

obituaries

ROBERT C. SLOAN SR.
Mr. Sloan, 73, of Southfield, died Oct. 11 in Providence Hospital. He was born in New York.

Mr. Sloan was a self-employed carpenter. Survivors include his wife, Frances; son, Robert; daughters, Rita Turner and Catherine Nelson; brothers, Louis and John; sister, Mary Hiltz; eight grandchildren.

Services were Oct. 13 at Heene-Sundquist Funeral Home, Farmington. Mass was at St. Alexander Catholic Church with the Rev. James Wright officiating. Burial was in Mt. Olivet Cemetery, Detroit.

JOHN HOLROYD
Mr. Holroyd, 89, of Southfield, died Oct. 10 in Botsford Hospital. He was born in Manchester, England.

Farmington Observer

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Mr. Holroyd was a World War I veteran of the Canadian Army.

Survivors include his daughters, Ellen Fogleman, Marie Bennett and Elizabeth; four grandchildren and three great-grandchildren.

Cremation was in Evergreen Cemetery. Remains were interred in Grand Lawn Cemetery, Detroit. Arrangements were made by Thayer-Rock Funeral Home, Farmington.

RICHARD S. TERRY

Mr. Terry, 76, of Farmington, died Oct. 16 in Dornin Nursing Home.

Mr. Terry worked for the automotive industry before retiring. He was a member of the Farmington Elks and a veteran of World War II.

Survivors include his wife, Arvella; one son, Richard; two grandchildren.

Services were Oct. 19 at Thayer-Rock Funeral Home, Farmington with the Rev. Richard W. Ingalls officiating. Cremation was at Evergreen Cemetery, Detroit. Remains may be made to Mariners Episcopal Church, 170 E. Jefferson Ave. Detroit 48226.

Ross will speak on economy

State Sen. Doug Ross will discuss "Michigan's Economic Outlook in the 1980s and 1990s and Resulting Employment Opportunities" at the Orchard Ridge Campus of Oakland Community College on Wednesday.

The program, conducted as part of a personal finance class, will begin at 7 p.m. in the new Fine Arts Auditorium.

Members of the public are invited to attend free of charge.

Questions about the program may be directed to Harvey Bronstein at 476-9400, ext. 408.

TIME IS NEARING for thinking of what to buy for a holiday gift. Farmington historian Lee Peel wants to remind everyone that his "Farmington: A Pictorial History" is available at Jerry's Bookstore in downtown Farmington. But you'd better hurry. Only 33 copies of the local classic are left.

FRIENDS AND FAMILY of Joyce Homel are awaiting the outcome of the recent vote taken at Western Illinois University where students are casting ballots for the homecoming queen and king. The announcement will be made Friday. The Farmington Hills resident is president of the University Union Board campus programming organization and a member of the student orientation board. Good luck, Joyce.

SOCK HOPPERS who are over 21 years-old should mark Nov. 6 on their calendars. The Our Lady of Sorrows Athletic Club is sponsoring a golden oldies sock hop from 8 p.m. to 1 a.m. on that evening. Cost is \$7.50 per person and includes beer, set-ups and munchies. You are welcome to BYOB. The school gym is located at Salawasee and Power. Tickets are available at the Pop 'n Beer on Grand River and after masses at the church.

JUST BECAUSE IT'S getting cold outside isn't any excuse to stop keeping fit. Folks around the Farmington/Farmington Hills area can stay in shape while keeping up their swimming skills at the Orchard Ridge campus pool, the North Farmington High School pool or at Mercy Center.

The North Farmington pool will be open 7-9:15 p.m. Monday through Dec. 18. It is for adults and 75 cents for children. The children's and teen's swim will be 7-8:15 p.m. and the adult swim 8:15-

9:15 p.m. Children must be accompanied by an adult if their chin height is below 38 inches.

The Orchard Ridge campus has a number of sessions. Monday-Friday the pool is open from 8-9 a.m. Lunch-time sessions are from 12:30-1:30 p.m. on Mondays, Wednesdays and Fridays. Evening sessions are on Tuesday, Wednesday and Friday 6-7:30. A Saturday session is 8-9:30 p.m. and Sunday, 11:30 a.m. to 11 p.m.

At Mercy Center, open swims are noon to 1 p.m. Monday-Saturday; lap swimming is 8:30-9:30 p.m. Monday-Thursday and on Monday and Wednesday, 8:30-9:30 p.m. open swim is held. Tuesday and Thursday, open swim is 8-9 p.m. Friday evening's session is 7-8 p.m. Weekend open sessions are on Sundays 4-5 p.m., 5:30-6:30 p.m. and 7-8 p.m.

Swim passes at Mercy are available for \$10 and are good for 15 swims. A family pass for \$10 will be for five swims. College students, senior citizens and handicapped persons can purchase a 10-swim pass for \$5. Open swim regularly costs \$1, lap swim \$1.25 and family swim \$3.

THE MICHIGAN ASSOCIATION of Children's Alliances is sponsoring a legislative forum on Oct. 25 at Mercy Center, 28600 11 Mile. The forum's theme will be "A Balanced Budget, At Whose Cost?" Speakers will include state legislators and party officials. Recent legislation which created a children's trust fund will be discussed. The fund will provide money for programs to benefit neglected and abused children.

Workshops will be provided in such areas as Michigan Department of Mental Health efforts to develop programs for children, and the reorganization of Wayne County Government. Registration information can be obtained by calling Paul Stocker at 348-1100 or 227-5364.

INSIDE ANGLES

ALBION COLLEGE FRESHMAN

Dave Griffin of Farmington Hills is now a member of the 1982 Men's Cross Country team which opened its season in September. Formerly a student at Brother Rice, he is the son of Jerry and Rosemarie Griffin of Kendallwood, Farmington Hills.

JERRY AND HARRY WINGERTER

son and father, respectively, recently attended the 1982 Christmas Catalog merchandise-buying meeting at the Grand Traverse Hilton in Traverse City. These are the two who operate the Bon Ton Shoppe in the Downtown Farmington Center. While in Traverse City they met Lori Wood, national sales model for Calgon Bath Products. She will model some of the items in the Bon Ton 1982 Christmas Catalog. This will be the 16th year that Bon Ton has distributed a Christmas catalog.

A POLITICAL DEBATE between state

Senate candidates Jack Faxon and John Anderson will be presented by the Farmington Exchange Club Oct. 27 at the Salem United Church of Christ on Oakland, north of the Masonic Temple. The public is welcome. Cost is \$5. For reservations call 478-7440.

Persons interested in putting items into Inside Angles should address them to 3552 Farmington Road, Farmington 48024. We welcome your items.

designs on you

Accessories are "Necessaries" for your wardrobe and they are on sale at

20% off
(sweaters & accessories)

Thurs., Fri., Sat.,
October 21-23, 1982

Chudiks of Birmingham
Take Pleasure in Inviting You to
A Special Preview of
The Winter International Fur Collection
Including Our
Exclusive Vogue Collection
at
Chudiks New Fur Salon
Champagne Reception

chudiks

Chudiks - 904 E. Brown St.
Thursday, October 28, 1982
Seven Thirty PM.

RSVP 647-1300
Limited Reservations

Sunday Liquor • Daily Lottery

Free! COUPON

Color film

One roll of genuine 12-exposure Kodak Color print film is yours just for bringing in another roll for processing and printing. Offer good on 115, 125, 135 and 35 mm. only. Limit one roll per family. Expires 10-29-82

Hite Overnight

Meadow Party & Drug Store
21099 Farmington Rd. 476-2010

William and Mary Shop

DESIGN SERVICES AVAILABLE

6702 ORCHARD LK. RD. WEST BLOOMFIELD PLAZA
851-2434

PARAFFIN and turpentine makes a terrific floor wax. Melt a half cake of paraffin and add a cupful of turpentine. Will make hardwood floors sparkle. Turn left items into cash with an Observer & Eccentric Classified Ad.

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 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—

generals 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

G.O.B. Union, W.A.T. 1982-1

GOING OUT OF BUSINESS

Jeansville 4319 ORCHARD LAKE RD. WEST BLOOMFIELD
PINE LAKE MALL STORE THIS STORE ONLY!

EVERYTHING MUST GO!!!
AFTER YEARS, WE ARE CLOSING OUR DOORS FOREVER. NOTHING WILL BE HELD BACK. EVERYTHING MUST GO!

EVERYTHING 30% to 50% OFF
LEVIS • WRANGLER • LEE • MORE!
MENS - WOMENS

PUBLIC NOTICE
Everything must be disposed of quickly including fixtures and equipment. Hurry while it lasts! A "once-in-a-lifetime" opportunity to buy regular merchandise at "going out of business" prices.

EVERYTHING MUST BE SOLD NOW!
MUST BE LIQUIDATED TO THE BARE WALLS. NOTHING HELD BACK, REGARDLESS OF COST OR LOSS!
HOURS: MON.-SAT. 11 am-7 pm SUN. 12-5
MASTERCARD • VISA • CASH - ALL SALES FINAL
SALE CONDUCTED BY BARNEY LEVITZMAN CO., INC.
"THE WORLD'S FOREMOST STORE LIQUIDATORS"