

EXECUTOR'S SALE

The undersigned, executor of the Angeline Coleman Estate, will sell at Public Auction, on the premises, 1/4 mile east of Steven's Corners on the R. U. R. or 2 miles north and 1 1/2 miles east of Farmington, on

Saturday, Nov. 20

1915, at 1 p. m. eastern time, the following Household Goods: 1 Oak Bedstead and Commode, 1 Walnut Bedroom Suit, 1 Bedstead and Dresser, Bedding, Springs and Mattresses, About 30 yards of Brussels Carpet, about 80 yards Ingrain Carpet, 1 Velvet Couch, 1 set dining Chairs, 3 Rocking Chairs, Upholstered Parlor Suit, 1 Parlor Center Table, 1 Extension Table—12 foot, 1 Drop-leaf Table, 1 Base Burner, 1 Peninsular Steel Range, 1 Wood Heater, 1 set Decorated Dishes, a quantity Canned Fruit, 1 Phaeton, nearly new, and many miscellaneous articles too numerous to mention.

TERMS CASH

EMMER COLEMAN, Executor

John E. Wedow, Auctioneer.



ROGERS
PAINT
MACHINE MADE
A SOLUTION
SETTLE your paint problem by buying a paint that is sure to prove entirely satisfactory. Buy the ROGERS brand—a paint that is the development of 31 years' experience in providing paint for people who believe that the best paint is none too good for their buildings.
Made by
DETROIT WHITE LEAD WORKS
SOLD BY
T. H. MCGEE

Announcement

FORD

UNIVERSAL CARS
THE FOLLOWING PRICES F. O. B. DETROIT,
EFFECTIVE AUGUST 2nd, 1915:

Ford Runabout - \$390.00
Ford Touring Car - 440.00
Ford Town Car - 640.00

No speedometer included in this year's equipment, otherwise cars fully equipped. There can be no assurance given against an advance in these prices at any time. We guarantee, however, that there will be no reduction in these prices prior to August 1, 1916.

Profit Sharing with Retail Buyers

On August 1, 1914 we made the announcement that if we could make and sell at retail 300,000 Ford cars between August 1, 1914 and August 1, 1915 we would share profits with the retail purchaser, to the extent of from \$40 to \$60 on each car. We have sold over 300,000 Ford cars in the time specified, and profit-sharing checks of \$50 each will be distributed as rapidly as possible after August 15, 1915. Retail purchasers who have not yet mailed us their profit-sharing coupons, properly endorsed, should do so without delay.

Our plan to profit-share with retail purchasers of Ford cars between 1914-15 has been most successful. We can't for several months, and therefore can offer no profit-sharing for cars delivered during August, September and October, 1915.

The Park Garage

CARL R. ELY, Proprietor

Farmington, Michigan

The Farmington Enterprise

W. E. Lord, Editor

Published Friday of each Week and entered at the postoffice at Farmington, Oakland County, Michigan, as second class mail matter.

\$1.00 per year, in advance

Devoted to the upbuilding of Farmington and Oakland County

THE HOME TOWN MERCHANT

"The country merchant deploras the fact that the mail order houses are making inroads on his patronage. How did they do it? Did they send representatives into the rural communities to solicit trade? Did they simply open their places of business and wait for customers? They did not. They obtained all—not a part but ALL—of their patronage by the use of printers' ink. They advertised. The average local merchant does not seem to realize, even with this gigantic object lesson before him, that the means employed by these concerns are also at his disposal. Through the medium of the printed word they tell the public what they have to sell.

"Experience has shown that, quality for quality, the local merchants' prices are no higher than those of the mail order house, and they save the purchaser transportation charges. The difference is that the mail order house tells the public what they have to sell and the non advertising merchant does not.

"The latter frequently advances the argument against advertising that everyone knows where he is and what he has to sell. He is wrong. Everyone does not know what he has to sell. If he doubts this let him compare his present stock with that of five years three years or even one year ago and note the many new things he has on his floors or shelves, new things that are the product of inventive genius or of changing fashions. He keeps abreast of the market changes but his customers do not, hence they do not know what he has to sell.

"And there are object lessons nearer home, i. e., the large and prosperous city department stores. They realize the power of advertising, and making liberal use of it. "These city concerns are taking advantage of the inactivity of the local merchant along advertising lines and the space he declines to buy in local newspapers is being bought by them where the local editor is willing to advertise the city competitor of his home town merchant. This has resulted in bringing to their stores hundreds of customers from the smaller places, and it has also been a factor in creating in these stores large departments where are received by mail, orders from persons who do not come to the stores but who find in the concern's advertisements mention of various articles they want.

"Some day the small town merchant will realize the importance of advertising as a factor in business, but in many cases the awakening may come too late"—American Press. The country editor could, if he so desired, fill his advertising columns with city department and mail order advertisements at a much better rate than he asks the home town merchants, but the average editor is "for the home town," and declines many flattering contracts rather than induce the people of his community to send their trade out of town.

The Indianapolis Star is booming Chase S. Osborn as a "dark horse" for the Republican nomination for president. Ex-Gov. Osborn is a native of Indiana. Next?

County Clerk Babcock has issued only 192 deer licenses this year, against 267 last season. William Laht and David Cron of Farmington took out licences last week.

Glycerine is a bi-product of soap making, but the demand of glycerine in the manufacture of war materials has increased so greatly it is now the main product and soap the bi-product of soap factories. Glycerine is the sweet compound of fats and oils.

CHURCH NOTES

Methodist Church

THANKSGIVING SERVICES.
Next Sunday is Thanksgiving Sunday. If you are grateful to Almighty God for anything this past year, be sure and come to our Thanksgiving service—10:30 a. m., is the hour. At the 7 p. m. service the pastor preaches on the subject, "A Strange Thing."

Baptist Church

There will be services next Sunday, November 14th at 10:30 a. m. central standard time. Rev. F. D. Elble will preach. An invitation is extended to all.

Salem Evangelical

Rev. Stange will preach in the Farmington church next Sunday, November 21st, at 10:30 central standard time.

Auction Sales

On account of the bad weather Charles Oldenburg's sale was postponed until Wednesday, November 24th. John Wedow, auctioneer.

Rear and Safford will sell their stock and farm tools on the Armstrong farm, 3 miles south of Elm, on November 23rd. John E. Wedow, auctioneer.

Charles Walling, 2 miles west and one half mile north of Farmington, on the O. S. Harger farm, will sell his stock and tools on November 30th. Frank J. Boyle, auctioneer.

Mrs. Mae Rear will have a sale on the Botsford farm, one-half mile north of this village on November 19th, to settle the estate of Harry Rear. A large amount of stock and tools will be sold. John E. Wedow, auctioneer.

John E. Wedow will sell for Emmer Coleman, executor of the Angeline Coleman estate, on Saturday, November 20th, a quarter mile east of Steven's on the D. U. R., or 2 miles north and 1 1/2 miles east of Farmington, a quantity of household goods.

Our Jitney Offer—This and So

Don't miss this. Cut out this slip, enclose with five cents to Foley & Co., Chicago, Ill., writing your name and address clearly. You will receive in return a trial package containing Foley's Honey and Tar Compound, for colds and croup, Foley Kidney Pills and Foley Cathartic Tablets. T. H. McGee.

ONE ON THE FLOORWALKER

Presumably He Knew Duties of His Position, But He Was Not Proficient in Spelling.

The worst thing about the following is that it is true, and what's more, that it happened in one of Pittsburgh's stores.

The girl, stylishly attired, stepped up to the still more stylishly-attired floorwalker and inquired where she would find the chiffon. The floorwalker consulted a notebook. Her surprise came when he gravely told her that they did not keep chiffon.

"Why!" she gasped, "you cannot possibly mean that."

In her eagerness she stepped closer to the stylishly-attired man than Eleanor Gale says a stylishly-attired woman should, and looked over his shoulder at the notebook.

"Oh! I see," she said, factly, as she moved off to ask the girl at the glove counter about the chiffons. The man had been looking under the s's—Baltimore Star.

Beauty and Brains.

A pretty girl need not necessarily be brainless, but somehow the combination persists.

Did you young fellows ever stop to analyze any of your conversations with that wide-eyed little blonde who always wears pink silk blouses? No, of course you didn't—you hardly knew what you were saying yourself.

Trouble with you is that you haven't imagination enough to conceive of a pretty girl who could bring up a more interesting talk topic than her own sweet self.

You sort of concede that a peach of a girl is three-quarters mush, with a heart of stone.

Of course there is such a thing as the pretty girl with brains, and she's either married or else in love with some cuss that doesn't appreciate her.—Judge.

Cured Boy of Croup.

Nothing frightens a mother more than the loud, harsh cough of croup. Labored breathing, strangling, choking and gasping for breath demand instant action. Mrs. T. Neureuer, Eau Claire, Wis., says: "Foley's Honey and Tar cured my boy of croup after other remedies failed." Recommended for coughs and colds. T. H. McGee

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Get one of our Handsome Savings Bank Books. Deposit part of your weekly wages, and you'll have money in the future when you want it, whether for pleasure, or in time of need. Interest added semi-annually.

Farmington Exchange Bank

(A STATE BANK)

C. W. WILBER, Cashier.

Fred M. Warner, Pres.
Sam'l D. Holcomb, Vice Pres.

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Day or Night

Lady Assistant if Desired

Motor or Horse service

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High Grade Monuments from Otto Schemansky and Sons Company. Full Catalogue Prices and Descriptions may be obtained by a call at the office.

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CLAUDE H. LEE

For all General Auto Repairing

Work Guaranteed. Prices Right.

FARMINGTON, MICHIGAN

Three Detroit boys, aged 12 to 14 years, escaped from the home of Detention Officer F. S. Jackson at Pontiac Wednesday. They kicked a bar off the bedroom door and dropped from a second story hall window. They had been picked up at Orchard Lake, and had an automobile in their possession, said to belong to the parents of one of the boys.

Dr. R. E. Watson, dentist, will be at the Owen House every Friday, beginning November 19th: ad

We print calling cards, and print them "right."

Made Over Again.

Mrs. Jennie Miner, Davidson, Ind., writes: "I can truthfully say Foley's Cathartic Tablets are the best I ever used. They are so mild in action. I feel like I had been made over again." They keep stomach sweet, liver active and bowels regular. They banish constipation, indigestion, biliousness, sick headache.

LITTLE WANT ADS

For Sale Cheap—Good hard coal stove. Inquire at Enterprise office.

FOR SALE—Good iron bedstead and springs. Inquire at Enterprise office.

For Sale—A new modern six or eight room house is offered by Fred M. Warner at a reasonable price and on easy terms.

FOR SALE—Visiting Cards, either printed or engraved. Satisfaction guaranteed. Inquire at the Enterprise office.

TO EXCHANGE—Two nicely situated building lots in the City of Flint. Only about 20 rods from street car line. Would like to exchange for Farmington property. Inquire at Enterprise office.

We print auction bills and print them right. The prices are reasonable too. Let us have that job of yours.