

recreation news

Each week the Farmington Hills Parks and Recreation Department will present a synopsis of upcoming activities in this column. For further information regarding our program, contact our office at 474-6115.

● **ADAPTIVE RECREATION COFFEE-HOUSE**
Join us for an Easter celebration with Parkey the Easter panda on Friday. The activity is designed for socialization for mildly to moderately mentally and/or physically impaired individuals, 14 years old and older. The program will begin at 7 p.m. and take place at Oakland Community College II Building, located at the west end of the campus. The fee is 50 cents at the door.

● **YOUTH AND ADULT SWIM LESSON REGISTRATION**
Registration for spring swim lessons began Monday at the parks and recreation office. The spring

session will take place at North Farmington High School pool beginning on April 18 for adults and April 23 for youth. Adult classes will be designed for beginners 8:15-9:15 p.m., and the youth class schedule will consist of levels 1-5 at 9 a.m. and 10 a.m. Levels 6-12 will be at 11 a.m. on Saturday only. The fee for adult sessions is \$15 and youth \$15. Registration will be accepted on a first-come, first-served basis.

● **SENIOR ADULT CENTER**
The Farmington Hills Parks and Recreation Department Senior Adult Center is located in Mercy Conference Center on 11 Mile, just east of Middlebelt. The center is open from 10 a.m. to 4 p.m. Monday through Friday. Weekly activities include volleyball, open swim, aquatic exercise, daily nutritional lunch, coin collecting, ethnic dance, oil painting, cards and coffee. Gold K Kiwanis Club, crafts, food, co-op, and karate.

Looking for an answer

Continued from Page 3

For example, Altale said, a woman between 18 and 65 years of age, who generally buys groceries for the household, would be the group to be interviewed about cocktail sauce.

Some people may be tasting the particular brand for the first time. For some it might be their favorite sauce, others may prefer another brand.

BUT THAT'S what manufacturers need to know.

"We never sell anything though," Altale said, adding that some tests involve asking consumers to take a product home for a few weeks and see how they like it.

Because manufacturers rely on the consumer's opinion, each person is interviewed privately and asked for their honest feelings about a product.

"It's always a one-on-one interview," Altale said. "But it's really kind of fun. We really do need people's opinions."

The Opinion Place, however, only collects data for firms. As soon as all required information is collected, it's sent back to the firm where company officials analyze the results.

"We never see the answers," Altale said, indicating that's perhaps one of the frustrations with marketing research.

Because the need for marketing research grows as firms become more sophisticated and competition becomes stiffer, the MRA has declared April 18-24 National Marketing Research week.

"It's an industrywide public awareness and education campaign that aims at explaining how marketing research works to benefit everyone," Altale said.

That's why this may be the first time you've heard about the nationally declared week. The MRA has been testing you.

Farmington Observer
(USPS 187-840)
Published every Monday and Thursday by Observer & Eccentric Newspapers, 36751 Schoolcraft, Livonia, MI 48150. Second-class postage paid at Livonia, MI 48151. Address all mail (subscriptions, change of address, form 3569) to P.O. Box 2428, Livonia, MI 48151. Telephone: 591-0500.

HOME DELIVERY SERVICE
Newstand per copy, 25¢
Carrier monthly, \$1.75
Mail yearly, \$35.00

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FROM 2-4 P.M.

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SPRING and SUMMER LEAGUES

TUESDAY
No Tap Mixed, 7 p.m. \$5 per person

WEDNESDAY
Parent & Child, 6:30 p.m. \$7 per couple
Youth Package, 4 p.m. \$8 per person
Men's, 4 p.m. team, 7 p.m. \$5 per person
Women's, 4 p.m. team, 7 p.m. \$5 per person
Moonlight Doubles, 9 p.m.

THURSDAY
Morning Ladies, 9:30 a.m. \$5 per person
Senior Mixed Social, 1 p.m. \$2 per person
Youth Package, 4 p.m. \$8 per person
Men's Trio, 7 p.m. \$8 per person
Ladies Trio, 7 p.m. \$5 per person
Mixed, 7 p.m. \$5 per person

FRIDAY
Mixed, 7 p.m. \$8 per person

SATURDAY
OPEN BOWLING, 5 p.m. - Midnight
MOONLIGHT DOUBLES, Every Saturday \$12 per Couple
No Tap, Mystery Game, Optional Jackpots, 1 out of 6 WINS

ARK WEST LANES
28435 Northwestern Hwy. • Southfield • 352-3333

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Sale Starts April 11, 1983
Hundreds Of Yards Of Fabric at just \$1.99 & \$2.99 per yd.

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1/2 HP Pedestal pump with 1 float rod, top suction strainer, overload protected, heavy duty motor. RV TVSPV-600

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10 LB. BAG 79¢

IGA TABLETTE
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Chicken Legs (w/back attached) **49¢ LB.**

FAME American Singles \$1.59
16 oz. Pkg.

IGA TABLETTE ASSORTED SLICED 7-11 Chops
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