

Local Archers Garner Awards In Shoot Sunday

Mr. and Mrs. Victor Smalls and Bob McCellan brought home honors from an archery target match held in Southfield Sunday. The shoot was held at Lahser and 5 1/2 Mile Roads and was sponsored by the North Detroit Archers Club.

Mrs. Smalls won first place honors in the Women's Class B division while Mr. Smalls and McCellan took second and third places respectively. In the Men's Class B division.

All are members of the Farmington Archery Club, which meet every Tuesday night.

Mr. and Mrs. Joseph Sidelink, formerly of Mayfield Avenue but now of Lutz, Florida, were Friday callers at the homes of M. E. Ault, Joe Roberts, and the Misses Lora and Freda Ault, all old neighbors.

Authorities Predict A Continuing Construction Boom For Years Ahead

The nation's construction boom continues through 1954 and the outlook is bright for the years ahead, two authorities in the construction industry told the nation this week on a National Association of Manufacturers program.

Thomas S. Holden, vice chairman of the F. W. Dodge Corporation of New York, said that last year's total construction of \$14 billion "will be exceeded somewhat" this year.

While housing is below the peak rate of 1950 and a little below that of last year, Mr. Holden pointed out that housing is going along "at a very satisfactory rate."

He added that "the non-residential building of various kinds, schools, churches, hospitals, commercial buildings, is going at a great rate and is more than offsetting the very slight drop in housing activity."

W. A. Clarke, president of the Mortgage Bankers Association of America, said that there "has been an adequate supply of mortgage money available to fill the needs of the people for housing."

Mr. Clarke, head of the W. A. Clarke Mortgage Co., Philadelphia, added that he believed an adequate supply of mortgage money for housing and other types of real estate would continue.

Mr. Clarke explained that "assets of all life insurance companies, a major source of construction funds in the country, at the end of December, 1950, were approximately \$54 billion. As of the end of 1950, it is estimated that life insurance assets will be approximately \$117 billion," nearly double the 1950 figure.

According to quarterly surveys of the Mortgage Bankers Association, Mr. Clarke reported, mortgage collections are at an all time peak.

He added there is "certainly no indication of any hard times or unemployment or anything of that sort because our collection records are excellent."

Discussing the construction of schools, Mr. Holden said: "School building has been booming for the past six years. This year's volume is much higher than at any time before in the country's history. The total volume this year, in dollars of school construction is considerably greater than the volume of factory buildings and the volume of commercial buildings. The largest increase in non-residential buildings this year has been registered in the school building field."

Mr. Holden said the indications are we are not going to catch up with our school needs any time soon, even at the present record-breaking rate. He pointed out that "the boom in elementary schools is apt to last for some

years ahead. Then will come the need for more high schools and along in the 1950's the colleges are going to be over crowded and they're going to need new facilities, too. It's a boom that's going to last for quite a while."

Regarding the long-term trend in construction, Mr. Clarke said: "It can't be anything but continuing good and as time goes on it seems to me that it's going to get continuously larger. The Census Bureau's maximum estimate of the increase in population, in the decade from 1950 to 1960, equals all the people who were living in the state of New York, California, Delaware, and the District of Columbia in 1950. This means that, by 1960, to properly house and care for those people we will need to have built all the schools, all the court houses, all the houses and other facilities that were in those states in 1950. I think that gives us a pretty clear illustration of what the long trend construction market will be."

John Clappison Sells Insurance

Bell Telephone Building Going Up



Construction work on the new Farmington exchange Michigan Bell Telephone Company building going up at the corner of Power Road and Grand River, is progressing nicely with work on the basement almost completed. Plans call for completion of the building by December of this year with the new dial system to be ready for operation by September of 1955. With the dial system residents will be able to dial direct to select points throughout the United States as well as to more than 70 communities in southeastern Michigan.

Jerry Dieble of Northville was visiting at the home of his grandparents, Mr. and Mrs. Robert Dieble on Shadyside Avenue one day of last week.

July 22, 1954

THE FARMINGTON ENTERPRISE

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Beverly and Dolores, daughters of Mr. and Mrs. John Varhol of Shadyside Avenue, have both been seriously ill for a week.

Miss Patty Schult of Shadyside Avenue recently spent a day with her sister, Mrs. Maynard, in Detroit.



Elect A Working Sheriff VOTE FOR FRANK IRONS SHERIFF

28 Years Chief of Police, City of Berkeley, President Southern Michigan Chiefs of Police Association. His established record in youth problems by cooperation with parents, schools and churches is well known in Oakland County.

He Merits Your Support

VOTE REPUBLICAN PRIMARY ELECTION AUG. 3

Nominate

THEODORE F.

HUGHES



FOR STATE LEGISLATURE
REPUBLICAN

- Berkeley City Attorney
- Member Board of Supervisors, Oakland County.
- Overseas Veteran World War II

VOTE AUGUST 3

Feld Political Ad.

GENERAL PRIMARY ELECTION

To The Qualified Electors:

NOTICE IS HEREBY GIVEN, That a General Primary Election will be held in the

CITY OF FARMINGTON, COUNTY OF OAKLAND, STATE OF MICHIGAN

ON

Tuesday, August 3, 1954

At the Place or Places of Holding the Election in Said City as Indicated Below, viz:

Farmington Town Hall
23715 Farmington Road

For the Purpose of Placing in Nomination by all Political Parties Participating Therein, Candidates for the Following Offices, viz:

STATE — Governor, Lieutenant Governor

CONGRESSIONAL — United States Senator, Representative in Congress

COUNTY — Prosecuting Attorney, Sheriff, County Clerk, County Treasurer, Register of Deeds, Auditor in Counties electing same, Drain Commissioner, Coroners, Surveyor, and such other Officers as may be nominated at that time.

AND FOR THE PURPOSE of Placing in Nomination, Candidates Participating in a Non-Partisan Primary Election for the Following Offices, viz:

CIRCUIT COURT COMMISSIONERS

Notice Relative to Opening and Closing of the Polls

ELECTION LAW, REVISION OF 1943

(2003) Section 1. On the day of any election the polls shall be opened at 7 o'clock in the forenoon, and shall be continued open until 6 o'clock in the afternoon and no longer. Every qualified elector present and in line at the polls at the hour prescribed for the closing thereof shall be allowed to vote.

THE POLLS of said election will be open at 7 o'clock a.m. and will remain open until 8 o'clock p.m. of said day of election.

HARRY W. MOORE, City Clerk.

July 16, 54

KNOW THE SCORE NOW

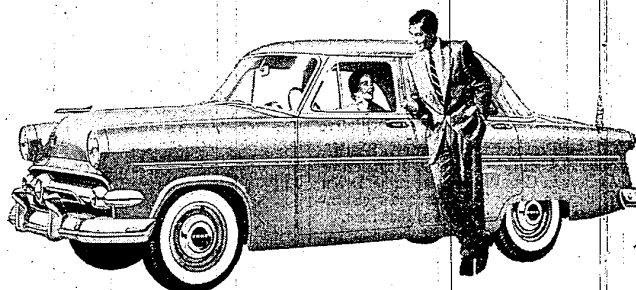
Check this score card... Ford vs the low-price field

	FORD	CAR "C"	CAR "P"
ENGINES	Industry's most modern engines 130-h.p. Y-block V-8 or 115-h.p. I-block Six	Old-fashioned type 115-h.p. or 125-h.p. Six only	Old-fashioned type 110-h.p. Six only
SUSPENSIONS	Modern Ball-Joint Front Suspension for greater comfort, easier handling	Old-fashioned Kingpin type suspension	Old-fashioned Kingpin type suspension
STYLING	Clean, modern styling that will stay in style	Body styling with bulges on sides— soon to be out-dated	Body styling with side bulges— soon to be out-dated
ROOM	Most usable inside space in its field	Less usable space than Ford	Less usable space than Ford
STRENGTH	5 cross-members in frame for top rigidity	4 cross-members in frame	4 cross-members in frame
VISIBILITY	3210.6 square inches of total glass area	2986.0 square inches of total glass area	3175 square inches of total glass area
CHOICE (Conventional body styles)	14 body styles	13 body styles	11 body styles
OTHER MODERN FEATURES	Center-Fill Fueling, Suspended Pedals, 4-Way Power Seat*, Power-Lift Windows* (for all 4)	May have someday	May have someday

*Optional at extra cost.

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the features its competitors
may have tomorrow!
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... tomorrow's best trade

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