

A.C.E. adopts ACO logo to avoid confusion

A.C.E. Inc., the hardware place with corporate headquarters in Farmington Hills, has changed its name to ACO. The change was made to avoid confusion with 4,000 independently owned stores through Ace Hardware Corporation, said Theodore Traskos, ACO

board chairman. ACO, a privately owned company with 34 stores in Michigan, is the largest retail hardware chain in the state. The parent company is based in Oakbrook, Ill. "The similarity of the A.C.E. name

with this co-op and our own advertising and merchandising program caused some confusion to the customer between our chain and other independent owned ACE Hardware stores in southeastern Michigan," Traskos said. "We believe this name change will

allow the public to differentiate our company from other ACE dealers in this area."

The name change was effective March 1, which was the beginning of the company's new fiscal year.

ACO (pronounced A-ko) is the central theme of the company's new advertising campaign. The company has undergone six name changes since brothers Theodore and Joseph Traskos opened the original Hardware Depot in Dearborn in 1946.

The 34 locations are in the southeastern Michigan counties of Wayne, Oakland, Macomb, Washtenaw, Jackson, Genesee and Lenawee. Three more stores are planned in Milford, Sterling Heights and South Lyon. ACO plans to open at least three new stores annually over the next several years, all of them in southeastern Michigan, according to Traskos.

Messenger company is zany place

(Continued from Page 1A) charity benefit at Children's Hospital in Detroit. "Some of the Detroit Tigers were there, too, and the kids loved every single minute of it." Giving people something they won't easily forget is what Mrs. Clayton thinks Eastern Onions does best. "Everybody gives money or gifts. Just think, we can give a memory."

Eastern Onions messenger John Boike of Walled Lake agrees. "I keep in my mind at all times that every performance I do is making a memory for someone," he said. "So I do my best to make it unforgettable." Boike, 19, is one of Eastern Onions' youngest messengers. His characters include a gorilla, the Unknown Messenger, Super Onion Man, and the tuxedo

and top hat messenger. He was a heart for St. Valentine's Day and expects to be a shamrock on St. Patrick's Day. Eastern Onions messengers are recruited from Detroit area singers, dancers and actors. Mrs. Parrish says messengers have had previous acting or singing experience.

Besides the professional qualifications, Mrs. Parrish says messengers should "have a good voice, nice appearance, an outgoing and friendly manner and be highly animated." She added that they must also have "common sense so they can handle many situations they might encounter."

are particularly receptive," Mrs. Parrish said, "the messenger will play up to them and may stay longer."

Messengers are independent contractors paid by the telegram. Salaries start at \$10, depending on the complexity of the routine and the distance traveled, said Parrish.

ALTHOUGH BIRTHDAYS are the most frequent requests, the firm also does a large volume during major gift-giving holidays. "Generally, if people would buy a gift for an occasion, then they'll send a telegram too," said Mrs. Parrish.

Eastern Onions is now gearing up for St. Patrick's Day. Messengers will wear specially designed shamrock costumes and be covered with green body paint.

Mrs. Parrish hopes to generate enthusiasm for a St. Patrick's Day parade. "We've already been offered the use of two fire engines if our characters appear in a parade," she said. "I've got calls in to several people trying to get details about a Detroit parade."

Upcoming observances Eastern Onions will help celebrate include Secretary's Day, Mother's Day and Father's Day. Weddings and graduations in May and June will also help to keep the company's messengers busy, according to Mrs. Parrish.

Farmington Dems examine future

The Farmington Democratic Club will host Farmington Mayor William Hartsock and Farmington Hills Mayor Donn Wolf on March 5 at 8 p.m. in East Middle School.

Farmington School Board. The discussion will revolve around the outlook for the Farmington area in 1981.

The public is welcomed.

TRY-OUTS ARE held for new messengers as needed, and Mrs. Parrish says the firm is always looking for new talent. She said it isn't unusual for potential messengers to audition right in the Southfield office.

Training is provided by video tapes as well as going along with experienced messengers on actual telegrams. Parrish said it usually takes about a week to train a new person.

Eastern Onions telegram routines are all choreographed and most use pre-written lines and songs. Performances normally last about five minutes, depending on the audience. "If people are having a lot of fun and

Councilman denies intrusion

(Continued from Page 1A) But Johnson, he said, didn't believe in the volunteer force.

"IF A PERSON doesn't believe in it philosophically, you're going to have problems. What is needed is to get someone who is capable of living with both groups," he said.

The volunteers, he said, have been demoralized by actions of some of the fulltime firefighters. "It's going to take a skilled guy to prevent animosity. It's going to take a gifted guy to turn it around," said Oppenhaus.

But turning it around has been a difficult job for Johnson. He repeatedly has run into conflicts with a minority group of volunteers.

In a recent incident, Johnson found himself engaged in a shouting match with a volunteer at the scene of an emergency. In another incident, Johnson was forced to discipline a volunteer officer who was charged with disrespect to a superior officer.

Originally, Johnson had wanted to suspend the volunteer, but withdrew that order after having a discussion with City Manager Larry Savage.

"Most of us get along," said one firefighter. "But a few are making it hard for everyone."



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