

obituaries

**WILLIAM AND ELIZABETH ICEHOWER**  
William Icehower, 68, and Elizabeth Icehower, 66, of Birmingham, formerly of Farmington, died Sept. 28 in a head-on car collision in Southfield.  
Mr. Icehower retired in 1966 as chief inspector for the Detroit Police Department, where he worked for 19 years. He was a past master of the Cyrus Lodge No. 105, F&AM, and a member of the Hundred Club, the Old Club, the Detroit Golf Club and the Danish Club.  
Survivors include a son, Douglas, and a daughter, Susan Heller; five grandchildren. They are each survived by one sister, Ruth Earlen Paul and Virginia Schlich.  
Services were Oct. 2 at Thayer-Rock Funeral Home, Farmington, with the Rev. Duane T. Waggner of Lutheran Church of the Redeemer officiating. Burial was in Acacia Park Cemetery, Birmingham.

**ANDREW MACLEAN**  
Mr. MacLean, 88, of St. Petersburg, Fla., formerly of Farmington, died Sept. 29 in St. Petersburg General Hospital. He was born in Montana.  
Mr. MacLean was a millwright for Chrysler Corp. before retiring.  
Survivors include his wife, Gladys; son, L.D. MacLean; one grandchild, one great-grandchild and three great-great-grandchildren.  
Services were Oct. 2 at Heesey-Sundquist Funeral Home, Farmington. Burial was in White Chapel Cemetery, Troy.

**BETTY BREWINGTON**  
Mrs. Brewington, 78, of Southfield, formerly of Farmington, died Sept. 30. She was born in Poland.  
Mrs. Brewington was an administrator for apartments.  
Survivors include one nephew, Zane Szakal; three sisters and one brother.  
Services were Oct. 4 at Glen Eden Memorial Chapel with the Rev. J. Kenneth Hoffmaster officiating. Burial was in Glen Eden Memorial Park Cemetery, Livonia. Memorials may be made to the American Lung Association. Arrangements were made by Thayer-Rock Funeral Home, Farmington.

**LEONARD G. SPAFFORD**  
Mr. Spafford, 62, of Farmington, died Sept. 30 in Hospice of Southeastern Michigan.  
Mr. Spafford was a school teacher. He was a member of the Farmington Elks and the Alumnus Association of Wayne State. He was a World War II Army veteran.  
Survivors include his wife, Dorothy; sons, Scott and Terry McNulty; Richard and Ted Kalafut; sisters, Rita Valmont and Blanche Hayes; four grandchildren.  
Services were Oct. 9 at Hospice of Southeastern Michigan. Burial was in Grand Lawn Cemetery, Detroit. Arrangements were made by Thayer-Rock Funeral Home, Farmington.

**CLARA H. BALOG**  
Mrs. Balog, 49, of Farmington Hills,

Man walking his snake shakes up neighbors

When Farmington Hills Police received a call recently from a nervous resident claiming a vagrant with a boa constrictor coiled around his neck was about to rob him, they didn't quite know what to make of it.  
The caller, Andrew Lee Sundria of 295 Medbury, said the man was walking up his driveway "dragging a girl with him."  
"The man with the snake said he was out for a walk with his 18-year-old daughter, and his pet snake, when he decided to visit a guy he hadn't seen in a while," said Officer Charles Nebus who responded to the call.

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**October 11-16**  
For one week only, all of our new arrivals of fall and holiday blouses and Leroy sweaters are on sale.  
For three days only (Oct. 14, 15, 16), you can save 10, 20, 30, 40, yes EVEN UP TO 50% on everything in the store.  
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Long Coats and Fun Furs  
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died Oct. 1 in Providence Hospital.  
Mrs. Balog was a secretary for the Sisters of Mercy.  
Survivors include her husband, Stephen; son, Stephen, Jr.; daughters, Michele and Mary Beth; father, Joseph P. Toth; brothers, Martin and Joseph Toth; sister, Lillian McDonald; one grandchild.  
Mass was Oct. 4 at Our Lady of Sorrows Catholic Church with the Rev. Edward Belczak officiating. Burial was in Holy Sepulchre Cemetery, Southfield.  
Arrangements were made by Heesey-Sundquist Funeral Home, Farmington.

**FREDERICK C. DOUGLAS**  
Mr. Douglas, 88, of Detroit, died Oct. 3 in Redford Community Hospital.  
Mr. Douglas was a carpenter before retiring.  
Survivors include his wife, Marie; sons, Richard and Robert; three grandchildren and one great-grandchild.  
Services were Oct. 7 at Thayer-Rock

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College Board Workshop  
**VERBAL S.A.T.**  
Scholastic Aptitude Test  
• THURSDAY, OCTOBER 14th - 7 PM - 9 PM at the Southfield Civic Center (2000 Evergreen)  
• SATURDAY, OCTOBER 30th - 9 AM - 11 AM at the Southfield Civic Center (2000 Evergreen)  
• WEDNESDAY, NOVEMBER 3rd - 7 PM - 9 PM at the Birmingham Community House  
• TUESDAY, NOVEMBER 30th - 7 PM - 9 PM at the Birmingham Community House  
**AREAS TO BE COVERED**  
• Review Testing Strategies  
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**The Farmington Observer**  
and The Farmington/Farmington Hills  
Chamber of Commerce  
are proud to present a  
**Free Advertising and Marketing Seminar**  
at the Holiday Inn  
10 Mile & Grand River  
Thursday, October 28, 1982

 **CHARLES A. MOUSER**  
Advertising and Marketing Consultant

Charles A. Mouser's Seminar is a highly acclaimed and very informative program. The testimony to its value is found in the techniques and ideas that can be immediately implemented on a personal and business level.  
Charles A. Mouser, an international advertising-marketing consultant with more than 28 years of serving the graphic communications industry, is the author of "My Customers Won't Pay For It." Mouser has studied at Pratt Institute, Eureka College and Cornell University. As an artist for the Department of Defense, his duties included art director of the Supreme Headquarters of the Allied Powers in Europe.  
Charles, as he prefers to be called, has vast experience as an ad agency director in newspapers and outdoor advertising, and in sales training motivation. During the past several years, he has inspired more than 5,000 attendees, who have each paid \$125 per day to attend his seminars throughout the U.S.A. and Canada.  
In addition to being a "walking encyclopedia of advertising information," Charles is a perceptive, dynamic and charismatic person. He has the unique ability to motivate his audience -- generate feedback, empathy and enthusiasm.  
His common everyday language applications of contemporary advertising practices impart a thorough understanding. You will leave the Seminar feeling good about yourself and your job...enthusiastic about your work and eager to tackle the tough prospects you may now be avoiding. When you attend this free seminar you will benefit your business by being more informed about customer needs and buying habits of today.

**Part One- 8:00 a.m. 11:30 a.m.**  
**FOR STORE OWNERS AND MANAGERS**  
8:00 a.m. --Informal Discussion  
8:30 a.m. --Retail Management and Advertising Seminar  
Part One of the Seminar (8:30 - 11:30) is conducted specifically for retail owners and managers. During this informal session, you will hear how and why advertising works...more important, how to get the best return on your investment of your advertising dollars.  
Some of the topics include:  
• Why advertising can't make sales...the merchant's responsibility is selling.  
• The purpose of advertising (lowering the unit cost of selling), the effects of advertising and how to effectively accomplish both principles.  
• How to set objectives and goals that you want to obtain, and then finding the right road map to follow.  
• How retail merchants can and must conduct and use simple market research to bolster advertising effectiveness.  
• Plus many insights into specific advertising strategies for various types of retail businesses.  
You and your employees will be excited about the prospects of greater, more profitable business.

**Part Two-7:00 p.m. 9:00 p.m.**  
**FOR RETAIL BUSINESS PERSONS**  
From 7:00-9:00 p.m. is most important for your retail sales personnel. Only 7% of shoppers buy strictly on price. Most shoppers go to stores they like and with any luck buy something. Most of us today are just order takers.  
This session is scheduled for your convenience in sending as many people as possible to "get down to the business of selling." You will learn why you never say, "May I help you?" And how to remedy the fact that 80% of non-buying customers are turned off by discourteous sales personnel.  
Learn how to question your customers to allow them to buy the appropriate merchandise. Retailers will find if the customer keeps his mouth shut they will go broke. Discover how to sell what the buyer wants, not try to sell what you like. This part of the seminar is invaluable.  
Each of us spends thousands of dollars each year on merchandise, advertising, rent, etc. -- Isn't it about time we make our sales personnel qualified, trained professionals?

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