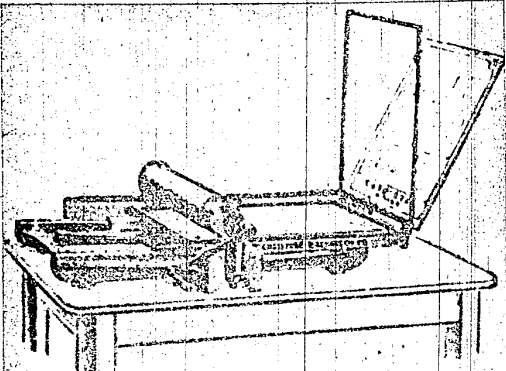


Enterprise Has Many Owners, Experiences in 75 Year History

There is not in the press any reading so "improving" as the reputation for publishing authentic news and only that indeed—whether anyone could wish to read obituaries every day for a year and remain a bad man or woman.

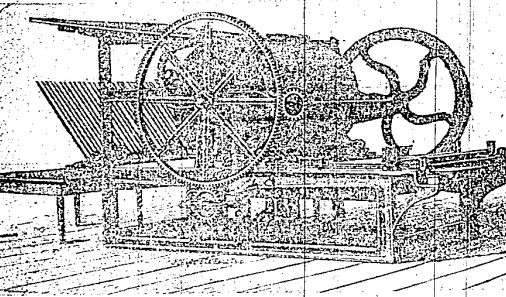
—Andrew Carnegie

—Robert Cortes Holiday TRY A CLASSIFIED AD



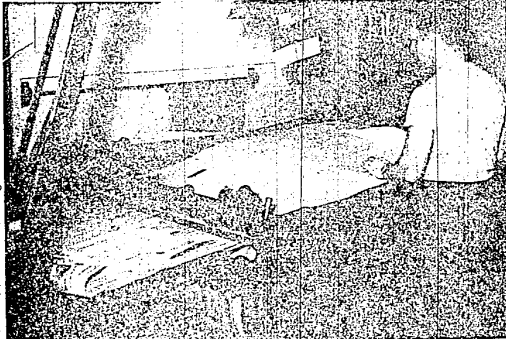
THE FIRST PRESS that The Enterprise was printed on back in the early days of the paper by Edgar Bloomer was nothing more than a large table-top proof press.

The form was inked and a sheet of paper placed on it, after which an impression roller was pulled over it by hand.



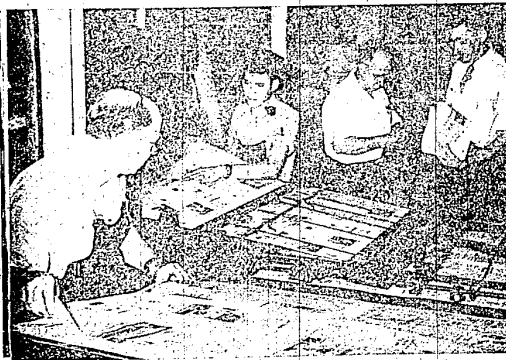
THE ENTERPRISE was not yet ten years old when an intermediate drum cylinder, Air Spring Press was purchased to print the paper on. Each sheet still had to be

fed into the press by hand and caught at the other end. The folding of the large sheets of paper was done by hand as a separate operation.



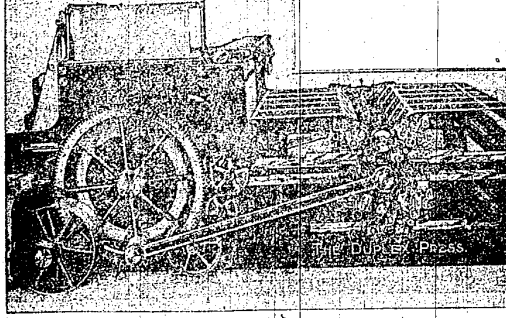
FOR MANY YEARS and until less than 15 years ago, The Enterprise was printed on a large hand fed press (photo above) with each sheet having to be fed in one at

a time. Four pages were printed at a time on one side and then the pages flipped and the other four on the other side printed.



THE FOLDING of the paper was a completely separate operation and done on another machine (photo above). The large

sheets were folded down into page size on this machine and up to 12 pages could be folded down in one operation.



THE DUPLEX PRESS the paper is now printed on completes both the printing and folding process in one operation. The paper is drawn from large rolls and is carried on a complex network of tapes to be printed on both sides of the sheet after which it continues on to be folded

down to the size you receive in the mail. The maximum capacity of the press is the printing of four pages on both sides or an eight page section. Each eight page section or smaller sized section must still be hand stuffed.

In its 75 years of publishing a newspaper and providing printing facilities for the City and Township of Farmington exclusively, the Farmington Enterprise has gone through some very shifty experiences. As well as the records show there appears to have been a number of times that the newspaper was near the point of ceasing publication.

John "Jack" Price owned the paper but was lured from here to Iowa to take over as manager of a daily paper there. Willis Lord died shortly after acquiring the paper from Price and his estate sold it to Walter Martindale.

MARTINDALE kept the paper only a short time before selling it to E. B. Brown who also retained it for only a short time.

In 1922 the paper which had now been moved into a larger sized building was acquired by William M. Miller who retained it until 1927 when he sold to acquire the Leslie Local Republic in Leslie, Michigan.

The present building in which the Enterprise is published was constructed by Miller in 1926. Between that time and this two or three additions have been made and remodeling

work has been done a number of times. The paper was sold by him to Hyman Levinson of Detroit on May 2, 1927. It was a six column by 20 inch sheet and the paper was printed on at that time and the average size of the paper was eight pages. The paper sold for 5 cents a copy or \$1.50 for a year's subscription costing \$1.50 per year and the paid circulation of the paper standing at substantially under 1,000.

For the next 66 years the Taggs devoted their lives to the Farmington Enterprise and through their diligent efforts the paper experienced a slow but continuous growth. During their 16 years of ownership the paper grew into a 14-16 page paper, eight columns wide weekly and circulation of the paper was increased to over the 4,000 mark.

In the fall of 1957, the Taggs sold The Enterprise to its present owner, Russell S. Strickland of Bloomfield Hills, and moved to Alma, Michigan to publish the Alma Record there. During 1958 and 1959 there was a slight leveling off of the growth of The Enterprise but from 1960 on until this date the growth has been going at a rapid pace once more.

The paper is averaging from 16 to 20, nine column wide pages weekly and circulation is continuing to increase weekly. Nearly 7,000 papers are now rolling off the large newspaper press in The Enterprise plant being run weekly with a sub-

scription costing \$1.50 per year and the paid circulation of the paper standing at substantially under 1,000.

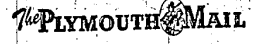
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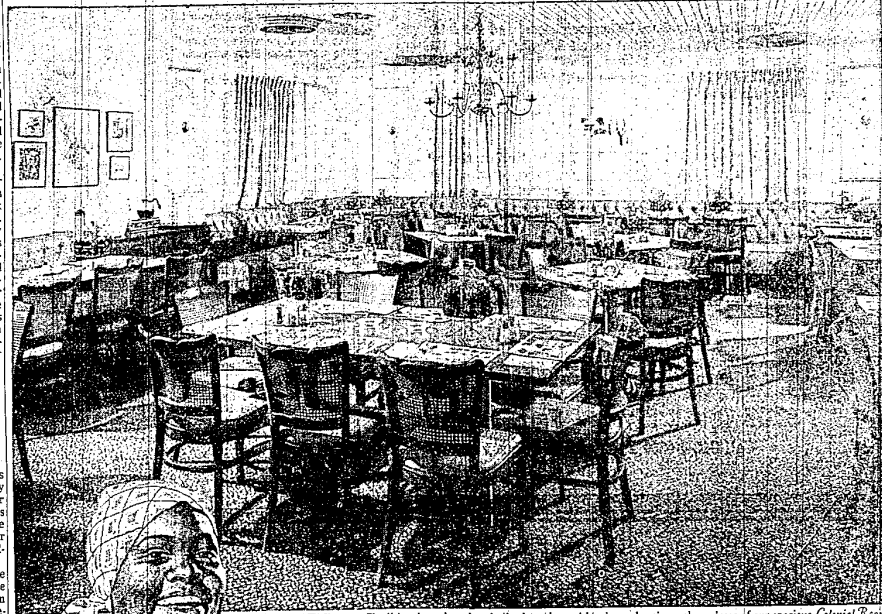
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CONGRATULATIONS

TO THE FARMINGTON ENTERPRISE Upon its Completion of 75 Years of Service to its Community and Subscribers.



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