



TV Newsreel

By GENE HYMES

Headaches are a dime a dozen in the television business. And on the entertainment end, the man who designs the sets probably gets his even cheaper (headaches that is). Without benefit of Aladdin's Lamp, this genius is supposed to reach into his bag of tricks and pull out the Grand Canyon or the likes. And to the eager living room audience it has to look like the Grand Canyon when it comes through the TV eye. Anybody who can make 5 square feet into a panoramic view has to be a genius. Even color has to be taken into consideration. (It photographs better on black and white TV film). And directors and producers have to OK everything from the props to the paint job. You can see it's some job putting up a set to please everybody. So even if you can't give that set designer an aspirin, send him along a good wish. He needs it.

Our congratulations to those few Farmington women who are doing so much to aid cancer patients. Last week they made 218 more cancer dressings. Our hat is off to them for a splendid job.

Somewhere in New Jersey there's a basement without a house, roofed with tar paper and sporting a TV antenna. Just natural. . . you don't need a house if you have television. You do need television these days. And you need top-notch installation and follow-through service to go with it. We have a full line of RCA Victor and GE sets as well as Motorola, Admiral, and Spartin. And we have the best service in the county. Depend on people with know-how and good reputation for the very best in TV reception. That's us. FARMINGTON RADIO-TELEVISION CO., 3304 Grand River. Phone Farmington 0047.

## CONSERVATION DEPT. CREATES LAKE AT HOUGHTON CREEK

Flood control and stream improvement work on the Houghton creek drainage system, lying mainly in western Ogemaw county, gets under way next week.

Conservation department fisheries workers will combine their efforts with the U. S. Geological Survey and the Soil Conservation Service in working out improvement plans.

Houghton creek and its tributaries empty into the Rittie river whose headwaters are in a department-administered area in Ogemaw county.

That was formerly the Harry M. Jewett estate.

The U. S. Geological Survey already is installing stream and temperature gauges and the Soil Conservation Service will advise about improvements that can aid 40-odd farmers of the area.

Tree planting to control runoff of water and stream improvement devices to make fishing better are included in the plans.

Two U. S. Presidents received the Nobel peace prize — Theodore Roosevelt in 1906 and Woodrow Wilson in 1919.

Thomas Jefferson was the first president to be inaugurated in Washington.

## FATHER BEAHAN IS BACK AT PARISH AFTER LONG ILLNESS

Father Thomas Beahan, pastor of Our Lady of Sorrows Parish, returned to the Rectory Sunday after an absence of eight weeks.

Recovering from an infection picked up over a year ago, Father Beahan has spent the last two months in Mt. Carmel Mercy and Ann Arbor Hospitals undergoing treatment.

During the period of his illness, Father Beahan was in regular communication with the affairs of the parish, particularly the coming fall festival. The active work of this affair was being handled by Father Frank Cushing, who had scarcely begun when he was transferred out of the parish. The new assistant, Father Henghold, has carried on with the activities.

Following his return to the church, Father Beahan expressed his appreciation for the assistance Father Henghold had given his parish and reminded the parish that the festival must be a success if the necessary funds to enlarge the school are to be raised.

## Find Way Of Speeding Minnow Production

More minnows for bait dealers and fishermen can now be produced in less time by letting nature take its course as a result of experiments at the conservation department's Wolf Lake fish hatchery.

Researchers have discovered that a fluid made from the pituitary glands of mature carp and injected into adult fish causes males and females to be ready to spawn at the same time; reduces spawning from the ordinary period of two weeks to from 24 to 36 hours. This process eliminates the uncertainty of weather and the slower natural development to the spawning stage.

The state is the only present source of supply for private commercial minnow dealers and has not had enough fry available to fill the demand.

## INCH OF WATER NEEDED EACH WEEK IN HOME GARDENS

Success in the home garden is more dependent upon water than any other factor. Even when showers are frequent, your garden may be suffering from drought. The amount of water necessary for vigorous growth is estimated to be at least one inch each week; more in sandy soil. If this amount does not fall in rain it should be made up by artificial watering.

A frequent comment during a summer drought is: "I watered my garden, but the water is so cold, it did no good." Careful tests have proven that cold water is just as good as warm water for a garden. It is all warm when the plants get it; and if it fails to benefit the plants the trouble usually is not that the water is cold, but not enough is supplied.

One inch of water is much more than amateur gardeners are accustomed to. It cannot be applied by brief sprinkling, even daily. Moreover, instead of daily watering, it would be better to apply a week's supply at a time. In irrigated farms and orchards, a month's supply is often given in one application.

The advantage of this is that the soil is soaked deeply; and as the water level slowly falls, air enters the soil, while the plant roots grow deep, following the water. Air is just as necessary to the plants as water, and air does not enter freely into water soaked soil, but does replace the water as soil dries out.

The old-time practice of "giving the plant a drink when it's dry" is still the best one for the garden. Methods of automatic watering which maintain a constant water level have been developed for greenhouse benches, but they cannot be applied to the garden. Here it is best to maintain the cycle of soaking the soil, then letting it dry, making sure that you soak it often enough to keep the plants growing vigorously.

Air will not freely enter soil which is too compact, or crusted on the surface. To keep a loose surface the best method is to use a mulch, of any suitable material,

## Miss Lingo Cancels Appointment in Japan

Because of the Korean situation, Miss Margaret Lingo has cancelled her appointment as a teacher of American children in Japan.

Miss Lingo said that although the Army is still planning to send teachers to Japan, all appointments to Korea had been cancelled. She was to have gone to Yokohama, Japan, sometime this month. A hard decision to make, Miss Lingo said she decided to give up the idea for this coming year, but she hoped to put another application in for next year.

According to Miss Lingo, the Army has the right to cancel an appointment at any time though a teacher may be in Europe and on the job. The insecurity of this arrangement was one of the main reasons she decided to remain in this country, she stated.

Miss Lingo plans to continue teaching at Farmington High School for the coming school year.

covering the soil around plants. Shallow cultivation is also effective.

While water may be applied to the garden by sprinklers, this method takes more water and in the vegetable plot the combination of high temperatures and wet leaves favors spreading of fungus diseases.



## The Grist Mill

By ED ALCHIN

Oakland County Agricultural Agent

Many thanks to Frank and Howard Beardsley of Oxford for their cooperation in a good demonstration on putting up grass silage through a silo filler. Upwards of twenty-five farmers met there to observe and discuss grass silage as a feed and how to put it up. From the looks there is going to be a good deal more grass silage put up in the coming years.

Corn is growing very slowly due to cold weather and late planting. A Subscription Will Save Money!

Few if any stands in Oakland County have reached the preferable stage by July 4. Indications are however that oats will be a much better crop than was anticipated due to the late planting season. The cooler weather caused corn to suffer for the same reason for better prospects of the oats crop.

Most hay crops will be put in just a little too mature. A good point to mention right here perhaps is the fact that those who are using grass silage are not too worried and have been taking their crops up through this way.

## Lake Theatre

420 Pontiac Trail Phone Market 4-2151  
WALLED LAKE

FRIDAY and SATURDAY, July 14, 15

— DOUBLE FEATURE —

LEE BOWMAN — ELYSE KNOX

"There's a Girl in My Heart"

WILLIAM BOYD

SATURDAY MATINEE ONLY — "Adventures of Sir Galahad"

SPECIAL KIDNIE CARTOON SHOW!

SUN., MON., TUES., July 16, 17, 18

CLIFTON WEBB — MYRNA LOY

"Cheaper By The Dozen"

WALT DISNEY FEATURETTE

"Seal Island"

WEDNESDAY and THURSDAY, July 19, 20

JUNE HAVOC

"The Story Of Molly X"

JOHN GARFIELD

"Under My Skin"

FREE DISHES TO ALL THE LADIES

WEDNESDAY and THURSDAY

OPENING GIFT DINNER PLATE

— ALWAYS PLENTY OF CONVENIENT PARKING SPACE —

# How Does Your Advertising Investment Compare With The Average....

# 95%

of all failures in business are from the ranks of non-advertisers . . . Only 5 per cent of those that fail are advertisers — According to Bradstreet.

Competent business men scale their advertising investment in proportion to gross sales . . . Then they use their advertising on a program basis so as to follow a systematic plan.

The following percentages of gross sales are followed, according to surveys made by recognized authorities.

Department Stores	2.5
Men's Stores	3.3
Women's Wear Shops	3.1
Furniture Stores	6.3
Drug Stores	2.9
General Merchandise	1.5
Jewelry Stores	3.1
Grocery Stores	1.0
Meat Markets	1.0
Specialty Shops	3.8
Dry Cleaners and Dyeing	3.3
Hardware Stores	1.0
Other Businesses	2.0

## What About YOUR Firm, Mr. Business Man?

Check your gross sales and your advertising percentage can easily be figured . . . Your business cannot differ much from the average in your line, and if you wish to improve it . . . or even hold it where it is today . . . then you cannot ignore your duty to yourself . . . And maybe we can help you.

The advertising medium that has for many years produced the greatest results for business men who have decided to reach homes in this trading area with their message is . . .

## The Farmington Enterprise

"FARMINGTON'S OWN HOMETOWN NEWSPAPER"

23623 Farmington Road

Phones 3000 - 3001

# 5 MINUTES WITH US CAN SAVE YOU \$1000



## NOW YOU CAN OWN A BIG NEW DODGE

FOR MUCH LESS THAN YOU THINK!

YES, 5 minutes behind the wheel of today's big Dodge is all it takes to prove you could pay \$1,000 more and still not get all Dodge gives you!

New Dodge models are rolling off the production lines in record-breaking volume, and we can assure you, early delivery on your favorite model.

So why put off enjoying Dodge extra room and riding comfort

... the flashing performance of the big "Get-Away" Engine . . . the smoothness of Fluid Drive! Chances are your present car will more than cover the down payment . . . and you'll find our terms are low and liberal.

Yes, you could pay \$1,000 more and not get all Dodge room, ease of handling and famous dependability!



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