



### Honored Masons

Farmington and Farmington Hills residents were among those persons receiving Scottish Rite Freemasonry's 32nd degree at a two-weekend reunion at the Detroit Masonic Temple recently. Those honored were: (Front row, from left) David Lewis, 20832

Tuck; Richard Overby, 21508 Chestnut Lane; and Gerald Walters, 27241 Arden Park Circle. (Second row, from left) James Parkes, 25915 Lynford; Ronald Rosenberg, 30667 Woodstream Drive; Robert Thomas, 22100 Green Hill; John Whitmore, 32024 Hull.

### CITY OF FARMINGTON HILLS NOTICE

The Council of the City of Farmington Hills requests submission of resumes for consideration of appointment to fill the unexpired term vacated by Council Member Robert A. McConnell, for reason of his declining to the Oakland County Board of Commissioners. Resumes for term ending December 31, 1977, should be addressed to the City Council at City Hall, 21555 Eleven Mile Road, Farmington Hills, Michigan 48334, before December 17, 1978. Mark envelope "Council Member Vacancy".

FLOYD A. CAIRNS, City Clerk

Published November 18, 22, 29 and December 1, 1978

### ARNOLD JEROME

Cadillac  
inc.

### IS PLEASED TO ANNOUNCE

MR. HARLEY J. STOWE  
has joined our sales staff.

Harley has been selling Cadillacs in this area for 18 years and looks forward to serving you at his new location.

675 S. Saginaw St., Pontiac, Michigan  
Telephones: 313-541-4133  
313-333-7021



## Theater re-opens as twin

The Northland Theatre on the edge of Northland Center in Southfield re-opened Wednesday after remodeling of its auditorium area.

Now a twin theater, it offers some advantages over the original, which was considered at the time of its opening to be the most innovative motion picture theater in America.

Northland Theatre will now offer a choice of two major attractions instead of one, keeping with the trend toward multiple auditoriums. It will be the only Detroit-area theater equipped with 70mm projection in each of its two auditoriums, accompanied by the new Dolby system of full stereo sound.

When the Northland Theatre opened in August 1966, industry figures from all over the country came to Detroit to attend its opening.

STRATEGICALLY located on J. L. Hudson Drive on the perimeter of Northland Center, it became a landmark because of its unusual appearance, which has been compared to that of a "reclining whale," designed to enclose the contours of the ideal movie auditorium.

In the intervening 10 years, the Northland has gained national attention for its engagement of many memorable attractions. "Fiddler on the Roof" in its initial roadshow engagement played for 54 weeks; "Funny Girl," 40 weeks; "Airport," 42 weeks; and "Love Story," 26 weeks.

The success of these long runs motivated its owners to convert the Northland into a dual theater.

"We have had to pass up a good many outstanding attractions for the simple reason that we were in the midst of a successful engagement already," said Richard Sloan, one of the owners. "People like to look for the Northland to show the top attraction of the season, and now at least we will have the facilities to accommodate two of them instead of one."

The Northland has been the flagship theater of the Suburban Detroit Theatre circuit, which comprises 29 screens in 18 locations all within the metropolitan Detroit area. Eugene and Richard Sloan are the principals of Suburban Detroit Theatres.

Eugene Grew, manager of the Northland since its 1966 opening, will continue as executive in charge of the new dual facility.

# "They work hard for us 24 hours a day, 365 days a year."

## "We get five or six calls daily inquiring about information in our leasing ad!"

We're firm believers in the Yellow Pages. They work hard for us 24 hours a day, 365 days per year, and you can't beat that for advertising efficiency.

—Duane E. MacLeod, Fred Drendall Lincoln-Mercury, Inc., Oakland Ave., Pontiac.

## Other Yellow Pages Advertisers are getting these results:

"Well over 50% of our inquiries are the result of our Yellow Pages advertising.

We have advertised with a sizeable display ad in the East and North Woodward area Yellow Pages directories for so many years because we believe the Yellow Pages is the best source of advertising there is. It's the first place people look!" —Terry W. Griffin, Timberland Hall, Dequindre Rd., Madison Heights.

"Our family has been in the Yellow Pages continuously for more than 50 years.

We've expanded our jewelry firm to three locations from the original one we had when my dad started the business so many years ago. Since then the Yellow Pages has brought us a lot of customers and has paid for our advertising many times over."

—Stuart A. Green, M. L. Green and Son, N. Gratiot, Mt. Clemens.

"We keep tabs on the phone inquiries we receive. Over 35% come directly from our Yellow Pages advertising.

Since we began, we have increased the size of our Yellow Pages display ad from a quarter-column to a quarter page. Because time and experience have proven to us the value of Yellow Pages advertising, we wouldn't be without it!" —Mrs. Shirley Gray, The Rivergate Terrace, Pennsylvania Rd., Riverview.

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Yellow Pages  
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(He's listed in your Yellow Pages under "Advertising Directory and Guide.")



David Copiel of Farmington Hills has been appointed national secretary of the American Society for Training and Development Board of Directors. An employee of the Bill Sandy Co. of Detroit, where he serves as an account executive and management consultant, he is the only Michigan representative on the board.

## Mitch is division head of firm

Harold T. Mitch of Farmington Hills has been named architectural discipline head for the commerce and education division of Smith, Hinchman and Grylls Associates, Inc.

He had been associated with Harley E. Longton, Parre and Yee Associates