

## 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.

Fontaine, retired 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 committee.

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. Basso, Detroit architect; Ben F. Bregi, vice president, Lear Siegler Inc.; William D. Impey, executive vice president, Ford Motor Co.; Nelson A. Miles, attorney; and, Dr. Sumner B. Twiss, president of the chemical division of Chrysler Corp.

## the business beat



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

## Enjoy Co. Changing Its Name

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

The firm, headquartered at 2325 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 name 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 24635 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

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.

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

Olson, 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 Olson's music and stories of early residents.

# Football Still Popular With Southfield Fans

By STEVE BARNABY

**SOUTHFIELD** parents and students have once again remained faithful to the gridiron extravaganza, football, mashing 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.

ED 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 6,000 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 Saturdays. Despite all this, football is holding 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-

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

IN CONTACTS with athletic officials at Southfield High School this claim seemed to be supported.

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

Interest in other sports doesn't seem to be a factor in the attendance figure of the football. Both schools have a wide range of sports leaving

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

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

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

So it would seem neither the newly found fascination with snowmobiling - nor the popularity of skiing has, however the spirit of Southfield's sports-minded sop.

Neither has the sobering statistics, although sobering they be, have caused the fans to become weary or weave from the piskin parade that football can be.

## Advance Joins Rec. Assn.

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

Advance is located at 23077 Greenfield Rd., Southfield. The MMHRVI, headquartered in Livonia, consists of about 700 dealers, park and campground operators, manufacturers and suppliers doing business in Michigan.



# S&H Travel Opens Here

**SOUTHFIELD** awards for employees who reach goals set by their employers. 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 Parts 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.

ABOUT 130 persons are employed by S&H in its Southfield offices. It occupies the entire first floor of the building, leased from Nemer-Copy, which is expected to be called the Sperry - Rand Building.

Major clients include Oldsmobile, Lincoln - Mercury, Detroit Diesel, Ford Parts Div., Xerox, American Motors, and Solvima.

Founded in 1895 by Shelly Hutchinson of Jackson, S&H for many years engaged exclusively in trading stamps. During the late 1960s, the firm started diversifying by entering the fields of business services and interior furnishings.

By the end of 1971, its subsidiary firms included a carpet manufacturer, residential furniture manufacturers, institutional furniture makers, a commercial insurance brokerage firm, and a chain of six department stores in metropolitan Buffalo, N.Y.

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

merchandising. The Southfield offices also are used by the incentive division's sales and creative services staff, and trading stamp marketing and merchandising.

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

merchandising. 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

merchandising. 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

merchandising. 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

merchandising. 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

merchandising. The Southfield offices also are used by the incentive division's sales and creative services staff, and trading stamp marketing and merchandising.

## The Gulf Oil Heat Man delivers more than just heating oil.

- Dependable Metered Deliveries
- Annual Tune-Up Service
- Gulf Econojet Equipment
- Convenient Budget Terms
- Prompt Courteous Service

## D & W OIL COMPANY

14330 WYOMING, DETROIT TE 4-2580  
5635 N. VENOUY RD., WESTLAND GA 2-2600  
31235 GRAND RIVER, FARMINGTON 476-0842

## GIVE Floral Gifts

This Holiday Season from One of the Newest additions to the MERRI-5 CENTER!

- FTD FLORIST
- When you need flowers Phone your order in & we'll charge it conveniently
- Metropolitan City-Wide delivery Arrangements for ALL OCCASIONS:
- WEDDINGS
- PARTIES
- HOSPITALS
- FUNERALS

Ask about Our Convenient SPEED-A-GIFT Service  
**LIVONIA FLORIST**  
31110 W. 5 MILE, LIVONIA  
In the Merri-5 Center  
Daily 9-8 Sun. 10-4 422-1313

## Holiday Inn® OF SOUTHFIELD

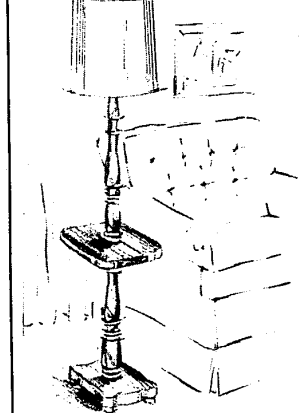
is Proud to present in its "PENALTY BOX LOUNGE" AN EVENING OF ENTERTAINMENT DINING AND DANCING



Tuesday thru Thursday 7:30 P.M. 'til 12:30 A.M.  
Friday and Saturday 8:30 P.M. 'til 1:30 A.M.  
Appearing Tuesday thru Saturday November 28th, 1972 thru January 6, 1973 SHERRI LYNN and Her Trio  
Dinners 'til 10 p.m. Hors D'Oeuvres 'til 12 Midnight  
26555 TELEGRAPH at 11 Mile Rd. & I-696, Southfield

## Colonial House

Save on this Colonial Floor Lamp  
... made from durable cabinet pine and coated with a super tough finish.



This Unique Colonial Floor Lamp features hand glazing and hand rubbing combined with expert distressing. It measures 51" high with a 12"x18" tray. Buy now for just... \$39.95

## Colonial House

ESTABLISHED 1937  
19532 W. McNichols Rd. (6 Mile) Near Evergreen KE 2-7900  
Mon., Thurs., Fri. 'til 9

## Olson

**RAPIDMAN 800 CALCULATOR**  
\$57.95  
Reg. 79.95  
COUPON

**Olson Stereo Receiver & Speakers**  
\$36.99  
Reg. 44.98  
COUPON

**SANYO AM-FM STEREO**  
\$69.99  
Reg. 99.98  
COUPON

**8-TRACK RECORDING DECK**  
\$79.97  
Reg. 109.95  
COUPON

**AM-FM-POLICE AIR RADIO**  
\$14.99  
Reg. 24.98  
COUPON

**FM CONVERTER**  
\$17.88  
Reg. 19.95  
COUPON

**OLSON POCKET MULTI METER**  
\$3.97  
Reg. 7.97  
COUPON

**CASSETTE PORTABLE TAPE RECORDER**  
\$12.99  
Reg. 21.98  
COUPON

COUPONS GOOD THRU DEC. 5 LIVONIA STORE ONLY

19045 MIDDLEBELT (SOUTH OF 7 MILE) Across from Livonia Mall  
477-0210

## Holiday Bowling SPECIALS!

<b>BLACK AMF BALL</b> 8-16 lbs. KEYSTONE BAG (Blue - black) \$5 Bowling Coupons	REGULARLY \$24.95 \$6.95 \$5.00
<b>AMF POLYESTER BALL</b> 8-16 lbs. KEYSTONE BAG (Blue - black) \$5 Bowling Coupons	REGULARLY \$24.95 \$6.95 \$5.00
<b>BRUNSWICK AUTOMATIC SCORER</b> 13-16 lbs. DELUXE DIVIDER BAG (Blue/white, Bittersweet) \$5 Bowling Coupons	REGULARLY \$29.95 \$11.95 \$5.00
<b>AMF SMILEY BALL</b> 10-12 lbs. KEYSTONE BAG \$5 Bowling Coupons	REGULARLY \$27.95 \$6.95 \$5.00
<b>AMF POLYESTER BALL</b> 10-12 lbs. KEYSTONE BAG \$5 Bowling Coupons	REGULARLY \$27.95 \$6.95 \$5.00
<b>AMF POLYESTER BALL</b> 10-12 lbs. KEYSTONE BAG \$5 Bowling Coupons	REGULARLY \$27.95 \$6.95 \$5.00

BALLS AVAILABLE WHILE SUPPLY LASTS!