

Throng Turns Out For Zolkower Store Opening



A FRONT VIEW of the new Zolkower's Department Store opened last week in the Farmington Plaza shopping center on Grand River Avenue just west of Orchard Lake Road gives a general idea of the tremendous size of the store. The attractive window displays should indicate

to shoppers the wide variety of merchandise handled by Zolkowers, including top quality ladies' and men's apparel, children's wear, home furnishings, infants' wear and nationally known footwear for the entire family.

(Photo by Fred Berk.)



A RIBBON CUTTING ceremony last Thursday, August 22, marked the official opening of the fourth and newest store in the famous Farmington Plaza shopping center. Cutting the ribbon at the main entrance officiating opening the new store is Richard Zolkower, a grandson. Store owners and personnel looking on, left to right, are: John Stern, vice president; Eliza Beth Shick, chief buyer; Joseph Palmer, men's and boys' buyer; Maurice Pughin, shoe buyer;

Albert Cutler, store's supervisor; Irvin Kraemer, assistant store manager; William Zolkower, secretary-treasurer; Mr. Martin, shoe department manager; Sam Evans, display director; and Joseph Swartley, home furnishings buyer and the oldest member of the Zolkower family, having been employed with the organization for 34 years.

(Photo by Fred Berk.)



A LUCKY child registered at the new Farmington Zolkower store between now and the last of this month will be the recipient of the electrical driven child's Bimbo racer, a replica of the famous Ferrari Italian sports car, now on display in one of the windows at the store. Also to be given away to 24 other lucky winners will be \$500 worth of merchandise prizes. Merchandise prizes will be given for the best 21 answers given to the question, "Why I like shopping at Zolkower's new Farmington Plaza Department Store." To compete for merchandise prizes, one need only state his answer in 25 words or less and deposit the entry at the store.

West Farmington

MRS. SARAH KNAPP

Several children from this area attended the Walled Lake Baptist Church Vacation Bible School last week. The school closed on Friday with snacks being served to the small children by the various teachers.

Mrs. Mary Ham, the former Mary Blanchard, spent the past week with her nephew and his wife, Mr. and Mrs. Harley Gibson.

Mr. and Mrs. Charles Heliker spent Monday with Mr. and Mrs. Richard Heliker and family.

The Perma-Bond Hollow Farm Bldg. held its last meeting at the home of Mr. and Mrs. Russell Gaston of Drake Road with 27 people present. The discussion topic was given and indication given that they are looking into the housing situation and high cost of building schools. A report on Board meetings was given by Paul Dutton. Mrs. Rexin and Mr. Mrs. Roland Green reported on their

visit to the new Polo Center opened at Woodward and Nine Mile in Detroit.

A lunch was served by Mrs. Gassner and Mrs. Layman Bush at the close of the meeting.

Edward and Herman Grimmer and Ray and Leon March called on Mr. and Mrs. Charles Heliker at Howell on Sunday.

CRITICISM: "Statistics are working in favor of older employees in industry and the premise that they are less productive is being continually disproved. The Industrial Bulletin, published by the New York State Dept. of Labor, opines that 'output man-hours show little significant variation in a 60 g. age groups.' The magazine figures to show that older workers have a better attendance record than younger employees and that older workers have fewer accidents on the job. Hiring older workers is good sound business practice. Their experience gained through the years is indispensable."

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Auto Accident Damage Costs Continue Up

Michigan's 1956 traffic accidents caused a new peak of automobile insurance loss for the tenth consecutive year, despite some improvement in the state's accident record, the Michigan Insurance Information Service reported recently.

Paid loss for 1956 exceeded \$113,000,000, a more than \$12,000,000 increase over that of 1955, and a two years.

The yearly loss has increased 22 per cent in a ten-year spiral which began just below the \$35,000,000 level in 1947.

During those ten years, insured loss paid for Michigan automobile accidents has exceeded \$170,000,000. More than \$214,000,000 of it was in the last two years.

The 22 per cent loss increase is nearly three times the increase in accidents during the same period. As vehicle travel increased 78 per cent, and injuries, 77 per cent. The fatality increase was 19 per cent.

Last year, there were 197,263 reported accidents, an increase of 1,183 over those of 1955. These accidents caused 1,747 deaths, 239 fewer than in 1955, and 61,158 injuries, a decrease of 1,076. This was 60,400 more accidents, 23,000 more injuries, and 300 more deaths than in 1947.

Losses also have been boosted by inflated costs which apply to every accident. These reflect higher prices for automobiles; more accessories; lighter, larger, more easily damaged body sections; larger, more complex glass areas; higher repair labor; increased hospital and medical costs; and the new costs of new techniques, equipment and medications which help hold down the death toll among accident victims. Repairs are up as much as 100 per cent; care of the injured, more than 80 per cent.

The loss paid by automobile insurance companies does not reflect all of the year's accident cost. It does not include the losses paid by life and accident and health insurance, and by hospital and medical services; the backing of claims awaiting determination of loss at the year-end; the costs of investigating, settling, and trying claims; the losses which exceeded the insurance protection carried or were not insured; or the loss to society represented by the dead and the crippled.

The professional gaffer often makes us do just that.

Diekie Lon has the coldest heart in town. —Advertisement

West Point Park News

Miss L. A. Ault

GR. 4-4294

The Grosse Pointe Chapter of Barber Shoppers, a barber shop quartet group, held their Fifth Annual Picnic on the grounds of the Clyde Centers home, Farmington Road, Saturday evening, August 17. Clyde Centers has long been a member of the Chapter, Roasted corn hot dogs and various accompaniments were served to one hundred and forty persons. During the evening three Barber Shop Quartets entertained with fine selections.

Honoring Miss Mary Lou Gade, of Birmingham, who is to marry Paul Centers, of Farmington Road soon, Mrs. Margaret Shinnover gave a bridal shower at her home on Farmington Road last Wednesday evening. Twenty ladies were present.

Miss Florence Paul Centers was tendered a bachelor dinner at the Morahan Knights of Columbus Council headquarters. Shaefer and Grand River venues last Wednesday evening. Seventeen men, whose wives were at the same time participating in a miscellaneous shower honoring Miss Gade, were in attendance.

Honoring the sixth birthday of her youngest son, Roger, Mrs. Robert Lang entertained at her home on Mayfield Avenue Friday afternoon, August 23. Guests included several relatives and friends.

A small celebration at her home on Hubbard Avenue Monday evening, August 20 was given in honor of the 17th birthday of Miss Marcia Meade.

A family celebration at his home on Mayfield Avenue Sunday, August 18, was given in honor of the 65th birthday of Mr. Joe Roberts, neighbors, relative and friends remembered him.

Relatives and friends tendered a birthday celebration to Mrs. Clarence Bowdoin, Girl Road, Sunday, August 18.

Mrs. Thelma Matthews and her two sons, from Providence, and Mrs. Vera Cook, from Royal Oak, all spent Friday with Mrs. Louis Graham, on Mayfield Avenue.

Miss Barbara Judd from near Grosse Pointe, was a guest last weekend of her grandparents, Mr. and Mrs. E. W. Stange, on Mayfield Avenue.

Mr. and Mrs. Evan Roberts from Aurora, Illinois, were last Sunday, August 18, guests of Mr. and Mrs. Kenneth Skow on Mayfield Avenue.

Miss Joanne Reec from Dearborn, spent last week with her uncle and aunt, Mr. and Mrs. Arthur Muir of Shady Side Avenue.

Friends, from California were guests this past week of Mr. and Mrs. V. Purser, of Farmington Road.

Mrs. Lawrence Smith from Lambertville spent a day of last week with her daughter, Mrs. Louis Jennings of Mayfield Avenue.

Mrs. Edwin Johnson, with her four children, of Clarita Avenue and her husband, Mr. Harold Slevin, from Akron, Ohio, were all spending a few days with Mrs. Johnson's sister, Mrs. Johnson Porter, at New London, Ohio.

The Gordon Keelers, of Norfolk Avenue, have returned home from several days' stay at a summer cottage near one of the lakes.

The Kenneth Owen family of W. Seven Mile Road, have been vacationing at a summer camp near Traverse City.

Mr. and Mrs. Kenneth Skow, and their children Beverly and Ken-

neth, of Mayfield Avenue, left Friday noon for Warren, Ohio, where they planned to attend Mrs. Skow's class reunion and spend a few days visiting with relatives.

Mr. and Mrs. Clinton Ault and Mrs. M. E. Ault, of Mayfield Avenue visited for a few days of this past week with the Johnson Porters, of New London, Ohio.

Saturday, August 17, Mr. and Mrs. Louis Jennings of Norfolk Avenue visited the Methodist Christian Life Camp near Port Huron, and enjoyed a picnic dinner with Reverend Andrew Michelson, former pastor of the Livonia Methodist Church.

Mrs. Grace Simpson, of Mayfield Avenue has returned from a two weeks' visit with her sister in northern Michigan, and is now with friends in Birmingham, Mrs. Simpson on her trip north is now spending a month with relatives in Florida.

William Sherman, recently a patient, seriously ill in Beaumont Hospital, Royal Oak, has now returned to his home on Mayfield Avenue and is reported much improved.

Jim Muir, Shady Side Avenue, who fractured both wrists in a bad fall a few weeks ago, is getting along nicely. One cast was taken off Friday and he hopes to have the other removed by the time school starts.

Mrs. E. C. Harrison, W. Eight Mile Road, who was hospitalized with a severe cold in mid-July, a few weeks ago is now home again and convalescing satisfactorily.

Mrs. V. C. Reddy and her sons, John and Pat, returned home Thursday night from a visit with relatives in Iowa and Wisconsin.

The Eckmans of Farmington Road are new grandparents. On August 21 a baby girl was born to their daughter, Mrs. Cathie Meier.

Mr. and Mrs. E. C. Harrison, of W. Eight Mile Road, are grandparents again. On August 14 a baby girl was born to their daughter, Mrs. Virginia Dacey.

A large number of local residents do not care to take trips during the traffic-hazardous Labor Day weekend, but prefer spending the holiday at home. These people may find a convenient way in which to sort out material which may just as well be contributed to Goodwill Industries.

Truck from Goodwill Industries, Detroit, will be collecting clothing and household discards in this area on Tuesday and Wednesday, September 3 and 4. To arrange for a pickup call Miss Lora Ault, GR. 4-4294.

Garden Club Discusses Flower Show Plans

The Farmington Garden Club Board met on Monday, August 20, at 10 a.m. at the home of Mrs. Sam Kosmowski at 28804 Greening to hear reports by the flower show committee for the Our Town program to be held on September 1. Coffee and homemade sweet rolls were served by the hostess who was assisted by her daughter Susan, a member of the Junior Gardeners.

IT'S A GIRL

A baby girl, Susanne Lois, was born Saturday, August 17, at St. Joseph Hospital in Pontiac to Mr. and Mrs. Milford Pioner of 31370 Shaw Street. The baby weighed 8 pounds, 2 ounces at birth.

Grandparents are Mr. and Mrs. John G. Smith and Mr. Fred Pioner, both of Orchard Street.

Traffic Deaths Down Ten Percent

With four months still to go, Michigan has already achieved its goal of a ten per cent saving in traffic deaths this year under the total of those who died in 1956, State Police Highway Commissioner Joseph A. Childs reports.

Since January 1 up through midnight of August 22, there were 896 fatalities compared with 1,000 in the same period of last year, a saving of 104 lives.

This is 20 in excess of the goal to reduce the traffic toll by at least 175 deaths this year, or 10 per cent of the 1,747 who died in 1956. The 1956 toll, in turn, was 289 under the 2,016 who were killed in 1955.

No deaths were reported to the State Police on August 20 and 21. Although this year's figures are provisional and subject to readjustment with delayed reports, the margin of 20 is believed adequate to accommodate downward changes. Therefore, barring unforeseen circumstances in the next four months and if the trend continues, the 10 per cent goal will be greatly exceeded.

Childs pointed out, however, that the next four months are the most deadly of the year, and on average have accounted for nearly 40 per cent of the annual death toll. October and November are traditionally the worst months to die on Michigan roads.

In addition, September last year reversed a downward trend, with deaths exceeding the total for the same month in both 1955 and 1954.

"It will be increasingly difficult to save additional lives during the remainder of the year," Childs said, "and this means less time to devote to safety efforts or our gains can be quickly wiped out. Yet, if these efforts are maintained at full force and drivers continue to do their part, and they have done a lot to achieve the reduction, we could have the lowest traffic death toll in 1957 since 1949 and the lowest death rate on record."

Childs attributes the encouraging record to public safety appeals and education, strong enforcement, and more careful driving.

NOVI NEWS

By MRS. GEORGE WAITE

Phone 150-R11

Mr. and Mrs. Charles Trickey, Sr. have moved their home to 1111 W. Walled Lake Road. Mr. Charles Trickey, Jr. and family have moved into their new home at Carlton.

Mr. and Mrs. Harold Hanson are on vacation at their cabin at Newberry.

Mrs. Jett Hamilton entertained guests from Pontiac, Plymouth and Detroit on Sunday.

Mr. and Mrs. Harry Watson, Sr. and son Harry are motoring to California for a three week visit with relative and friends.

Little Rene Evans is entertaining a little friend from Livonia for a few days.

Lawrence Hamilton of Ten Mile Road, son of the Charles Hamiltons, had a major operation at Gr. Hospital about ten days ago. He returned home on Sunday and is reported regaining his health slowly.

A chartered bus will take Novi Little League to a ball game at Briggs Stadium on Wednesday.

The Joe Gardellas will be moving from their residence on 11 Mile to 12 Mile Road in September, it has been reported.

John Clappison sells Insurance Phone GR. 4-3511

By RALPH TEE

For The Farmington Enterprise

PUBLIC LETTER BOX

Letters submitted to the Editor for publication must be signed. Names will be withheld upon request. Opinions expressed in this column are those of the writer and do not necessarily represent the policies of this newspaper.



Police Department ---

To People of Farmington: During the past two years as a resident of Farmington I have heard several unfavorable comments in regard to the inefficient operation of our police department. At the time, little attention was paid to the comments and they were soon forgotten.

However, a few weeks ago an incident occurred that brought them all back and I felt it necessary to write this letter in hopes of preventing a similar situation from happening again.

An emergency situation developed in the neighborhood that required the immediate assistance of personnel that are trained to operate and administer life saving techniques. A call was placed to the police, giving them the necessary details and stating that an ambulance was needed at once. After waiting some period of time a second call was made in order to determine the undue delay. I was assured help was on the way.

Finally, the police arrived but still no ambulance. The police then radioed a call only to report back that the ambulance was out on a call. No attempt was made to summon one from the neighboring communities. Then efforts were made to locate a doctor but by the time he arrived, it was too late.

Subsequently, I have learned that nothing could have saved this man.

Certainly the lack of coordination of our police department in handling a similar situation leaves much to be desired if they are to be of service to our community.

A Citizen

Treasurer Appointment ---

I just read with great interest the two letters published in the Public Letter Box of August 22, and would like to congratulate

Mrs. Goers for a very fine, constructive, and intelligent article. Having worked at her position for so many years, she knows where she speaks, and as she pointed out, no one person could possibly handle treasurer's job efficiently. On the other hand, I found A.L.'s letter to be narrow-minded, prejudiced, and definitely out of order. Just who are you, A.L., to judge whether Mrs. Avery should or should not hold the position of treasurer? If you will check, you will find that she meets with all the state election requirements to hold the office. I have had the opportunity to attend quite a few of the township meetings and note that Mrs. Avery is one of the hardest workers on the board, and the only person (other than the secretary) who takes notes, and comes to all of the meetings completely familiar with what has taken place in the past, and ready for present and future problems.

I don't question Mrs. Avery's ability to handle the treasurer's position one bit, but the thing I do question, A.L., is why a person who holds a Masters Degree in Business Administration, a degree in Business Law (Harvard, no less), is a C.P.A. and a practicing attorney, would want with a \$7,000.00 a year job (including car allowances), when with all his qualifications, he should be making an income of \$15 to \$20,000 a year - could a person be that civic-minded? If so, then more power to him. However, A.L., we must remember that the majority of the board (elected by you and me) has spoken. We should stop this "belly-aching and give Mrs. Avery a fair chance to prove that the appointment was justifiable.

If, at the end of her term, you are still not satisfied, then you can speak with your vote. In the meantime I believe we should get behind our board and work for the betterment of our township. Fair Play

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A LESSON! I'M GOING DOWN TOMORROW TO OUR PHOTOGRAPHER RIGHT HERE IN FARMINGTON



IT WILL REALLY BE A 'PICTURE' WHEN SNORTLEY SEES THIS