

## Fontaine Is Elected To LIT Bd.

The former president of Bendix Corp. of Southfield has been elected to the seven-member board of trustees of Lawrence Institute of Technology, Southfield.

A. P. Fontaine's election has been announced by LIT President Dr. Wayne H. Buell. He has been elected as president, board chairman, chief executive officer, and chief operating officer of Bendix this year and, last April became chairman of Bendix's finance and executive committees.

He has been in the aviation industry for more than 30 years, and has directed design and test work on several military and commercial aircraft.

Other LIT board members include: Victor J. Bassi, Detroit architect; Bert F. Bregman, president, Le Siegler Inc.; William D. Imes, executive vice president, Ford Motor Co.; Nelson A. Miles, attorney; and, Dr. Sumner B. Twiss, president of the chemical division of Chrysler Corp.

## Enjay Co. Changing Its Name

In November, the Enjay Chemical Co. of Southfield changed its name to Exxon Chemical Co. Effective this Jan. 1, the corporation's trade publication will also be renamed and begin publishing as "The Exxon News."

The firm, headquartered at 23625 Northwestern Highway, Southfield, has been in the chemical business for the past 25 years. Also on Jan. 1, the Humble Oil & Refining Co. will merge with and become a division of Exxon.

The major consideration prompting the change was legal restrictions against the use of certain trademarks in parts of the United States.

This problem had led the company to use various names and trademarks for its different affiliates in the U.S.

## Feder Honored

The Southfield Chamber of Commerce will co-sponsor a luncheon honoring Mayor Norman Feder Tuesday, Dec. 12, at noon in the Raleigh House.

Tickets are \$10 each and reservations should be made in advance through the chamber office at 24655 Southfield Rd.

Mayor Feder, who ran unopposed in the recent election, will fill the newly-created third judgeship in the 46th District Court beginning in January.

## Historical Music To Be Offered

**SOUTHFIELD**  
Music from the past is the theme for the December meeting of the Southfield Historical Society.

The meeting will begin at 8 p.m. on Dec. 13 in the Parks and Recreation Building at the Southfield Civic Center.

Merrill Olsen, a descendant of the Stewarts who were pioneer settlers in Southfield, will bring back the music of the past using the fiddle and dulcimer.

Olsen, a Birmingham grocery store owner well known to many of the older families in Southfield, would like to reminisce about Mary Thompson and others during the refreshment period.

The public may attend free of charge to enjoy Olsen's music and stories of early residents.

## Football Still Popular With Southfield Fans

By STEVE BARNABY

**SOUTHFIELD**  
Southfield parents and students have once again remained faithful to the gridiron extravaganza, football, massing by the thousands to the weekly high school contests.

With blankets in hand, faithful fans have filled the stands to cheer their faithful teams to triumph.

**LITIGOT**, athletic director of Southfield-Lathrup High School, reports that football is still the top sport as far as attendance is concerned.

Although it took five home games to equal the attendance of last year's four home

games, he says the factor of the winning record has to be taken into consideration.

"Where it concerns spectators, a winner is a factor."

"Everybody loves a winner."

To support this he pointed to one game last year that drew close to 10,000 fans because it was an important conference contest.

The average attendance is about 2,000 spectators per game.

**ANOTHER** factor he cites is the growing popularity of other winter sports.

He says snowmobiling and skiing have some effect on Saturday games along with the fact that many students work on Saturday. Despite all this, football holds its own at Southfield-Lathrup.

Litigot says that one of the most important factors to take into account is relative importance of the sport to the area.

He maintained that South-



RAY LAVELLE, vice president of financing for S&H Inc., etches a number on office equipment at the S&H Travel Awards headquarters in Southfield. Watching is Sharon Kaska who works in the accounting department in the Southfield office. (Observer photo)

## S&H Travel Opens Here

**SOUTHFIELD**

Sperry and Hutchinson Co., distributor of green trading stamps, is now operating its travel awards headquarters in Southfield, the only major operation of its kind to be headquartered in Michigan.

The travel group has moved about 70,000 persons on trips during the last three years and is chartering air flights to move more than 8,000 persons to the Canary Islands for Ford Paris Division during the next couple of months.

The division currently serves more than 4,000 clients across the U.S.

Ronald Taylor is president of the travel company and Bill Sowers is executive vice-president. George Manchester is regional sales manager of the division.

The program discourages theft from homes and businesses by stashing a permanent identification number on property.

Stolen property is thus easier to recover, and police are assisted in returning it to the rightful owner. A seal placed on the door or window of the home or business discourages thieves who are forewarned that items inside are marked.

In ADDITION to housing the worldwide headquarters for the travel awards program, the Southfield offices also are used by the incentive division's sales and creative services staff, and trading stamp marketing and merchandising.

Both the travel award and incentive division serve industry and business by providing trips and other

**Advance Joins Rec. Assn.**

**SOUTHFIELD**  
Advance Mortgage Co. of Southfield has become a member of the Michigan Mobile Home and Recreational Vehicle Institute (MMHVI).

Advance is located at 2307 Greenfield Rd., Southfield.

The MMHVI, headquartered in Livonia, consists of about 700 dealers, parks and campground operators, manufacturers and suppliers doing business in Michigan.

awards for employees who reach goals set by their employers.

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"Where it concerns spectators, a winner is a factor."

"Everybody loves a winner."

To support this he pointed to one game last year that drew close to 10,000 fans because it was an important conference contest.

The average attendance is about 2,000 spectators per game.

field-Lathrup is a football-oriented area, while other schools depend on sports such as basketball for the main support of their programs.

Litigot explains that some sports just aren't spectator oriented.

"Some sports are just more spectator oriented. Not many people are going to walk around a golf course on a Saturday afternoon to watch someone else play."

Although having a losing season, Southfield's attendance seemed to be maintaining a high level, with no official reporting that, although no exact count was kept, it appeared attendance had actually increased.

Interest in other sports does not seem to be fading in the attendance figure of football. Both schools have a wide range of sports leaving

sports participants a large option, but not so for spectators.

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