

The Farmington Enterprise

"A Continuing Journal of Progress" Established 1888

P.O. Box 435 23028 Farmington Road, Farmington GR. 4-6225

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In Our Opinion

Some Excellent Advice for Business Survival

"Don't run scared. Do a good merchandising job and you'll get your share of business." "Every business has got to develop good sellers and not just order takers." "Narrow down on the different types of merchandising you offer and don't try to be everything to everybody."

These statements are but a few of the many fine bits of advice that the Crowley Department Store chain, gave to members of the Farmington Board of Commerce at a dinner meeting last week.

While there was a good turnout of business and professional people at the general membership meeting, it still represented only a small percentage of the total number doing business in the community. All in business could have gained a great deal of information of interest from the program not only from the remarks made by Winkles, but also from the remarks made by Harvey Gold, owner of Harvey's Suburban Casual Shop in the Farmington Plaza, who discussed the possibility of establishing a local exchange account plan in Farmington, and from Don Stewart, The Enterprise's advertising manager, on retail advertising.

We were particularly impressed with Winkles' remarks on the problem of keen competition that nearly all businesses must contend with today and the approaches that he feels are the best in meeting the competition problem head on.

Businesses that are to survive in the years ahead are going to have to con-

An Obligation for the Community to Fill

This coming week we will be joining with other newspapers across the country in the annual week-long observance of National Newspaper Week, Oct. 11-17.

Many changes are taking place in the community newspaper field today and there is a definite trend toward area types of newspapers offering big circulation areas to satisfy the demands of advertisers who need the reach of the survival of all newspaper operations in the dollars and cents department.

A newspaper must have a substantial number of advertisers to stay in business and must satisfy the wishes of its advertisers. The Farmington Enterprise is no exception.

But we at The Enterprise also feel that we have a strong obligation to serve the community we claim to serve with complete news coverage of that area. We have done so in the past in Farmington City and Township and dedicate ourselves to continuing to do so in the future.

Few too many so-called community newspapers today, we fear, have not adhered to this accepted practice of high-

Looking Back in the Files

5 Years Ago, 5 OCTOBER 3, 1959

New Teachers
A banquet was held in the Farmington School District last week to formally welcome a total of 68 new teachers into the public school system.

Fate Mothers

A group of irate mothers this week blockaded Fowler Road north of the new Alameda Elementary School to assure their children would have safe passage to and from the school. The blockade protest was staged to impress upon the Oakland County Road Commission the hazard for school children that exist in the face of southbound traffic which offers drivers a restricted view, due to a hill in the road. The County has announced intentions to improve the road.

Falcons Edged

The Farmington High School football team lost a heart-breaking 14-13 to the Mustangs of Pontiac in the Northern last Friday, 25-26. The Falcons had the edge in final game statistics despite losing out on the scoreboard.

10 Years Ago, 10 OCTOBER 1, 1954

Church Expansion
The First Methodist Church of Farmington's newly formed

15 Years Ago, 15 OCTOBER 6, 1949

Gridiron Glory
The Farmington High School football team scored a resounding 35-0 victory over a hapless Milford eleven. Fullback Jim Bates of Farmington started

25 Years Ago, 25 OCTOBER 1939

Save time, money and miles by reading The Enterprise.

PUBLIC LETTER BOX

Letters submitted to the Editor for publication must be signed. Names will be held upon request. Opinions expressed in this column are those of the writer and do not necessarily represent the policies of this newspaper. Maximum length is 1,000 words.

Another View on the Vandalism Problem

(EDITOR'S NOTE:—Editorial comments made by the publisher of the Livonia newspaper now being directed in this column were taken issue with by the letter writer below. His comments raise some rather thought-provoking questions and challenge the Livonia newspaper publisher's comments.)

"The amount of vandalism and destruction to school buildings is in direct ratio to the amount of wealth and culture in the community, the more the destruction, that is the more the youngsters." (As quoted from a recent editorial in the "Cleveland Plain Dealer" regarding window destruction at a Farmington High School.)

You describe the building as being yellow and black. Could you mean East Junior High? There are no hard enamel panels on North Farmington High School.

You say, "In most of the windows broken when they are broken are they surely will be. Show me the isolated, empty, your building with a person, adult or young, who would not keep its windows intact. Show me the water tower in our or any other town that has not had the name of the local RD. I want team put on in spray paint."

"Successful, cultured parents." Culture, Mr. Chandler, comes only when a people finally get time to sit down and think and ponder. In our community we do not get this time until perhaps the twilight of life. Most cases the time we have gotten comes from pure

hard work and application of the additional education we happen to gain by same. Copious amounts of effort, work and perseverance must and has been expended. The homes owned here are the result of a "life time of work and sweat." And there is little to pass on to the heirs to fight over on leaving this mortal coil. This is not a six pack community, but one in which the father frequently leaves early in the morning and returns late at night. Mother frequently works when the kids are in school, and many attend school part time and most are active in community affairs as evidenced by the large turnouts at their and our meetings. Sure there are new cars. How many are company cars?

Mr. Chandler, who are the school officials who "insist that the amount of vandalism to school buildings is in direct ratio to the amount of wealth and culture in the community?" Are they OUR officials? Are they saying OUR kids are vandals? Do they INTELLIGENTLY say this? Are they giving the 800 students at North Farmington High a dirty kick for the six boys who threw things through the windows last Summer and who have been brought to justice. And since the remarks are so general against the "cultured, high income group of parents," are they parents? And don't some of the school officials also live in the Farmington area? And aren't they also in that High Income group?

The City of Detroit has a high incidence of youth crime. This is not always happy news. In fact most of it is in the slum areas. How do these school officials feel about this? What is the answer in Detroit? Direct ratio — I say no. Other schools in the Farmington area have windows broken to. Take the schools in Livonia, Redford, Southfield and perhaps the area where our editor, Mr. Chandler lives. No broken windows? Come on, now.

The point is, Paul, that the people in the North Farmington area are no different than you, me and the school officials. They are not different from those in Port Lauderdale, Bel Air, California; Harlem, or St. Ignace. They are all doing the best they can. The real problem is the loss of child-parent relationship. The communication is lost. And it is our fault. It is happening here and now. NOT JUST AT NORTH FARMINGTON HIGH. It is a respector of boundaries, religions, castes or incomes. We all have it.

Finally Mr. Chandler, don't you think you owe the 894 pupils at North Farmington who did NOT throw things through windows an apology for casting them vicious and destructive? Earl Teeple

Democrats Issue Challenge to GOP

(Editor's note: At the request of the Farmington Democratic Club, the Farmington Enterprise publishes the following letter which was drafted this week by Alvin Vagstad, Democratic candidate for Farmington Township Supervisor, to the Republican candidates for Farmington Township Supervisor, Treasurer and Trustees.)

To The Editor:

The Democratic candidates for the offices of Farmington Township Supervisor and Trustees, Alvin Vagstad, Martin J. Gluckstein, and a Bernard S. Kahn, and myself, as candidate for Supervisor, all firmly believe that any candidate for public office has a moral responsibility to openly face the public so that his record, program, and personal views on vital matters may be subjected to scrutiny. This has rarely been in our Township.

The strengthening of local government requires that the issues in any community be given the proper public perspective prior to the voters expressing their choices. Truly public-spirited candidates of both our parties have found that joint public appearances, be they called round-tables, forums or debates, provide the best vehicles for meeting this need.

Accordingly, we solicit your interest and support in sponsoring, with us, at least two such joint appearances, so that the public may have the opportunity to hear, see, and question, in open forum, all the candidates for Township Board. We further suggest that these forums take the general form of our scheduled joint appearance before the Farmington Kiwanis Club. Some local clergymen have already indicated a willingness to moderate these meetings.

Should your campaign funds not be sufficient to enable you to join with us in sponsorship of these appearances, we would be pleased to underwrite all costs from our funds, without any strings attached.

Finally, we urge you to join with us in signing the Fair Campaign Practices Pledge, so that the public may know that neither party's candidates solicit or will accept support from those few persons in our community who would appeal to religious, or racial, bigotry. There is no place in our community for such un-American behavior.

We are certain that you will want to accept your total responsibility as candidates and swallow your early, and favorable, reply.

Very truly yours,
Alvin Vagstad, Democratic Candidate for Supervisor



AN EXCHANGE STUDENT at Farmington Senior High School, Clinton Starr (left), is pictured with Eric Sauter, a junior at FHS. The Aussie exchange student is staying at Eric's home while in Farmington. Eric's parents are Mr. and Mrs. E. E. Sauter, Jr., of 2123 Birchwood.

Chi Omega Alumnae Plans Oct. 8 Meeting

On October 8 at 8:15 p.m. the North Suburban Alumnae of Chi Omega will meet at the home of Mrs. Robert Ketchum, 1818 Melbourne, Birmingham.

Mrs. Richard Dvorak, president of the Chi Omega Alumnae Chapter, will present the program. In June, Mrs. Dvorak attended the Chi Omega Convention at the Greenbrier in White Sulphur Springs, W. Va. Part of her program will be a report on the convention. She will also review the history of Chi Omega and the organization's purposes. Following Mrs. Dvorak's report will be a panel discussion.

Chairman of the evening is Mrs. Kenneth Marsh, 51433 Oak. She will be assisted by Mrs. Kenneth Marsh, Royce Oak, and Mrs. John Guemar, also of Royal Oak. Reservations may be made by calling Mrs. Kenneth Marsh, 51433 Oak, or Mrs. John Guemar, LI. 1-0051. Prospective members may receive further information by calling Mrs. Donald Schoenhals, EL. 6-2002.

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To Attend ARA Conference

James F. Wanink, of 2817 Eastbrook Court in Farmington, has been invited to attend a conference of the top management of Automatic Retainers of America at St. Charles, Ill., near Chicago, Oct. 15-17.

Wanink, area vice president of ARA, will be one of the 30 company officials from throughout the country to attend the sessions at Pleasant Run Lodge. The regional and national seminar will emphasize principles of managing and understanding people.

ARA is a service company specializing in the provision of old and refreshment programs to business and industry, schools and colleges, hospitals and government installations. The company, with 15,000 employees, maintains operations in 11 states and Puerto Rico.

Named New Editor at Huron College

Robert J. Stevens of Farmington has been selected by the faculty at Huron College in Huron, South Dakota, to serve as Editor of the Huron College newspaper, "Alphomaga."

A sophomore at Huron College, Stevens served as Sports Editor of the newspaper last year. He is a 1963 graduate of Farmington Senior High School where he was a member of the "Blue and White" staff. He is majoring in journalism and is also a member of the Huron College baseball team, in addition to working on the college newspaper.

When traveling with children in the back seat, cautions the Automobile Club of Michigan, make sure all doors are closed securely. Above all, keep the children calm so they do not distract you from your important job behind the wheel.

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make this simple rest

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