Behind the store fronts

The Inns and how they grew

In recent years stopping at a Holl-day Inn while traveling has become a commonplace happening to thousands of Americans, but for some time there has been a real push to make

each Inn as an integral part of the community.

The Holday Inn people feel that one of the best ways to maintain and improve the quality of their services and accommodations is through competition for the top 10 awards among the 1.700 Holday Inns move pen in 30 countries and territories.

One of the local inns honored recently was the Holday Detroit-Parmington where Earl R. Bling was named one of "the top 10 implements of the year." and Patricts Pallan out of the "top sales managers of the "top 10 housekeepers of the "top 10 housekeepers on the "top 10 housekeepers the "top 10 per cent food and beverage director of the year."

"WE STRIVE for a complete team

"WE STRIVE for a complete team effort." Billing commented, "and whole hearded envolvement in community affairs." He is on the board of directors of the Farmington Chamber of Commerce and is active in various local service organizations. "Banquets and weddings have become an important part of the business." Billing said
Patricia Fallan, formerly of the Ponchartrain, aboc carries titles of assistant innkeeper and controller, in addition to her sales and promotional work. "Since coming here four yearing and I have concentrated on the restantiant part of the business, and with the help of chef Richard Dierrich we have become well known in the area for our buffet."

our buffet."
"We have found special promotions
that are geared to children help business volume." Pat added. "Our employees join whole-heartedy in the
fun and dress in special customs at
Christmas and Easter as well as other
times."





ANN BERCHEM

complete circle in 50 to 70 minutes, un-folding a spectacular panoramic view of the now urban countryside. The turntable will seat about 165 people. "Coxy" bars are situated off the turn-

ine wide-eyed reaction from the kids when they are served by an Easter burny makes it all worthwhile, she smiled. Other special events have been "hobo" night and a "rankary night.

Last year Pal was queen pagears chairman of the Farmington Foundary Festival, and this year is first vice chairman of the Festval.

A viking modif is carried through the firm. The big responsibility of more secondard, and they are in first vice chairman of the Festval.

A viking modif is carried through the firm. The big responsibility of more secondard, in case of a power reference for the firm of the proposal p

surprise inspection is made about very three months from bioliday's headquarters. Grading is made on the best of 1.000 points.

THE FRANCHISE holder of the Framington Holiday inn is a South field man, Paul McElwain, who also come the franchise on the Holiday income to the Holiday in the second of the Holiday in the Holiday





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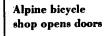
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Alpine Bike and Sport Center opened Arp. 12 at 352 W. Maple Road in the Village Knoll Stopping Center in Birmingham. In addition to other bicycle lines and accessories, the shop carries Swedish Crescent and French Stella cycle lines, both winners in world championship races, according to owner Pete Plotke.

Plothe said his three employes have been involved with bicycle racing and are trained to handle maintenance and repairs.

are trained to handle maintenance of repairs.
Formerly in public relations with McCord Corp of Detroit, Plotte said he decided to open the business because "I've always been interested in bicycles."
The 1,440 square foot center will be open seven days a week during the gering morths—10 a.m. to 6 p.m. Monday, Tuesday, Wednsday, Friday and Saturday; from 10 a.m. to 9 p.m. on Thursday; and noon to 5 p.m. on Sunday.

ry. Plotke is a resident of Southfield.





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