

Pvt. Larente Completes  
Active Duty With Army

Army Pvt. Frederick F. Larente, son of Mrs. Edward V. Larente, 3695 Pine Tree, Livonia, is scheduled to graduate at Fort Leonard Wood, Missouri, this month after completing six months of active duty military training under the Reserve Forces Act.

Larente will be permitted to finish his military service with a local Army Reserve or National Guard unit.

The 17-year-old soldier is a 1956 graduate of Cass Technical High.

"NEVER PUT OFF"  
TILL TOMORROW  
WHAT YOU CAN DO  
TODAY

How long is it since you checked your medicine chest? Having simple first aid supplies available immediately can often prevent minor accidents from becoming major problems.

It is wise to collect all your medicines in one place. Discard the old and useless. Phone us for what is missing. And please give your children no opportunity to play with medicines. Store them away from their easy access.

YOUR PHYSICIAN  
CAN PHONE  
GR. 4-2011  
WHEN YOU NEED  
A MEDICINE

Pick up your prescription if shopping near us. A great many people entrust us with the responsibility of filling their prescriptions. May we compound yours?

\*Quotation by Lord Chesterfield  
(17th)  
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GR. 4-2011

Gaertner Named  
To V. U. Council

Walter Gaertner, 26834 Power Road, has been invited by Valparaiso University, Indiana, to attend the third annual campus convention of the Valparaiso Advisory Council from July 27 to 29.

Theme for the three-day convention of the 1600-member council will be "The Service of Valparaiso University."

Gaertner was appointed by Dr. O. P. Kretzmann, university president, to serve as a member of the Valparaiso Advisory Council. The Council is composed of representatives from congregations of Synodical Conference Lutheran churches who act as key lay advisors to the university in their respective areas of the country.

Started in 1953, the Council has now grown to the mark of 1600 Advisory Council representatives from congregations.

Registrations for this year's convention are running well ahead of last year when nearly 1500 members convened at Valparaiso.

Civil Defense To Be Topic  
At Meeting August 13

Civil Defense and natural disaster preparedness will be explained at a special meeting of the Pontiac Guard Observer Corp on August 15, according to Arthur Heaton, GOC supervisor for Pontiac. The meeting is scheduled for 7:30 p.m. in the commission chambers of City Hall.

Representatives of Oakland County Chapter, American Red Cross will explain the chapter's natural disaster plan. Representing Civil Defense activities will be Lewis Jarred, Oakland County Civil Defense Director, and Walter William, director of Civil Defense for Pontiac.

Forest Fire Losses  
At Record Low In State

At the present pace, Michigan appears headed for a record low in forest fire losses, Conservation authorities stated.

Total damage for the year now amounts to 2778 acres. At this time in 1954, when Michigan set its best forest fire record, 3025 acres had been burned. Total damage during 1954 was 3881 acres.

Conservation Department forest fire specialists say the good record this year is due to favorable weather, public cooperation and alert fire suppression crews.

John Clappison Sells Insurance  
Phone GR. 4-3511

Shopping Survey Of Over 19,000 In Oakland County  
Reveals Most Shop In County; Detroit A Competitor

The following is a report on the shopping habits of families living in Oakland County as prepared from information compiled from a survey taken during the past year by the University of Michigan under the sponsorship of the Oakland County Planning Commission.

Oakland County residents make more than four-fifths of all their purchases within the county, instead of Detroit, remains a strong competitor for higher priced and specialty merchandise involving large expenditures.

This was one of the principal findings of a University of Michigan survey on the shopping habits of more than 19,000 Oakland County families disclosed following a luncheon meeting of the County Planning Commission at Bloomfield Hills Wednesday, July 24, at Devon Gables restaurant.

The study was made during 1955 by the U-M Bureau of Business Research in cooperation with the Commission's Retail Advisory Committee. It was reported to the Commission by William J. Carey, assistant director of the Bureau.

Included in the study were tabulations of the types of purchases made in each community, geographic descriptions of the county's five principal shopping areas, reasons why shoppers bought merchandise outside their own communities, and data on the familiar characteristics of those participating in the survey.

**DISTRIBUTION**

Patronage distribution for all 36 merchandise items covered by the survey by major market area, by mail orders was as follows:

Pontiac, 24.7 per cent; Royal Oak, 17.3 per cent; Northland, 8.2 per cent; Ferndale, 5.8 per cent; Birmingham, 5.4 per cent; Holland, 4.9 per cent; 19.8 per cent; outside county, 16.9 per cent; mail order, 1.9 per cent.

Less than 3 per cent of all purchases were made outside the combined Oakland County - Detroit area.

**TOWNSHIPS CONTAIN 36 SECTIONS -- IN MOST CASES**

Next time somebody tells you they own land in "Section 37," don't snicker. They may.

Michigan land plots show that Section 37's and one Section 36, all highly valuable property in populous Wayne and Monroe Counties.

In the business of land plotting, 36 sections or square miles, set in a square with six to a side, form a township and this rule is held without exception.

Well, almost without exception, the exception in this case was caused by land being omitted from the original government survey of Michigan, made more than 120 years ago. Later surveys showed the omission and the "extra" land was pegged as Sections 37 and 38.

This rule of 36-section surveying naturally gave rise to various land swindles and bank jokes, with unsuspecting money-holders becoming un-moneyed by paying for non-existent lands.

The bank jokes usually centered on supposed ownership of vast and distant ranches or spas, to which freeloading friends were directed for vacations.

"It's right near Clear Lake. It's in Sublot Township. Just ask anybody where Section 37 is and they'll tell you all right. They all know me up there."

Hereafter, land swindlers and jokesters beware. Maybe you'll be caught in the turn of the worm.

area, better than 90 per cent of all "convenience goods" — items purchased frequently with a minimum of effort, usually at a small unit price — were bought within the county.

Approximately 79 per cent of those surveyed bought "shopping goods" within the county, but more than 16 per cent purchased these items in Detroit. The survey defined these items as ones where customers want large selections and a chance to compare price, quality and styles in several stores. Nearly two-thirds of the items covered by the survey fall in this category.

Better than one-fourth of all "specialty goods" purchases were made in Detroit, although the in-county buying in this category still remained above 70 per cent. The survey defined these items as ones purchased on the basis of good reputation and of special qualities sufficiently important to make a customer visit a relatively inaccessible source of supply, if necessary.

Merchandise lines where Detroit offered strong competition to county business firms included floor coverings, furniture, house and apartment appliances, radios and television, luxuries, jewelry, men's shoes, men's dress clothing and sportswear, women's coats and suits, and automobiles.

**OUTSIDE SHOPPING**

Commenting on purchases made outside home communities, the report said, "The money losses in these sales categories are substantial, not only because the number of customers lost is high but also because many of the purchases are high unit price items."

When asked why they purchased items outside of their own community, those surveyed gave the following response:

Variety, 29.6 per cent; price, 21.2 per cent; quality, 10.3 per cent; sales, 9.3 per cent; parking, 8.7 per cent; style, 3.6 per cent; service, 3.6 per cent; convenience, 3.5 per cent; more modern stores, 3.2 per cent; and courtesy, 2.3 per cent.

Millions of dollars are counted for an additional 6.7 per cent.

The survey indicated, however, that the relative weight given each of these reasons varied substantially by community and by type of purchase.

In Oxford, for example, nearly 40 per cent of those surveyed gave variety as a reason for shopping elsewhere, compared to only 1 per cent in Pontiac.

**Pvt. Durkee Attends Army Aircraft School**

Army Pvt. Allen D. Durkee, 22, son of Mr. and Mrs. Floyd Durkee of 21092 Jefferson, Farmington, recently completed eight weeks of training with automatic anti-aircraft artillery weapons at Fort Bliss, Texas.

Durkee entered the Army last January and completed basic training at Fort Leonard Wood, Missouri. He attended Farmington High School.

**CHRISTIAN SCIENCE**

The value and importance of right motives in daily living will be emphasized at Christian Science services this Sunday in a Lesson - Sermon entitled "Love."

Passages will be read from the King James version of the Bible and from "Science and Health with Key to the Scriptures" by Mary Baker Eddy.

Give Farmington The  
Representation It Deserves

Nominate  
**SCOTT W. COLE**  
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Republican  
OAKLAND COUNTY  
FOURTH DISTRICT

- Resident of Neighboring Novi Township
- Two Years Experience as Employee of House of Representatives
- Veteran of World War II and the Korean Conflict
- Holds Advance Degrees in Education and Government. Educator and Businessman

Detroit Riverama  
Plans Announced

Detroit's second annual Riverama will be held from August 17 through September 1 — sixteen days and nights of jam-packed excitement and fun.

During that period the three great power boat classics, Gold Cup, Silver Cup and Harmsworth Trophy races will be run, bringing together all three in one community for the first time.

Dates for the three classics are: for the Sun, Saturday, August 18; Harmsworth, Saturday, August 25; Monday, August 27, and a third heat if necessary on Tuesday, August 28. The first heat of the Gold Cup race will be held on August 28 and subsequent heats on the two following days, Wednesday and Thursday. The final Gold Cup decision will be on Saturday, September 1.

There will be day and night marine parades, strob outdoor racing, the 1955 version of Al Sheehan's Aqua Follies with a cast of 125 at the specially constructed Aqua Theater on Belle Isle; bowling under the stars on a portable set of all-weather national bowling stars; Dancing Waters, a great musical, water and lighting spectacle; a boat show, water skiing and many other events.

Aquarium, new big converted luxury ship, will have two cruises daily from the Civic Center.

Riverama is a non-profit organization of Detroiters who hope to make this an annual event identified with the Port of Detroit as such holidays identify many other communities.

**Insurance Representatives Attend Regional Meeting**

Division manager T. B. Sullivan and agent J. W. Hunt, representing the Prudential Insurance Company in Farmington, attended a three-day regional business conference in Niagara Falls from Wednesday through Friday of last week.

They were among some 190 delegates from seven north central states attending the conference. Attendance was based on outstanding sales accomplishment in 1955.

A number of company officials, including Orville E. Beal, vice president in charge of north central operations, spoke at the conference. Headquarters were at the Hotel Sheraton Brook.

**Subscribe To The Enterprise!**

The Farmington Chapter will hold its August luncheon and card party on Wednesday, August 8, at the summer cottage of Mrs. Gerald Jarrett on Duck Lake, north of M-59. Members who intend to drive to the meeting will meet at 11 a.m. on Oakley Road near the Town Hall. Those wishing rides are asked to call Mrs. May Fox at GR. 4-0146.

The Past Presidents' Club of the Southeast District will meet with the Highland Park Chapter on Tuesday, August 14. All past presidents are urged to attend.

The Southeast District Meeting, to be conducted by Mrs. Clyde Tringmar of Detroit, third vice president of the Department of Michigan, will be held at 10 a.m. Tuesday, September 11, in the Veterans' Memorial Building in Detroit. All chapters of this district are asked to attend as well as all officers.

The August business meeting will be held at 1 p.m. Thursday, August 16, in the Clarencville Fire Hall.

The Farmington Chapter was again honored by the announcement that one of its members, Irene Krueger, had been appointed Civil Defense Chairman for the 12th Blue Star Mothers Chapter in the Michigan District for the coming year. The appointment was made and announced by Bessie Hathaway, Department of Michigan president, from her home in Big Rapids, Michigan.

**Kendallwood News**

MRS. GEORGE T. BIRD  
GR. 4-3469

An election of officers will be held at the next meeting of the Kendallwood Newcomers Club at 8 p.m. Tuesday, July 31. Further notice will be given as to the place where the meeting will be held.

Mr. and Mrs. Robert M. Mock of Newcastle Road spent the past week in New Orleans.

Mr. and Mrs. Victor L. Hahn of Cincinnati were recent week end guests of Mr. and Mrs. Nell Baer on Hawberry Road. Mrs. Hahn is the sister of Sue Baer.

Mrs. Baer celebrated her birthday Sunday, July 15, during their visit.

Charcoal is used as an outdoor cooking fuel because it gives off little or no smoke and does not discolor the food. Either lump or briquette charcoal takes a considerable time to ignite. So, many beginners, not realizing how hot their fires will become, continue to add more charcoal before the first lot has really started to function. The result is a fire which is too hot and burned food.

Wanna Buy, Sell, Rent or Trade? Try A Classified Ad!

In And Around  
The Springland Area

MRS. RALPH EVERT

Phone GR. 4-0278

Mr. and Mrs. W. F. Traynor are now residing in their new ranch home at 26464 La Muera Drive.

Mr. Traynor is the proprietor of the Republic Sales and Manufacturing Company, located on West Eighth Mile Road in Detroit. The Traynors are former residents of the Northwest section of Detroit.

Mrs. Emma Church of Milwaukee, Wisconsin, is visiting her daughter and family, Mr. and Mrs. Thomas Farrell of LaMuera Drive this summer. Mrs. Church is a former resident of Detroit and is enjoying visiting with friends of long acquaintance while here.

Mr. and Mrs. Raymond Mallon and family of Springfield Drive

**Pvt. Arthur White Parades In Korea**

Army Pvt. Arthur A. White, 22, son of Mrs. Beatrice S. White of 31025 Grand River, Farmington, helped represent the U. S. in a United Nations parade in Seoul celebrating Independence Day, July 4, the Army disclosed this week.

White marched with the 31st Infantry Regiment in the parade, which was reviewed by Korean President Syngman Rhee. He is a truck driver in the regiment's First Battalion Headquarters Company of the Seventh Infantry Division.

White entered the Army in June, 1955, and completed basic training at Fort Carson, Colorado. He was last stationed at Fort Meyer, Virginia, and arrived in Korea last March.

During the northeastern states floods of 1955, the American Red Cross received contributions from individuals in 44 countries for relief of the disaster victims.

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