

The new Kmart is in a modern building.

New Farmington Kmart opens in area center

The rapidly expanding Kmart discount department store chain will open a new Farmington store at 10 a.m. Thursday (Nov. 21) on Grand River at Halstead.

The new 95,810 square foot facility is the 58th in Michigan since the S. S. Kresge Co. opened the first one in 1962. It brings the total in the United States, Canada, Puerto Rico and Australia to almost 800, the company reports.

Approximately 165 area residents have been hired for the Farmington store, and additional employees will be added to the staff during peak seasonal periods.

The new store will carry appliances; furniture; building tools; floor coverings; draperies, yard goods and sewing materials; women's fashions; men's, boys', girls' and infants' clothing; bedding; jewelry; camera supplies; books and records; pets and pet supplies; and health and beauty aids.

An automotive center will be featured with a large auto music section featuring stereo tape players and tapes. The center will offer wheel alignments and balancing, and the quick checking and replacement of brakes, tailpipes and mufflers.

Also offered will be a full-line sporting goods department and a self-serve snack bar with booth seating.

The Kresge company, with international headquarters in Troy, operates 1,300 Kmart, Kresge and

Jupiter stores.

Farmington officials and top executives of the Kresge company will take part in a brief ribbon-cutting ceremony in the main doors of the store immediately before the opening.

Thompson-Brown at new location

Thompson-Brown Co., real estate firm, has relocated its Birmingham-Bloomfield office from 700 East Maple, Birmingham, to newer, expanded facilities at 4276 Orchard Lake Road, West Bloomfield, according to Robert E. James, vice president general real estate division.

Manager of the Birmingham-Bloomfield office, assistant vice president Sheila Raymond, stated that the new location will provide better customer convenience, and necessary room for future growth in this urban-suburban community.

The Birmingham-Bloomfield office of the Thompson-Brown Co. is a member of the Birmingham/Bloomfield Board of Realtors; the United Northwestern Realty Assoc., and the National Multi-List Service.

Thompson-Brown Co., this year observing its 50th anniversary in the real estate industry, is headquartered at 32823 12 Mile Road, Farmington Hills, with another residential resale division office at 32646 W. Five Mile Road, Livonia.

Robert H. Carey, president of Thompson-Brown Company, is president, Michigan Association of Realtors.

Holiday Inn changes owners

By SANDY TESSLER
Sidney Wagner is mayor of his own small city.

As president of Tel-Inn Investment Company, Wagner is the man governing the corporation's recently acquired Holiday Inn north of Square Lake Road on Telegraph Road in Bloomfield Township.

To Wagner, a Holiday Inn is like a small city. There is no key; the job is a twenty-four hour responsibility.

Wagner is responsible for the smooth running and co-ordination of rooms, banquets, entertainers, recreational facilities, dining and promotional campaigns.

WAGNER, A hotelier for over thirty years, is a Birmingham resident. Other board members include: Frederic G. Weber of Bloomfield Hills, Vice-President; Rudolph C. Vuille of West Bloom-

field, Secretary; and Joseph A. Pick of Southfield, Manager.

Because they are local residents, it is the intention of the new owners to cater to the community.

The previous owner, a Canadian corporation, ran the Holiday Inn as strictly a commercial facility.

"We all cater to the traveler," Wagner noted, "but you must get community acceptance, you can't be successful without it."

How do you go about achieving this acceptance?

First, you renovate. "There's no sense bringing people into a poor facility," Wagner said. Presently the Inn is being redecorated, repainted and re-landscaped.

Next the personnel need re-training to Wagner's methods. He hopes to promote friendliness and a sense of pride among the Inn's employees.

Once those two objectives are met, a promotional campaign will

begin. Wagner is a firm believer in promotions.

As co-owner of another Holiday Inn in Tampa, Florida, Wagner was able to get fanatical Monday night football watchers out of their homes and into his lounge.

The lounge had been divided in two by line-markers. A bartender dressed as a referee and waitresses as cheerleaders greeted the patrons as they chose a side.

The game-watcher's were fed hot dogs and pop corn on the house and received a round of free drinks if their team scored.

This is the type of activity Wagner means when he refers to "catering to the local community."

For the Bloomfield Township Holiday Inn, Wagner has in mind nightly entertainment, food specials, Saturday night dances, luncheon buffets and family weekend plans.

WHEN THE NEW football stadium opens in Pontiac, Wagner hopes to provide package deals including rooms, charter buses to the stadium and buffet lunches.

"It's hard work and a tremendous responsibility being the mayor of your own small city. But Sidney Wagner doesn't neglect to use adjectives such as "exciting," "challenging," and "satisfying" to describe his involvements in the hotel business.

Electronic ignition use is increasing

The Michigan State University professor who holds the patent on the electronic ignition, now standard equipment on almost all 1975 models of cars produced by the American Big Four, says there's more such equipment ahead.

Lawrence J. Giaconetto, professor of electrical engineering, obtained the ignition patent in 1959, with the patent assigned to Radio Corporation of America (RCA) for whom he worked from 1946 to 1956. He got \$150 for it.

A refined version of his design has been optional equipment on some cars, and has become standard equipment on 1975 models.

The MSU professor sees no reason why the ignition system cannot be used with other internal combustion machines like motorcycles, snowmobiles and medium-sized boats, for further cuts in fuel consumption.

CURRENT WHOLE or partial car use of electric or electronic equipment, he said, now involves radios, ignitions, clocks, horns, temperature and air conditioning controls, and regulators and alternators.

He also looks ahead to electronic anti-skid equipment, and more elaborate dashboards providing additional information including collision-warning systems.

Giaconetto began research in transistor and semi-conductor uses in 1946 when he joined RCA and continued during his 10 years there. In 1956 he joined Ford Motor Company's scientific laboratories in Dearborn and stayed until 1961 when he joined the electrical engineering faculty at MSU.

In the beginning research, he said, costs and durability were stumbling blocks. Production was at prohibitive costs. The equipment would short circuit after about an hour; later, he got it to last a day or two.

Since then, the electronic equipment has been refined, and interest accelerated a few years ago when critical needs for saving of car fuels became apparent.

He cited advantages of the new electronic ignition: the point of ignition can be more precise and more identically repetitive; a better ignition source is provided, and gas consumption can be cut by about two miles to the gallon.

COMPARING THE OLD and new systems, he said "with a conventional ignition system, your car is peppy after a \$20 to \$40 tune-up, but it deteriorates quickly. You don't get this problem with a transistor because the parts don't wear out."

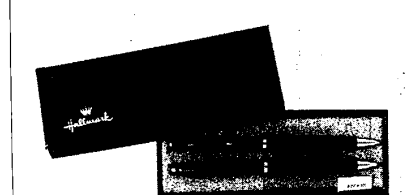
Recalling his early problems with the short-lived ignition, the MSU professor said "I feel that the auto companies have looked that problem now, or they would not have all gone over to the new system. They could not afford to have significant failures in their cars."

Giaconetto is a consultant to one of the Detroit-based auto firms, in electric and electronic use. He expects to exchange ideas with other experts attending the International Colloquium on Automotive Electronic Technology at Troy, Mich., Oct. 28-30. He sees the convergence conference as an indication of the growing international activity in the field.



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Farmington Hills City Council PUBLIC HEARING

December 16, 1974
31555 Eleven Mile Road Farmington Hills, Michigan

The Farmington Hills City Council will give formal consideration to a proposed amendment (rezoning request #19-74) which would amend Ordinance #C-62 by #C-62-77 and the same would rezoned the following described area from RA-1, one-family residential, to B-1, local business classification:

North ten ft. of the S. 210 ft. of Lot 38, Supervisor's Muer Estates Subdivision, T.1N., R.9E., Section 11, City of Farmington Hills, Oakland County, Michigan.

The property is located at Rollcrest and Twelve Mile Road, northwest corner. Any person interested is invited to participate in the discussion of the proposed zoning change.

FLOYD A. CAIRNS, Clerk
City of Farmington Hills

Published November 22, 1974

7^{1/2}%

ANNUAL RATE
48 MONTH

CERTIFICATE SAVINGS
\$1,000 MINIMUM
YIELDS 7.72% ANNUALLY
COMPOUNDED QUARTERLY

6^{3/4}%

ANNUAL
RATE 30 MONTH

CERTIFICATE SAVINGS
\$1,000 MINIMUM
YIELDS 6.92% ANNUALLY
COMPOUNDED QUARTERLY

6^{1/2}%

ANNUAL
RATE 12 MONTH

CERTIFICATE SAVINGS
\$1,000 MINIMUM
YIELDS 6.66% ANNUALLY
COMPOUNDED QUARTERLY

FEDERAL REGULATIONS REQUIRE SUBSTANTIAL INTEREST PENALTY FOR EARLY WITHDRAWAL ON CERTIFICATE ACCOUNTS.

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