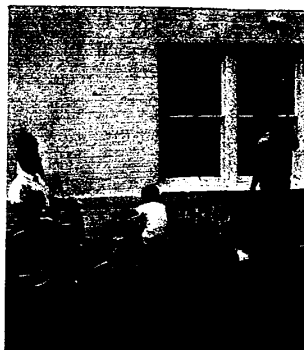


Friendly Book Store Moves A City



A WHITEWASH JOB begins to change the grey building that housed the Farmington Enterprise & Observer to a sparkling white for Jerry's Book Store.



FARMINGTON JAYCEES and youthful customers kept busy refurbishing the building for the handicapped operators.



BERTHA AND JERRY CUNNINGHAM are delighted with the progress and the assistance they are getting.

By MARGARET MILLER
Women's Editor

A business that in three short years won a community's heart now is receiving its helping hand.

And because of the dreams and perseverance of Jerry and Bertha Cunningham and the willing assistance of their friends and customers and the Farmington Jaycees, Farmington will have a fine bookstore in its central business section.

The new location of Jerry's Book Store will be the former home of the Farmington Enterprise & Observer, just south of Grand River on Farmington Road. A ribbon-cutting Thursday, July 1 will make the new opening official.

SINCE APRIL of 1968 Jerry Cunningham, confined to a wheelchair by polio, and his wife, Bertha, who gets around with some difficulty because

she too has had polio, have sold used books from a tiny store on Grand River just west of Nine Mile.

The building, left vacant when the newspaper moved operations to its new central office in Livonia, seemed to the Cunninghams a spacious home for their 18,000 or more used books and the new ones they couldn't handle in the old store.

Others in Farmington thought so too. "Farmington needs a book store," said the bank official who approved the loan for rental with option to purchase. "Don't worry about payments right away."

"What can we do to help?" asked several customers who had enjoyed stopping by the jam-packed old store to enjoy the friendly atmosphere there.

ONE OF THEM, Mrs. Carol Faunce of Farmington, thought of something.

Knowing the moving operation was going to be difficult one for a husband and wife both physically handicapped, she made a call to Lee Arthurs of the Farmington Jaycees.

The Jaycees would be glad to help, Arthurs said in response to Mrs. Faunce's query. What they have done includes taking down partitions, securing donated tile and putting down a complete new floor.

Other helpers have put a coat of white paint on the outside of the building and turned the inside walls a cheery yellow.

A customer has prepared decorative shadow boxes for all the windows. Others are lining up workers for putting up book shelves and transporting books from the Cunningham's Detroit home and from the Grand River store.

Friends from the couple's Apostolic Lutheran Church and Detroit neighbors have helped by serving supper to the evening crews transforming the building.

"WITH ALL this help," said Jerry from his wheelchair, "we're sure to get in by July 1."

"We just can't thank everybody enough for all the help," added his wife.

Philip H. Power, Observer publisher, also expressed enthusiasm over the new use of the building.

"I am delighted that the Enterprise & Observer building is being used in such a way as to help build downtown Farmington," he said.

"The traffic generated by Jerry's Book Store will help other businesses in the

downtown area, and judging from the amount of involvement from customers and the Jaycees in fixing up the building, the store will be a great success."

THE COUPLE entered the book business, Bertha Cunningham recalled, "because Jerry was always such an avid reader."

"He always wanted to run a book store," she said, "and started thinking about it seriously after he was laid off from a dispatching job. He found other work, but by that time, we were seriously thinking of the store and collecting books."

They rented the Grand River store despite some misgivings about its accessibility, she said, because rental property was hard to find and "our house was getting filled with books."

BUSINESS was slow at

first, but gradually more and more Farmington residents and others driving through discovered that the crowded little store was a fine place to locate a special book or enjoy some interesting conversation.

It's finding those special books that give Jerry and Bertha great enjoyment. They also like to keep on hand an ample stock of paperbacks and comic books for their many young friends who come in.

The new store will stock new books as well as used ones. A workroom is planned at the rear part of the building and Bertha expects it will be "a big help in sorting and marking books."

Taking over the big building is a giant step for this determined couple. But with a community behind them, they feel it should be a successful one.

Mother And Daughter

It's A 2-Diploma Family

If you saw the names of Bettie and Beverly Bettaso on the commencement program at Eastern Michigan University recently, don't jump to the conclusion they're a pair of twins.

It was a mother-daughter combination, a rarity even at a state university granting more than 2,000 diplomas. Bettie is the mother - Mrs. B. J. Bettaso of 36047 Sherwood, Livonia - in private life. But if you think she should be boastful because she was able to complete her college work and raise a family of five children at the same time, listen to her side of it.

The biggest thrill to her is that daughter Beverly earned a 3.9 grade point average and was one of only four summa cum laude graduates of EMU.

AND THE KEY to it all, says Mrs. Bettaso, is her husband, who had to work pretty hard to earn enough to keep three ladies in college all at once (a younger daughter, Becky, is attending Michigan State University).

"He's real pleased. He's been encouraging all the way. I don't think you can do it without a husband who's encouraging," says Mrs. Bettaso.

Beverly majored in English, did her student-teaching at Plymouth's Pioneer Middle School, and has her state provisional secondary teaching certificate.

Her mother majored in library science, works at the Alfred Nobel branch library in



THE BETTASO FAMILY of Livonia gained two college degrees in one Eastern Michigan University commencement recently. Beverly Bettaso (left) also earned a provisional secondary education teaching certificate, and her mother, Bettie (center) majored in library science. At the right is Becky Bettaso, a Michigan State University student who plans to be the family's next degree winner. (Observer photo)

Livonia, and has been accepted by the University of Michigan for graduate work in library science in fall.

WAS IT TOUGH to raise five children, the youngest age seven, and still complete work on a college degree?

Her mother replied: "All mothers should do it," Mrs. Bettaso replied. "It gives

you a tremendous empathy with your children. It's a case of you help me with your homework, I'll help you with mine."

There are financial sacrifices to be made. Says Mrs. Bettaso: "It's been a lean year. We're in the middle class, which means you have too much money to get any financial aid, but not enough to make it easy."

Before her marriage, Mrs. Bettaso spent 1½ years in college in Illinois and Minnesota, then made the decision to go back by taking part-time work at Schoolcraft Community College here in the fall of 1966.

Although she and Beverly took many of the same courses, only once were they in the same class together. Beverly got, she should be able to do well."

session at Schoolcraft one year when they both got the same political science course. "We both got A's," she recalled, "but Beverly beat me on the overall point average."

MRS. BETTASO spent five years completing her BA degree work, carrying as many as 12 credit hours of a possible 16 at a time, commuting first to Schoolcraft for two years and then to EMU in Ypsilanti the last three years. The family's big concern now is the tight job market for teachers that daughter Beverly faces.

"But we're not really worried," says Bettie A. Bettaso, BA. "With marks like Beverly got, she should be able to do well."

Garden Club Installs Slate

New officers of the Federated Garden Club of Livonia were installed this month at a tea honoring outgoing officers.

The club is concluding its year by carrying out landscaping plans on a courtyard

of Frost Junior High School. Mrs. Robert Drafts is the new president. Other officers are Mrs. Stephen Russo, vice president; Mrs. Glenn Breider, secretary; and Mrs. Harvey Schuster, treasurer.



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m. m. memos

One of my colleagues noted in the byways of her reading that it's a sign of sophistication if you don't use capital letters when printing or typing.

Particularly, she tells me, it marks you as extra suave and super-sophisticated if you don't capitalize the pronoun I.

now I must say I'm delighted to hear this analysis. I often don't capitalize, but it's strictly because I'm lazy.

in fact, one day I wrote a note for one of the girls to excuse a school absence. I forgot I wasn't writing a family note and left out the capitals. (takes considerable effort to push down that shift key, you know.) anyway, the teacher asked her: "Are you SURE your mother wrote this note?"

next time she won't have to apologize, she can just explain that her mother is the last word in SOPHISTICATION.

margaret miller