. The modern facilities in the office don't keep it from retaining its "homey" atmosphere—the addition is as comfortable as a country kitchen.

The original Loomis insurance license dates back to 1929, four years after Kenn came to Farm-

ington and one year after he married Lulu Lockwood, a Farmington school teacher. In 1935, just 15 years ago this month, Loomis went into business for himself.

Kenn is active in community affairs; he is now serving as police and fire commissioner on the city commission, and is a member of many local organizations. In-



KENN LOOMIS

PAPERS SPOTLIGHT FIRE SEASON IN MARCH EDITIONS

Over 255 Michigan newspapers are going to spotlight the hazardous spring forest fire season with special editions March 30 - 31, the conservation department's forest fire service announces.

"Fires were actually fewer in number last year," says state forest fire chief M. M. Bergman, "but the acreage toll jumped 42 per cent, primarily because of an early, damaging spring fire season. Over 75 per cent of the 1949 damage of 21,105 acres had occurred by April 30. Smokers and brush and debris burners were responsible for over 1,200 of last year's 1,524 fires."

Bergman points out that J. A. Mitchell, veteran fire research expert of the U. S. Forest Service, had predicted the 1949-50 forest fire season could be the most hazardous in the Great Lakes area since 1933, when 292,600 Michigan acres went up in smoke.

"While we managed to keep our actual increase from exceeding slightly more than 6,000 acres last year," Bergman notes, "other lake states were less fortunate. Minnesota reports 1949 forest fires blackened over 183,000 acres, largest toll since 1935. Wisconsin had less acreage gutted by fire in areas under intense protection, but still had a total of better than 29,000 acres burned over compared to over 26,000 in 1948."

Lack of rainfall increased the hazard in all three states last year. Climate in Michigan occurred last fall when ground water levels hit successive new lows in September, October and November. February levels have improved considerably, but still are below the 19-year average.

Subscribe to The Enterprise - Save!

Learn How
Prayer Can
Heal You . . .

Attend a Free
Lecture entitled

**"Christian
Science: The
Law of Liberty"**

— by —

ADAIR HICKMAN, C. S. B.,
— of —
New York

Member of the Board of
Lectureship of The Mother
Church, The First Church
of Christ, Scientist, in
Boston, Massachusetts

Friday, Mar. 17

8 P.M.

Church Edifice

Eighth Church of
Christ, Scientist
Detroit, Michigan
20011 Grand River Ave.
At Evergreen Road

Cordially Invites You

Michigan Mirror

(Continued from Page Two)

velopment, pointed out that a number of Michigan rural communities have formed corporations to purchase industrial land which is resold to industry at a fair price.

"We have put out a guide for helping communities to form such corporations, and many Michigan communities are in the process of doing that now," said Mr. Wood.

Dean Ernest L. Anthony, School of Agriculture, Michigan State College, referred to a college survey of approximately 25,000 industrial workers who lived on small farm plots and who presumably worked in city industries.

In the past the idea of decentralization of industry whereby workers could perform part-time farming on home plots while working part-time in city industries has had a popular vogue. The MSC survey, however, revealed that a majority of these workers were mak-

ing "very poor use of the fact that they lived in the country."

"Today we must realize that agriculture is a business," said Dean Anthony. "It is a scientific and mechanical business. The man who pays much attention to farming has to farm as if he really meant to farm. It is not something, just a little on the side, that he can putter around with."

It is the observation of Dean Anthony that the present industrial pattern of labor used on swing shifts does not encourage part-time farmers in rural communities. Dean Anthony favored the encouragement of agricultural processing plants, such as cooperative creameries, milk plants, and other food concerns, which might develop in smaller communities.

"Too many of our communities have forgotten their farmers and the farm possibilities that are right around that community in which they live," observed Dean Anthony. "I would like to see town and coun-

try get a lot closer together than they are now."

The writer of this column has traveled considerably about Michigan. An inevitable observation is the growth of some small communities, while neighboring towns languish and steadily decline. Community development is not a matter of overnight success. It calls for an awakened civic spirit and a constant cooperation of citizens in movements to better the community, making the town a better place in which to live and work.

It is significant to note that Michigan already has services available in the Michigan Department of Economic Development, the University of Michigan and Michigan State College whereby communi-

ties can obtain assistance in helping themselves to progressive development. The towns which are making an effort to improve themselves are thus the communities which are more apt to attract new industries.

U-M Has Been Teaching Astronomy Since 1854

Astronomy is one of the oldest courses of study at the University of Michigan.

It was offered in 1854 by Prof. Franz F. E. Brunow, brought to Ann Arbor from the University of Berlin by President Henry P. Tappan.

No area of significant size in Michigan is without streams.

Lake Theatre

420 Pontiac Trail Phone Walled Lake 304-F2
WALLED LAKE

FRIDAY and SATURDAY, March 10 - 11

— DOUBLE FEATURE —

"Savage Splendor"

In Technicolor

WILLIAM ELLIOTT

"Hellfire"

SATURDAY MATINEE ONLY — "James Brothers Of Missouri"

SPECIAL KIDNIE CARTOON SHOW

SUNDAY and MONDAY, March 12 - 13

— DOUBLE FEATURE —

DAN DAILEY — CORINNE CALVERT

"When Willie Comes Marching Home"

GEORGE MONTGOMERY — MARIE WINDSOR

"Dakota Lil"

TUES., WED., THURS., March 14 - 15 - 16

WILLIAM POWELL — BETSY DRAKE

"Dancing In The Dark"

AMATEUR NIGHT

on stage EVERY THURSDAY

9 P.M. CASH PRIZES

— ALWAYS PLENTY OF CONVENIENT PARKING SPACE —

GAS HEATING

NOW AVAILABLE

See us today for quality gas heating units and dependable installation service.

WE USE ONLY THE
BEST OF BURNERS

See Clarence Barber
For Estimates

NO MONEY DOWN
3 Years to Pay

CLARENCE E. BARBER

LICENSED PLUMBING AND HEATING CONTRACTOR

32725 Grand River Avenue

Phone 2468

Engelstolz Boarding Kennels

MODERN UP-TO-DATE KENNELS

ALL BREEDS

28011 ROLLCREST

Off 12 Mile - Between Middlebelt and Orchard Lake Road

MEAT FEEDING TWICE A DAY

DOBERMANS AT STUO

Phone MAYfair 6-2872

MIKE and HELEN BELLO

Your Clothes Tell Others
What You Think of Yourself

Sloppy Weather Like This Is Hard on Your Clothes . . .

RAIN . . . SLUSH . . . smoky days . . . sloppy underfoot . . . weather like this is rough on clothes. Dirt and grime imbedded in fabrics chews up the threads and destroys freshness. Frequent dry cleaning not only makes your clothes last longer, but makes you look better and feel better, too.

REPAIRS AND ALTERATIONS

Our craftsmen are especially trained to repair and alter your old garments. Bring them to us today. They'll look like new tomorrow.

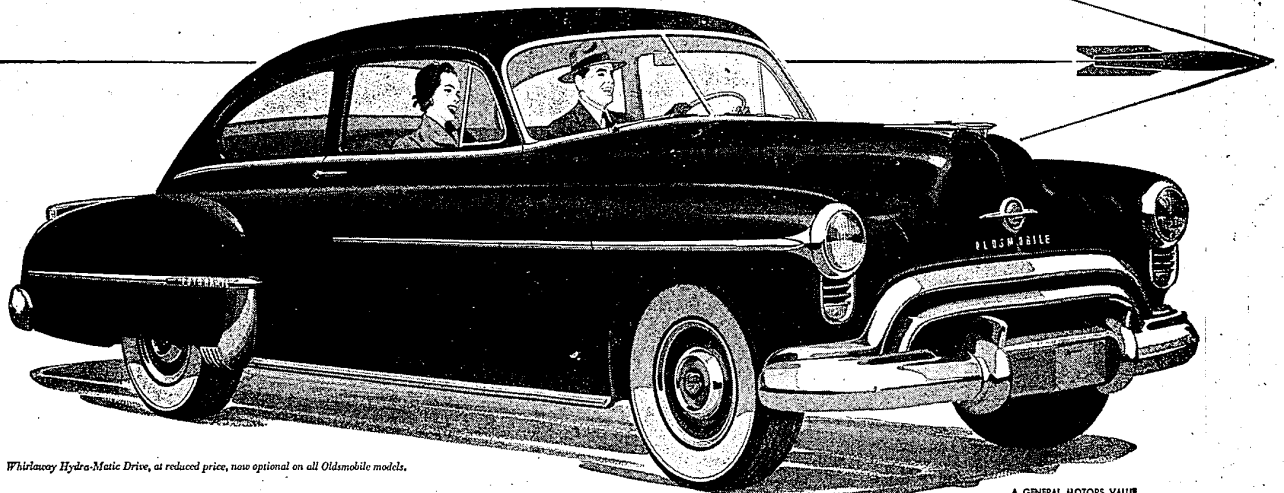
The Nearest Thing to New Clothes

FARMINGTON'S OWN DRY CLEANERS

MEMBER
National Institute of Cleaning and Dyeing

**Farmington
CLEANERS**
33208 GRAND RIVER • PHONE 0329

"ROCKET" PRODUCTION GOES UP! "ROCKET" PRICES GO DOWN! "OO"
OLDSMOBILE OO INVADERS
LOWER PRICE FIELD!



Whirlaway Hydra-Matic Drive, at reduced price, now optional on all Oldsmobile models.

A GENERAL MOTORS VALUE

Now . . . you can buy the action star of the highway at a new low price! Thanks to the enthusiastic reception and overwhelming popularity of the flashing new Futuramic "88," Oldsmobile now offers this lowest-priced "Rocket" Engine car at an even lower price! Now you can thrill to the "Rocket" Engine's smooth-surfing response—at a lower price! Now you can enjoy the super-smoothness, the extra driving ease

of exciting new Whirlaway Hydra-Matic Drive—at a lower price! Now all the flowing beauty of Futuramic styling, the cushioned comfort of Oldsmobile's wonderful "Air-borne ride" is yours—at a lower price! This is truly the value headline of the year! But don't take our word, take the wheel! Make a date with the brilliant new "Rocket 88" and see for yourself! It's waiting for you now, at your Oldsmobile dealer's.

FLASH! JUST ANNOUNCED . . . PRICE REDUCTION ON ALL NEW MODELS! See Your Oldsmobile Dealer

Phone Farmington 0950

EARL VIVIER

or visit 33205 Grand River Avenue

OLDSMOBILE