

Farmington Has 88 Per Cent Business Growth in Last 10 Years

Statistics released Monday by J. M. McDonald, district manager of the Detroit office of Dun and Bradstreet, Inc., reflect a tremendous growth of business firms in Farmington during the past ten years. Figures obtained from a physical count of the Dun and Bradstreet Reference Book for November, 1947, indicated that there were a total 314 manufacturers, wholesalers and retailers in this area compared to 157 listings in 1947—an increase of 88.0 per cent for the period.

The Reference Book lists only manufacturers, wholesalers and retailers in this area. Some of the service and professional businesses such as barber and beauty shops and stock and real estate brokers. Thus the figure for businesses in Farmington would actually be higher than the 314 quoted.

McDonald stated that the Reference Book contains approximately three million business listings for over 50,000 communities in the United States. It is published every sixty days to keep listings current.

During the past sixty days nearly 33,000 new names were added and nearly 60,000 names were removed. Credit ratings were changed during this period on more than 100,000 business concerns.

As one phase in revising credit ratings and keeping them up-to-date, every year the credit reporting agency writes to all businesses who are listed in the Reference Book to request their year-end balance sheets. McDonald says that this letter speeds up the flow and processing of some of the facts in which credit ratings are based. "More than 95 per cent of all commercial transactions in the U. S. are made on credit terms," he added. "The purpose of the Reference Book is to help businessmen in any part of the country make credit decisions to ship or sell to businessmen in any other part of the country."

The credit rating is one of the key factors approving orders to ship or sell. The rating consists of two symbols. The first, a letter of the alphabet, indicates financial strength or tangible net worth of the business. The second symbol is a number. It reflects a composite appraisal of the background, operations, financial stability, and payment record.

Each Reference Book listing, which includes the rating, is a condensed summary of the information contained in the Dun and Bradstreet credit report. The report includes a history of the business (who owns it, who runs it, and how long it has been operating); a description of what it does; a financial section (which usually includes the latest financial statement); and a record of how the concern pays its bills.

While credit reports are primarily used by businessmen who want to evaluate the credit risk before shipping or selling, insurance underwriters also use credit reports to review risks, rates, and coverage for fire and other types of insurance.

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1. List of business places, retail, wholesale, commercial and industrial (all Chamber members).
2. Lodges, clubs and social groups.
3. City and Township offices and officials.
4. Chamber of Commerce officers, committees, and the "Program of Work" planned to help the community.
5. List of churches in the Farmington area.
6. A zoning map of Farmington Township showing present and proposed re-zoning.
7. Residential, commercial and industrial possibilities in this area, including proposed water and sewer.

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Book Will Be Ready Jan. 2, 1958

Greater Farmington CHAMBER OF COMMERCE
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ATTENDING The Detroit Edison Scholarship program the later part of December at the company's general offices in Detroit was scholarship winner Brian G. Rogers of 2126 Elmwood and his mother. They are shown above looking over a scale model of the Enrico Atomic Power Plant, being built near Monroe. A graduate of Farmington High, Brian is now studying at Wayne State University on a scholarship from Edison. He received the grant on the basis of his scholastic ability, character, citizenship and extra-curricular activities. Edison officials indicated.

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Westbrooke Manor
ANITA COOK GR. 4-8632

The New Year was ushered in at Westbrooke Manor in fine style. The Mitch Butzinski home on Wayburn Dr. was the location of one celebration, with Mitch's brothers and sisters joining in the festivities.

At the Jerry Ballard home on Bella Vista Dr. former neighbors and new friends met to greet the New Year. Jerry was among the fortunate few who attended the Lions-Browns championship football game.

Mr. and Mrs. Glen Huber and Mr. and Mrs. Floyd Jaye of Lorain Dr., recently attended the Detroit showing of the Broadway hit, "Most Happy Fella."

On Sunday, December 29, Mr. and Mrs. Loren Lomprey were guests at a birthday celebration for Lorci at the home of Mr. and Mrs. Don Davidson on E. Marklawn. Mr. and Mrs. Lomprey are from Wayne, Michigan and are former neighbors of the Davidsons.

Friends from Royal Oak and Birmingham joined Mr. and Mrs. Ted Conner on Saturday evening, December 28, at a progressive party which reached its finale in a

buffet supper at the Conner home on Bella Vista Dr.

On Sunday, December 29, Bill and Jeanne Laajala attended an annual dinner at the home of Bill's parents, Mr. and Mrs. William Laajala of Highland Park. Fourteen family members attended.

The Homer Middlewoods of Bella Vista, entertained at a buffet dinner on Sunday, January 5. Guests included Mr. and Mrs. Robert Shaw, Mr. and Mrs. William Schipper, a d. Mrs. Rudolph Rahkne, all of Birmingham. From Royal Oak were Mr. and Mrs. Allan Bridgman, Mr. Harry Bridgman and the Robert Allans. Mrs. John McRobbie, mother of Mrs. Middlewood, the Axel Arividsen and the Colon Charlicks, all from Detroit.

Mr. Charlick, member of the Dearborn Camera Club, showed pictures of their recent trip through the Western part of the United States including the National Parks, with the use of tape recording for description.

Mr. and Mrs. Arividsen, formerly of Sweden, brought a few slides of a return visit to their country. Mrs. Rahkne, who has recently returned from a trip around the world, also had pictures and many informative things to see. It all summed up to send the group forth with renewed inspiration and a widened vision for the New Year.

Swimming outdoors on Christmas Day! Sounds wonderful. Such an experience was theirs as Mr. and Mrs. Jim Brown and daughters Sharolynne and Suellyanne, vacationed in Lake Worth, Florida. They also went deep-sea fishing from the Boynton docks in that city and fourteen fish prove the success of that venture!

Cal Hales of Wayburn Dr. spent three days in Cleveland, Ohio, at a business meeting.

Our deepest sympathy goes out to the Fordice family on the passing of their beloved daughter and sister, Cookie.

Plan Market List,

Is time and money important to you? Then start the New Year with resolutions that can save both, suggests the MSU Marketing Information Agent, Mrs. Josephine Laine. Study food marketing information each week before you make your market lists. When you list foods, divide them into departments. By putting everything you intend to buy under dairy, meat, frozen, fresh and canned departments you can save extra steps sometimes needed for returns to departments for overlooked items. Shopping days are busy days. Why not resolve to save more time and money in the New Year by better planning of your market list.

A single girl, with more than 30 summers in her past, was asked what she desired, most in a husband — brains, wealth or appearance. "Appearance," she replied dryly, "and the sooner the better."

Farm fires cost farmers about six million last year, according to estimates from the U. S. Department of Agriculture.

PTAs in County Discussing Youth Protection Plan

A plan for the prevention of delinquency through the organization of Youth-Family Protection committees is now being discussed by various PTA groups throughout Oakland County.

The organization of such committees was proposed by the Honorable Arthur Moore, judge of the Oakland County Juvenile Court, at a meeting of Oakland County P.T.A. Area Council presidents recently.

Judge Moore indicated to the Council P.T.A.s heads that his juvenile protection plan was designed to keep many cases involving young people out of court by having them handled by the citizens committee.

He stated that he was presenting his proposal through the P.T.A.s because their objects concern the care and welfare of children and youth and that he was in hopes, because of this, that the P.T.A.s would get behind his youth protection plan.

A similar program, on a smaller scale, has been in operation in Hazel Park since 1953. According to reports it is working with considerable success.

List of Trout Waters Open to Sparring Out

Ice fishermen can now obtain the list of trout lakes and streams open to sparring during January and February.

Each year, certain trout waters are designated by the Conservation Department director for spear fishing through the ice.

The 1958 list includes trout lakes and trout streams—or portions of streams—in 12 counties in the upper peninsula and northern lower peninsula.

Spear fishermen desiring the list should contact: Michigan Conservation Department, Lansing 25.

Meat Substitutes

One serving of fish is equal to three ounces of cooked meat. Also, besides the fish that might be substituted for meat in the diet, potatoes become Cottage-fried and provide the needed protein, and one might substitute eggs. Here, say one serving of meat would equal three eggs.

REMEMBER 40 years ago when words like sauerkraut and hamburger were evil—and the names were changed to Liberty cabbage and Salisbury steak? German-fried potatoes became Cottage-fried and the name has stuck and has never might substitute eggs. Here, say one serving of meat would equal three eggs.

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