



The winter sun, a clear afternoon sky, and a snow-covered hill combine to make the perfect setting for cold weather fun in Farmington.

Slope fun

Hill haven to sledders

SNOW: IT'S an annual invitation to sledders. The hillside at the top of the hill is a popular spot for sledding. The hill is a popular spot for sledding. The hill is a popular spot for sledding.

occurred this year. Farmington public safety officials said. Officers curtail activity on the hill only when an ordinance — such as noise, or open fires — is violated.

Everyone is usually off the hill by 10 p.m., Gary Geary, deputy public safety director, said.

Officers suggest residents use the hill during the day. Although lights from the school's parking lot and from Silvassee Road give enough illumination for evening sledders, he said.



AT LEFT: Farmington public safety officials curtail activity on the hill only when an ordinance is violated. AT RIGHT: Sledders enjoy the winter sun and clear sky on a snow-covered hill in Farmington.

Photo provided by Farmington Public Safety Department

Upturn

Pizza maker to triple outlets

The pizza war is heating up. Oliver's Pizza, headquartered on Orchard Lake Road in Farmington Hills, will triple the number of its carry-out and parlor outlets in metro Detroit this year.

Plans call for construction of 20 new franchise stores, bringing the number of Oliver's Pizza outlets to 28. Future plans call for 50 store openings in 1988. Corporate objectives were unveiled Tuesday amid the introduction of the new Oliver's Pizza corporate spokesman, hockey great Gordie Howe. He will make several appearances on behalf of the company during the planned expansion and will have an office at the corporate headquarters.

"My heart has always been with Detroit," Howe said. "The opportunity Oliver's Pizza offered gave me a chance to be a part of what we always call home and help an organization I believe has solid growth potential. I like the people, love the product, and can relate to a ground-floor operation. It feels good to be back."

WITHIN 50 miles of the corporate headquarters of the country's number two and three pizza makers — Domino's and Little Caesars — Oliver's Pizza plus its competitive strategy on its varied menu (pizza, subs and salads), two-for-one pizza offerings, home and office delivery, and accepting all competitor coupons at face value.

The company's roots began in 1974 when Dominick Oliver, company founder, bought his first pizza franchise from Dino's Inc. He assumed control of a troubled store and quickly turned it into a money-maker by tripling sales within the first six months — from \$1,500 a month to \$4,500.

After acquiring other Dino's franchises in Detroit and Orlando, Fla., he decided to put his ideas to use by opening a 130-seat restaurant in 1980 on Detroit's east side. He sold his interest in Dino's the following year to concentrate efforts on building his own business.

gle location in Kalamazoo.

DURING 1984, Oliver remembers Domino's Pizza becoming a threat to every pizza franchise in the area. "Free delivery, four-color advertising, direct mailers and all the publicity from buying the Detroit Tigers was killing us," Oliver recalled.

Although Domino's may have reduced potential sales, Oliver and his partner opened another store that year and four more the next. Also during this time, he perfected his pizza recipe and designed the four-person pizza makeline, now standard

in all Oliver's Pizza stores.

In 1986, Oliver — a Utica resident — bought out his partner's interest. He then brought in West Bloomfield resident William Eadie as his partner and Oliver's Pizza executive vice president.

Eadie brought to Oliver's Pizza 15 years of sales and franchise experience, including franchise mergers, acquisitions and marketing support.

The new partners elected to stop all franchise sales in mid-1986 so the company could concentrate on refining methods of operation, training and strategic planning.



Dominick Oliver (left) and Oliver's Pizza corporate spokesman Gordie Howe, at work at corporate headquarters in Farmington Hills.



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