



Go Blue!

University of Michigan Marching Band members Craig Dembeck, Jaisy Mead, Laurie Ramsey and Rick Rudofski, all of Farmington Hills, are among the 271 marching musicians who've entertained Wolverine fans this fall. Noted for its lively goose-step marching and creative formations, the band's musical repertoire ranges from traditional college songs to popular, classical and big band pieces. The 24 flags, 30 trombones, 12 euphoniums, 12 tenor sax, 48 trumpets, 12 alto horns, 17 percussion instruments, 16 alto sax, eight piccolos, 24 clarinets, two twirlers and drum major are directed by marching band alumnus Eric Becher.

Smell sells barn buyer

Continued from Page 3

rounded by studs where walls will be. The home has a historic look to it already. But Sundquist said he's not going to go overboard making the house so authentic it becomes as uncomfortable as a museum.

"I don't want to live in 1890s-vintage furniture," Sundquist said. "The love seat, which was so popular back then, was uncomfortable as hell. I've got a kitchen set coming in that is 1940s vintage. It fits in, and it's oak. I don't want a custom-made period piece, I want a liveable home."

PROGRESS on the home's exterior has been noticed by many people who pass by, said Sundquist.

"I've gotten to know a thousand people because of it," he said. "Folks walk-

ing by stop to comment on the progress. An old carpenter said to me one day that he sees a lot of people doing work on their homes but 'You're doing a great job.'"

Remarks like that make Sundquist proud because, he said, he's always been the type who maintains "If I do it, I do it right."

It's a labor of love, said the funeral director, and good therapy.

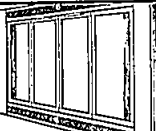
"I'm dealing with death day in and day out," Sundquist said. "And I deal with it seriously. But I can come here and get away from it all. I might throw a hammer if I want to take out my frustrations like the (frustration) the average guy takes out on his golf balls."

"Carpentry is my hobby, my golf, my tennis, my drinking — all of which I don't do," he said.

Support the March of Dimes



Standard or Custom Glass Doors & Accessories for any Fireplace All Name Brand Manufacturers



JIMMIES RUSTICS
Livonia • 29100 W. 6 Mile Birmingham • 221 Hamilton
522-9200 644-1919

McCabe
funeral home
31950 12 Mile Rd. Farmington Hills, Michigan 553-0120

DETROIT LOCATION 18370 Grand River Ave. 636-3752

bouchar's
hair designers
A place where hair becomes a work of art.
\$5.00 OFF HAIRCUT AND BLOW DRY, MONDAYS ONLY EXPIRES DEC. 1982

478-6010 LIVONIA

ENERGY AWARENESS and CONSERVATION SHOW

The wonders of energy and science. Home Improvement and energy conservation exhibits.

OCTOBER 21st thru 24th

Livonia Mall
The neighborhood people of your neighborhood Mall
Seven Mile and Middlebelt Road

SPECIAL SAVINGS SALE



Since 1937

A Beautiful Store with Beautiful Furniture

America's most distinguished traditional furniture

Colonial House

20292 Middlebelt Rd. (South of Eight Mile)

Livonia

Open Mon., Thurs. & Fri. 'Til 9 P.M., Sunday 1-5 P.M. • 474-6900

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.

Charlie, 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," Charlie 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?

For Your Free Reservation or More Information Please Call

474-3440

or 591-2300 ext. 243

MAKE YOUR RESERVATION TODAY THIS IS A FREE SEMINAR

men-
Women

2 for 1

2 Years or 2 Memberships for the Price of 1

- 30 MINUTE FITNESS PROGRAMS
- AEROBIC DANCE CLASSES
- NUTRITIONAL GUIDANCE
- PROGRESSIVE RESISTANCE EXERCISE EQUIPMENT
- DESERT DRY SAUNA
- PRIVATE SHOWERS, LOCKERS, AND DRESSING BOOTHS
- TRAINED INSTRUCTORS PRESENT AT ALL TIMES
- BODY BUILDING
- WEIGHT LOSS

SEPARATE FACILITIES FOR MEN AND WOMEN

VISITORS WELCOME

FAMILY FITNESS CENTER

33505 W. EIGHT MILE
JUST W. OF FARMINGTON RD.
LIVONIA

474-8640

