



New Bank Offices in Township

Bank of the Commonwealth will build a permanent office on at Orchard Lake Road and 12 Mile and Monday will open a second office in Farmington Township.

The bank expects to begin construction of the permanent Orchard Lake Road office in February, according to Bonnie R. Pieper, manager of the present trailer office at that location.

It will be completed during the latter part of the year, he said.

Commonwealth's trailer office was opened in December. The office which will be opened Monday will be in a pre-fabricated building at 12 Mile and Middlebelt. Manager will be Edward Humann.

Pieper said both offices have full bank and trust services.

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USE WARD'S "CHARGE ALL" PLAN



IN THE HOLE—It's more than just a hole that is being dug on Wheeler Street north of Grand River. A \$300,000 sanitary sewer construction project got under way recently and is expected to be done sometime in spring. The township project will include the area north of Grand River from Middlebelt to Hamilton. LaDuc Construction Co. is doing the work.

Corp. Enters Cobo Hall Show

Roto Corp. of Farmington will be exhibiting products and services in the huge 18th International Heating & Air-Conditioning Exposition in Detroit's Cobo Hall Jan. 30 through Feb. 2.

This is the world's largest heating and air conditioning exposition. It is expected to attract more than 20,000 engineers, architects, builders and contractors.

Wayne State University's winningest basketball season was the 1951-52 campaign which saw the team win 19 of 25 starts.

Fish Consumption Dips Only A Little Here

Fish consumption seems to be down a bit in Farmington. The drop appears of little significance to Catholics, prime supporters of the fish market, but nationally the fish industry is worried.

Fish became a business story, and not just a religion story, when the Catholic Church in December eased its rule requiring abstinence from meat on Friday.

Rev. Albert Kolch, pastor of St. Alexander parish, pointed out that Catholics are still requested to observe Friday as a day of penance. But they may choose between abstaining from meat and any other form of sacrifice, such as not smoking or drinking.

"Some have and some have not," switched away from Friday fish, Father Kolch said. "I'm continuing it at the rectory."

Rev. Thomas Beahan, pastor of Our Lady of Sorrows parish, said the rule change "didn't make much difference" to parishioners with whom he has discussed it. They were continuing on fish.

REPORTS FROM local stores are mixed.

One owner reported that his calls for fish, never numerous, seemed to have declined.

A second noticed little change.

A third, however, said frozen fish sales seemed to have dropped by half.

The Knights of Columbus served Friday fish orders in their Middlebelt Road hall, but they discontinued the business three months ago, a member reported, and so it's impossible to gauge fish consumption there.

MARKET RESEARCH Corp. of America disagreed recently with food producers who anticipate no drop in fish sales.

The New York-based firm said that "even a drop of 5 per cent in fish sales for the total U.S. could have serious effects on the industry, especially in the northeast and midwest, where there are

heavy concentrations of Catholic families."

Market Research's national census showed that Catholics and Protestants serve fish about once a week or a little oftener, but Jewish families average 2.3 fish meals weekly.

The research firm noted that a drop-off in fresh fish consumption among Catholics

could lead to a drop-off among families of other religions who shop for fresh fish on Friday because they feel the supply is more plentiful then.

The research firm finally urged food producers and retailers to plan merchandising programs which would promote fish servings all during the week.

The point appears to be well taken. Gone are the days when fish producers could rely on a "captive" market.

Besides, fish isn't bad. With a few exceptions, it's not fat-toning.

Jean Opens Big Annual Sweepstakes

It's that time of year again—time for the annual Sweepstakes at Jean's Bel-Aire Beauty Salon, 24109 Orchard Lake Road.

And what could be better for the coming spring days when every woman wants to look fresh and beautiful? First prize in this year's Sweepstakes is a glamorous wig. Second prize is a wiglet. Also five other prizes of \$5 gift certificates for beauty services at Jean's will be awarded.

Entries for the Sweepstakes will be open at the salon Jan. 20. Winners' names will be drawn at the shop March 21.

As in the past, a leading Farmington citizen will make the selections of winners' names. In past years, Jean has given away a mink stole, a television set and other valuable items.

There is nothing to buy in order to enter. And during the contest Jean's prices for beauty services will remain the same. Customers at the shop will be given Sweepstakes tickets by the desk girl.

Jean is making the selection of prizes from her full line of wigs and wiglets.

23 States Served By Local Company

Alexander Hamilton Life Insurance Co. of America, which is building its new office here, has been granted a license to do business in five additional states.

This brings to 23 the total number of states in which the 32-month old company has been granted a certificate of authority to do business.

New states in order of licensings are Mississippi, Massachusetts, Iowa, Ohio and Vermont. At present the company operates sales offices in only the states of Michigan and Indiana, according to E. Keith Owens, chairman of the board.

Demery Shows Student Works

An exhibit of student work from the Oakland County Schools is on exhibit in Demery's windows at 12 Mile and Farmington Roads. The materials have been chosen as outstanding examples by a committee of The Oakland Act Education Association.

Included are works from elementary and secondary schools throughout the county. They are representative of the many comprehensive art programs being carried on in the Oakland area.



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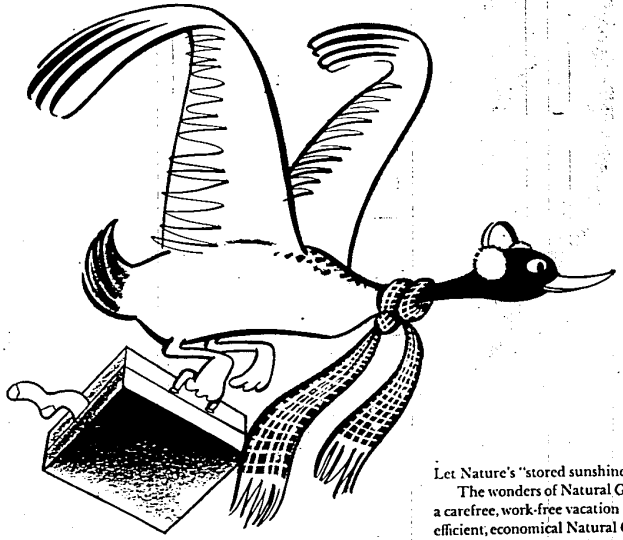
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