

Has Important Business Role

It's been said that doing business without advertising is like... food marketing say the Consumer Marketing Information Agents.



HONORED BY MASONS (L to R), Don Belote, 17, representing The Music Man... Weber, are shown above receiving scholarships and plaques from E. Burke Montgomery...



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Community-Wide Rather Than Private

We couldn't help but be deeply concerned last week when voters of Farmington Township rejected the proposition calling for a small special tax levy to provide a year-around recreation program for young and old alike in the community.

All that was being asked for was 50c per \$1,000 equalized valuation which would have cost the average homeowner less than \$5 per year to have a good leisure-time activity program locally the year around for young and old alike.

What makes voters' action on this proposition particularly disturbing to us is the continuing trend we see of an unwillingness of far too many who live here to really get behind worthwhile community projects for the betterment of the total community.

You take even the minimum ends of these figures and consider that it's the cost for a single recreational activity that can be enjoyed for only about one-third of the year and it adds up to a pretty expensive program.

Let's Let Everyone Know What We Have

Farmington may not have as many active and really going service clubs and other community organizations as a lot of other progressive communities but we do have several and they have rendered some very fine services to the area over the past several years.

We've often wondered why we don't do a better job of advertising the service clubs and organizations we have and the churches and a lot of other things which would drive through would like to know we have.

When you see attractive signs giving the name of the community and an identifying slogan, if it has one, along with smaller signs heralding the major clubs and organizations functioning in the community, it gives you a favorable first impression of that community.

These signs provide the passer-through with some valuable information about that community. Even more important, it gives him a good impression of that community and tells him that it is a progressive community with a proud and community-minded citizenry.

Looking Back in the Files

- 15 Years Ago APRIL 15, 1948 Speed Building The Farmington Township School District Board of Education met last week to take action in speeding up the current school building program. The Board approved a motion to take up the question of the new Noble William Grace School site at Ten Mile and Middlebelt Road. The ten-acre parcel must be cleared and a well drilled before construction on the proposed school building can begin.

Take the lowest initial membership of \$250 per year and multiply it by approximately 9,500 families living in Farmington City and Township and you come up with \$2,375,000. This would build three or four nice indoor year-around pools at schools in the community.

Of course we know that the immediate rebuttal will be that only the well-to-do can afford this kind of money for swimming club membership. This we'll go along with but we don't think there are too many families in Farmington who couldn't spare \$25 a year for a couple of years and this would raise almost a half million dollars for a good indoor pool that could be used the year around by everyone.

Belonging to a private swimming club or to some other type of private club is supposed to give one desirable social status, we are told. Personally we favor public community clubs and organizations and are very glad we haven't yet recognized the need to become a member of one of these for ourselves "somebody" in the community.

FARMINGTON HILLS MRS. DAVID KRINGS GR. 6-6441

A recent Saturday evening found the John B. Reeds of DeWany Drive entertaining eight couples from Detroit and Birmingham at a buffet supper. The occasion was a happy reunion of the Elmwood Club members.

The signs showing that a community has many active clubs and organizations is a progressive and active type of community word which means that they are interested in the community as a place to sleep and eat but it will to those who are really community minded.

Our general service club officials, our apartment leaders and church officials to give this proposed project some very serious immediate consideration.

Public Letter Box

Let's submit to the Editor for publication what we consider to be the most important public letters. Opinions expressed in this column do not necessarily represent the views of the Enterprise. Maximum length is 1,000 words.

Answer Distress

To the Editor: Chief J. DeVriendt, Dept. of Public Safety City of Farmington We sincerely appreciate the speed and efficiency which the members of your department afforded us in our time of distress during the recent illness of our baby daughter.

Masons Award High School Actors College Scholarships

A group of Pontiac Central High School students were awarded scholarships by the Scottish Rite of Freemasonry as a result of their acting in the musical production, "The Music Man" staged in Detroit recently.

Mexican Visit For FHS Miss

Carol has been chosen by the Michigan Council of Churches as an exchange student to Spain. In the application, Carol asked to designate three countries where she would like to go.

Offer Groups New Handbook Publicity Aid

Every year thousands of men and women are asked to volunteer their services as publicity chairmen of their clubs. Many find themselves appointed to a task they know little about.

At Home in Old Homestead

The operating room at St. Mary Hospital in Livonia was visited recently by the children of the Homestead Association. Brian Brunt, Denis and Audrey's youngest son, is recovering well from his surgery.

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Girl Scout Movie To Be Shown in Area

A Girl Scout film, "The Road to Button Bay," will be shown in this area on April 11 at 7:30 p.m. at the Walled Lake Junior High School, 615 Pontiac Trail, Walled Lake. For further information call Mrs. Edward Bundick, MA. 4-2674.

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