Magazine chief tells her concept of publication

mentioned concern about the lack of control the company has over marketing of the Playboy Channel, due to regulations concerning working through the distilutor and the cable opard, is "The cable channel, sine opard, is "anarketing-dependent as it is program-dependent."

Another concern she mentioned was the selection of appropriate personnel to fill two key positions in the company.

ny.

"We're looking for a strong head for publications, and a senior vice president of marketing."

LOOKING toward the future, Hefner remarked that the highly liquid company may "acquire complementa-ry busineses," and stated, "We have many alternatives in terms of capital for expansion."

In reference to the company's deci-

sion to "go public" with its stock, Heforer commended, "We have obvious "We're still profitable in all divisions." In an exclusive interview, the Heforer Two coght to try to take more advantage of being public. We have historially not gotton the best of the situation still the stated that the stock which had been at seven was now in the 11-13 range, remarking, "I'm conflicted about many worlds, and they're creating where we're going." In addition, a concursabout no undiriently dathever has disappeared, which she said was "a re-like."

REGARDING the greatest challed a side of the greatest challed.

Items to take the force of a large communications conflomerate, Heforer remaindations conflomerate child operations officer of a large communications conflomerate, Heforer remaindations conflomerate, Heforer remaindations conflomerate, Heforer remaindations conflomerate, Heforer remaindations conflomerate child operations officer of a large communications conflomerate, the child operations officer of a large communications conflomerate, the child operations officer of a large communications conflomerate child operations officer of a la cally not gover an extended that the stock which had been at seven was now in the 11-13 range, remarking. The confident about where we're going. In addition, a concern about an unfriendly takeover has disappeared, which she said was a relief.

ner. Questioned about earnings predic-tions, Hefner said "I don't ever predict earnings: if you're right, they don't give you credit; if you're wrong, they hang you!"

you!"
However, she anticipates possible "marginal losses from the video division in the second half," and predicted the expenditure of "\$25 million in the next two years for programming."

Expressing disappointment about

Ernie's Restaurant Grand River & Drake in Mulrwood Square 478-0080

MON.-SAT. 7:00 A.M. - 9:00 P.M. SUNDAY 7:00 A.M. - 3:00 P.M.

Monday All You Can Eat

FRIED CHICKEN DINNER *4.50 Come to Ernie's Monday and we will give you all you can eat.

Fried Chicken Dinner includes tossed salad, potato, vegetable &





WE'RE NOT FOOLING!

It's Our April Shower Of Savings

Don't be an April fool and miss these blossoming opportunities to bring Spring's fresh colors into your home. Showers of savings are available on

NEW!! MOHAWK CERTIFIED ADVANCE PERFORMANCE NYLON

CHECK these FEATURES

• SOIL HIDING • RESISTS CRUSHING • RESISTS WEAR
AND ABRASION • SUPERIOR TEXTURE RETENTION
• SCOTCHGARD PROTECTER*• MOHAWK FULL 5 YEAR
WEAR GUARANTEE • MOHAWK 5 YEAR LIMITED PERFORMANCE GUARANTEE AND GREAT NEW 1985 COLORS.

PLUSH '



Plus other qualities at similar savings — the newest fashion colors are all on sale so...Don't fool around, select your favorite carpet now and save!

Rite Carpet
28188 Schooleraft
Livonia • 422-5200
SHOP DAILY 9 to 6; Set. 9-0 - CLOBED SUNDAY

However, she has seen Japan and Europe on business trips, and plans to spend a couple of weeks in June vaca-tioning in Europe this year.

Speaking of the company's goals, Hefner asserted, it strives to be 'the leading creator and marketer of enter-tainment and lifestyle ideas expressed through communications publications and video.'

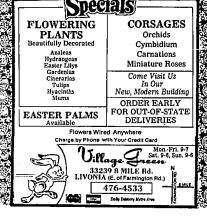
In regard to personal goals, she says:

"hrriage is not a goal; it's something the happens, or doesn't "

dditionally she noted she's always ha an interest in education and politic and "can see being involved with cadidates or appointed positions wire there are issues I could care

sked if she plans to write her mem-on Hefner responded, "I'm a little too yong to be reflecting in a book, yet!"





---- COUPON

Jan Drake's

37057 Grand River Farmington Kmart Plaza at Grand River & Halsted

STORE HOURS Mon.-Sat. 10:30 a.m.-9 p.m. Sun. 11 a.m.-6 p.m.

FREE MEAL

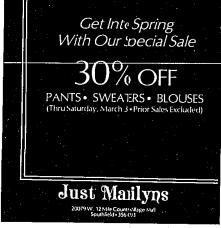
With purchase of meal of equal or greater value

Beverage, Desserts or extras not included

Super Salads **Delicious Sandwiches Hearty Soups**

NEW! - PASTA SPECIALTIES -7 new delicious Pasta Meals EXPRESS CARRY OUT HOTLINE - 478-4206

Expires 4/22/85





NEW SPRING MEICHANDISE ARRIVING DAILY

20-50% OFF REG.

DOWNTOWN FARMINITON IN THE VILLAGE OU'LET

Quality Name Bands Children's Cloning ALWAYS 20 to 9% OFF!

The Children's Vearhouse
33224 Grand River Downtown hrmington 474-8212







8 hp Briggs & Stratton engine
 • CD ignition
 • All steel construction
 • Optional rear bagger

One year warranty in store service or only a \$100 deposit we will guarantee you a new RMX Riding Mower which is a powerful, rugged performer. Lets the big jobs done in a hurry, (1984 models)

RMX8E Electric Start 8 hp Reg. \$1469.00 Sale *99500 RMX11E Electric Start 11 hp Reg. \$1569.00 Sale *119500

First of America Financing available to qualified buyers



FULL SIZE Garden Tractor 10 hp Kohler

SAVE \$1400°°

FREE 42" Mower Included

Kohler cast iron engine * Castron front axie
 Drive shaft drive * Extraheavy duty frame
 Cast iron rear axie * Elecire P.T. O.
 Rossteering gear

12 hp available at \$2395 withfree mower.

Limited Quantities Act Soon

New HudsonPower 53535 Grand River & Haas

HOURS: Mon.-Frl, 9-6 Sat, 9-3

(313)437-1444