Perinoff sets sights on reapportioned district

Continued from Page 1
Perinoff, who in 1976 served as chairman of the county board, said the 18 to 9 Republican-Democratic split on the commission constitutes a political

flasco. Republican members tend to need a viable, visible executive to car"rubber stamp" Republican county exceutive Daniel Murphy, he maintained.
"An elected county executive is a disservice to the public," he said. "We partisanship.

The Internationals to perform Nov. 13

"The board of commissioners is a policy-making body. We've created an-other layer of bureaueracy with an elected county executive using his pow-er indiscriminately."

PERINOFF IS critical of what he calls Murphy's intense rivalry with Oakland County Sherrif Johannes Spreen, a Democrat, and the county executive "surrounding himself with belpers and creating useless jobs at the expense of largayers."

He also finds it frustrating that Remissioners with the expense of the carrier conditions before

He also these it insurance man accomplicant sche caucus positions before meetings and that no Democrats serve as committee chairmen or vice chairmen. He considers that a waste of talent and experience.

Periooff has been a member of the county finance and general government committees, chairman of the citizens servery conservation committee.

ment committees, chairman of the citizens energy conservation committee and alternate delegate to Southeast Michigan Council of Governments (SEMCOG).

Now that Republicans are in the majority on the commission, Perinoff is no longer on the SEMCOG board.

Perinoff said be advocates more sattlette offices in the south end of the county such as the existing Cakland County Health Department on Greenfield and Catalpa in Southfield. But

that proposal has been stymled because of costs, he said.

INCREASED PROPERTY assessments imposed by the state should be addressed, Perhoff said.

The bottom fell out of the real estate market in the last year and the state added another 6 percent to assessments based on the market three years ago, "be said. 'Creative financing and other elements weren't considered. We should be lobbying the state for a more definitive description of market value. The system has to fit the economic times.'

Perhoff and his wife, Anne, have

value. The system has to fit the economic times.

Ferinoff and his wife, Anne, have ived in Southfield since 1957. He is former chairman of the Southfield Zouing-Board of Appeals, was subscribed 1962 and 1964 and 1964 to 1964



As Required by the Controllers of the Currency, that all men know by this presence, on Oct. 18, 1981, Michigan National West Metro has applied to the Regional Administrator of National Banks for permission to establish a branch office at 37355 W. 8 Mile at Newburgh Rd.

Livonia Wayne Co. Michigan

Livonia, Wayne Co., Michigan Publish 10/25/82 and 11/1/82

478-6010

DINNER SPECIALS 4 p.m. - Close Mon. & Thurs. CHICKEN DINNER \$3.49

The Internationals, a group of young singers from Pennsylvan-nia who have given concerts of Christian music worldwide, stop here on tour. The musicians will appear in concert at 7 p.m. Nov. 13 in Farmington Hills Baptist Church, 2301 Middlebelt. There is no admission charge, but a donation will be asked.

Tues. CHICKEN & RIB DINNER \$5.49 00 N. Telegrapi 561-7800 9910 N. Telegraph SLAB DINNER (For 1) \$6.99

bouchar's hair designers \$5,00 OFF HAIRCUT AND BLOW DRY MONDAYS ONLY EXPRES DIC 1982



477-5231 REDKEN 34633 GRAND RIVER FARMINGTON



the body firm

Call for Reservations

Now Open!! SEVEN FARMS MONTESSORI

Of Livonia in Seven Mile W. of Farmington Rd. In the Sword of the Spirit Church Ages 2%-6 years

Art, Music, Yoga, French Half Day; Full Day; KG and Day Care Other locations in Northyllle and Walled Lake Special introductory rate in Livonia

CALL 471-5520 or 477-3621



474-8640

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. Mousei'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 lared, and the program of the program o

Charlie, as he prefers to be called, has vast experience as an ad agency director, in mewspapers and outdoor adversing, and in sales training motivation. During the past several years, he has inspired more than 5,000 attendoes, who have such paid \$1.5 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 ---



CHARLES A. MOUSER rtising and Marketing Consultant

greatile and wearning of an analysis and in the same of the common every day language application of contemporary adversing practices impart a thorough understanding. You will leave the Seminar teeling good about your work and eager to acket the tough prospects you may now be avoiding. When you attend the 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.--Retall 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.

map to follow.

- How retail merchants can and must conduct and use simple market research to boister advertising effectiveness.

- Plus many insights into specific advertising strategles 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

buy sitchly dripice. Must appears go when yill ke 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