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The Enterprise

FARMINGTON, MICHIGAN



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It is the sign of the best equipped paint and varnish plant in the country—the Detroit White Lead Works—and it is your assurance that the contents of the can meet the highest standards.



PAINTS AND VARNISHES

Mrs. Housewife, whenever you need a paint, varnish, stain or enamel around the house—
Mr. Property Owner, whenever you have need for a paint or varnish for interior or exterior use—
Look for the Rogers label. You can always find it at

T. H. MCGEE, FARMINGTON MICHIGAN

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 an 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 \$50 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 waited us their profit-sharing coupons, properly endorsed, should do so without delay.

Our plan to profit-share with retail purchasers of Ford cars during 1914-15 has been most successful. We thoroughly believe in it, but realizing the uncertainty of conditions generally makes it advisable to defer any announcement of future profit-sharing until a later date.

We are, however, confident of our inability to reduce costs 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

OBJECTS OF CHARITY

Space and copies of his paper go to make up the newspaper man's entire stock in trade. These two are all that he has to offer for sale to the public, and no one has as yet given any sort of satisfactory reasons why he should ever be asked by anyone to donate them.

One thing newspaper people will never be able to understand is why any person will walk into a newspaper office and make himself or herself an object of charity and insist upon what they would disdain to ask for in any other shop or place of business in the town. The principle is the same in the newspaper office as in the dry goods store, the grocery, the drug store and what a great many people need to recognize it as the same.

Advertising space in the newspaper is for sale, not to give away. It has a certain value in itself that makes it worth money. Copies of the newspaper are for sale—not to give away. If they are worth having, they are worth the exceedingly small price asked for them.

The public, or at least a large portion of it, has some very erroneous ideas about these matters and it is but just to the newspaper folk that their ideas be corrected in accordance with the same business principles that prevail in all other business establishments.

In a vast majority of cases this generous charity on the part of the newspapers is blissfully taken for granted, and the paper's liberality is abused. That which is purely a favor is accepted as a matter of course, and what should be requests are couched as demands.

When the courtesy has been performed there is rarely appreciation and more often dissatisfaction—generally silence.

The result in many other towns and cities is that a ban has been put upon all free publicity, no matter what its object—even upon church notices. In these cities such favors as the press bestows are properly appreciated and valued.

—The Fourth Estate.

We want the news, and we are more than thankful when items of news are handed in or told us, and we have no desire to make any charge for church notices, or other notices of public interest that are not designed to bring in money, but when society socials, sales and other notices to bring money into the treasury of a society or individual, is given space in the paper, it is purely advertising and not news, and should be paid for the same the merchant's advertisement for the sale of his store goods.

We are always willing to do our part in any charitable undertaking or donation, but we do not feel justified giving away our "stock in trade."

You will always find the Enterprise ready and willing, even anxious, to do all in its power to promote every public interest, and our columns are always open to a fair discussion of any public question.

Frank J. Bauman had some very pertinent remarks in the Detroit News of Monday regarding the actions of a Lake City deputy sheriff in dragging a young man away from his father's grave during the burial services, on account of the young man being wanted as a deserter from the United States marines. The deputy sheriff could have delayed the arrest until after the services and still satisfied the ends of justice; also earned his \$50. How some people do like to show what little authority they have.

Mr. and Mrs. George Taylor and daughter, of Novi, will leave Saturday for Florida. Mr. Taylor has purchased some land at Wauchula. They will visit their son and daughter in Alabama enroute.

PERIOD OF THE ETRUSCANS

Flourished in History Long Before the Romans Rose to Any Degree of Power.

Researches suggest that the Etruscans arrived in Italy from the East, on a voyage of discovery, about the year 1187 B. C. They settled in the region of what is now Florence after a struggle with the Ligurians and the Umbrians.

There they founded a confederation of twelve great cities long before Rome grew to importance. In time there were three Etruscan confederations of twelve cities each. Rome, a miserable village before this, became one of the cities in the last confederation formed.

Two kings of the Etruscan family of Tarquin, Servius Tullius and Numa, ruled over early Rome. The older inhabitants, however, were never satisfied with their rule, and after a long series of ferocious struggles succeeded in overturning them. The sea power of the Etruscans was definitely crushed by the Romans at Cumæ in 475 A. D.

PUTS OUT THE SWINDLER

Use of X-Rays Will Do Much to Abolish the Schemes of the Fraudulent Painter.

It has now been found possible to determine by means of X-rays whether a picture is an original, a restoration or a fraud. Thus the dodges of swindlers who touch up canvases to give them the appearance of "old masters" can be found out. When a doubtful painting is photographed with the X-rays every layer of color is revealed, for just as a bone appears distinctly in an X-ray photograph, despite its covering of flesh, so heavy pigment can be seen beneath a light surface color.

The painting out of a white drapery and the substitution of a dark form, the correction of a badly drawn hand, the addition of a new figure to enhance the effect of a picture, are all disclosed by the X-rays and the swindler's tricks are clearly revealed.

AN APPREHENSION.

"Charley, dear," said young Mrs. Torkins, "do you think military critics should be permitted to write about the war?"

"Certainly. Why not?"
"They're only likely to make matters worse. Those critics are always writing something that spoils somebody's disposition."

VEXED.

Mr. Styles—it has been asserted by many eminent specialists that there is no doubt that by the beat of the pulse alone age of a person could be told.

Mrs. Styles—it really seems too bad that a woman can't keep, at least, that secret!

JUST AS WELL.

The giraffe is said to be the only animal in nature that is entirely dumb, not being able to express itself by any sound whatever.—Science note.

It is just as well. We never saw a giraffe that looked as if he had anything of importance to say.—Detroit News.

AN INSINUATION.

Miss Caustique—That dog of yours seems to be remarkably intelligent.

Softleigh—Yaws, indeed! I—aw—could not begin to—aw—tell you all he knows.

Miss Caustique—No, I suppose not.

HIS REWARD.

"What's the big celebration? Conquering hero or something?"
"No. One of the town boys murdered a fellow some years back and he's just been declared sane by a jury. That's the reception committee.—Buffalo Express.

A WINDFALL.

Mother—I have just heard something that you ought to know. Your father tells me that your husband is hopelessly involved.

Married Daughter—Isn't that lovely! Now, maybe he'll make over all his property to me.

EVEN.

"I'd rather play golf than eat."
"But what does your wife say to that?"
"Oh, she doesn't care. She'd rather play bridge than cook."

START SAVING

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.

W. E. HEENEY

Funeral Director

All Calls Promptly Answered
Day or Night
Lady Assistant if Desired
Motor or Horse service.

From 18 to 25 Caskets Carried in Stock.

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

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.

LOST—A brown grip, between Detroit and New Hudson. Finder please return to Enterprise office and receive reward of \$10.00.

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.

STATIONERY—We want to print that next lot of stationery for you. Good work and reasonable price. Try us.

AUCTION BILLS—We print you a good bill, on good card board, give you a notice in the paper and only charge you a fair price for the bills. Give us that job you are now contemplating and see if we don't please you.

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

Our Jitney Offer—This and 5c 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.