



WILDLIFE SHELTERS like this can be built by scout and youth groups and provide cover for rabbits, birds and other small game. This one is in the Proud Lake State Recreation, near Wixom, and naturalist Hartley Thornton will tell groups how it's done. To learn more, see outdoors writer Lem Messee's story in today's sports section. (Observer photo)

CORRECTION

Last Wed. March 10, we advertised KITCHEN CARPET \$99.00 all labor & material included. Up to 12 Sq. Yds. Through a typo, the Kitchen Carpet was set at \$125.00. We regret this error and hope this did not inconvenience our customers.

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Dems Promote Ex-Livonian

Robert L. Mitchell, a former Livonia school teacher, was appointed Tuesday the deputy state chairman of the Michigan Democratic Party. The post has been vacant the last year. It will pay Mitchell, 39, of Lansing, \$15,500 annually.

The appointment was announced Tuesday in Detroit by James M. McNeely, party state chairman.

"This is our first step to making key appointments in our organizational buildup for the 1972 elections," McNeely declared.

MITCHELL, a bachelor, taught for two years from 1965 to 1967 at Livonia's Riley Junior High School.

As an English and social studies teacher, he helped make three noteworthy contributions to the school district and his pupils.

He and John McConnell, a former math and science teacher at Riley, set up and supervised a Mexico Trip Club that resulted in a group of Riley students spending two months in Mexico to broaden all phases of their social and academic education.

Mitchell also took students out to Northville State Hospital one night a week to help patients in an off-campus social therapy program.

In addition, he initiated a program in which 60 of his students took three-day camping trips to enhance their education.

Proctor To Manage Terrina

Philip Proctor, of 2289 Nancy, Southfield, has been named general manager of the Terrina Co., a newly-organized firm based in Livonia, which operates Terrina Service Centers for the storage and service of recreation vehicles.

Proctor will be responsible for establishing a concept involving complete service for all types of RV units, to include major repairs and customizing, plus warranty work on related components. His first major assignment will be to put into full operation Terrina Service Center No. 1, at 12011 Market St., Livonia.

Additional Terrina Service Centers are to be established later, and long-range plans call for the creation of Terrina Recreation Centers for family camping and outdoor recreation.

Mitchell was born in Three Rivers and graduated from high school there in 1959. He obtained a BA degree in history and English from Michigan State University in 1964.

His first major contact in practical politics occurred in 1962 when he helped his father, Dr. Leland Mitchell,

campaign for the U.S. House of Representatives in the 4th District on the Democratic ticket.

HIS FATHER lost his race, but young Mitchell had been bitten by the political bug. For three years he has been a member of the State

Democratic Party's field staff, the last two years as director.

McNeely also announced that Bob Goodman, a 59-year-old Grosse Pointe resident, has been appointed public relations director for the party. The post has been vacant several months.

- PAINT
- WALLPAPER
- IMAGINATION

Poppet's gallery

115 E. MAIN, NORTHVILLE
TELEPHONE 348-2390

OCC Marketing Students Get Car

Oakland Community College's Orchard Ridge Campus in Farmington has been selected to participate in a marketing project.

Under this program a 1971 Ford Pinto will be made available to the Orchard Ridge Campus during the spring session, April 26-June 8, to serve as the project topic: for students in OCC's fundamentals of marketing class.

The project was created as an educational service to the academic community allowing marketing professors and students an opportunity to confront a current business problem in the classroom. Under the project, the car is loaned to the class, without charge, for an eight-week period. Twenty institutions across the nation have been accepted for participation.

After examining and driving the car, each student will develop a marketing strategy for it, including market potential, projected penetration, and target markets.

Students will participate in marketing research and make a comprehensive comparison of prices, specifications and features of the car and its competition. A brief study will be made in the product planning area to determine the need for additional models.

Students will also prepare promotion and advertising campaigns. The best project submitted by a student will be forwarded to the Ford Motor Co. and become eligible for a \$1,000 award given to the best project received from all participating institutions.

MSU Offers Area Extension Courses

Subjects that are both timely and controversial will be offered this spring in Livonia and Farmington by extension from Michigan State University.

Most of the courses begin the week of April 5.

The courses offered Farmington are industrial fire protection, disaster control and defense programs.

Those offered in Livonia are special methods and materials of teaching, language arts, supervision of student teaching, and the dynamics of drugs: an interdisciplinary approach.

Early registration will be conducted at the Adams Elementary School, 28201 Livonia, from 4 to 9 p.m. Tuesday, March 30.

Additional information on courses, location, credit and fees may be obtained by calling Duane Tester, regional director, MSU Graduate Center, Rochester.

Ad Costs Discussed

"Controlling Advertising Costs" will be discussed by Hugh Redhead, Campbell-Ewald president, at the next meeting of the Detroit chapter of National Assn. of Accountants.

The session will begin at 6:30 p.m. Thursday, March 18, at Detroit's Pick-Fort Shelby Hotel.

In addition, Dick (Night Train) Lane, former Detroit Lion football player, will narrate a film, "Highlights of Detroit Lions 1970 Football Games."

A seminar on insurance will be held at 4:30 p.m. preceding the main meeting.

League's Life

The League of Nations operated for 26 years. It came into being Jan. 10, 1920, at Geneva, Switzerland, and was dissolved Jan. 10, 1946.

Ray Interiors

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