

Campaigning Key To Council Races

By DAN McCOSH

analysis

FARMINGTON
There was a strange parallel between the Farmington council race Tuesday and the results of the first election for a Farmington Hills council last summer.

In both elections, a well-known member of the planning commission lost to campaigns which leaned heavily on personal contact, and the liberal use of shoe leather.

In Farmington Hills, David Stader, who was not only planning commissioner, but an incumbent member of the former township board, found his background was not enough to carry him against the hard campaigning of William Ortman and Joan Dudley, both of whom spent liberal amounts of time meeting the public before the election.

In Farmington, August Barbrick, recently appointed to the planning commission, was defeated by William Hartsock with the same kind of door-to-door techniques.

There were other curious

parallels in the two council races. Margaret Schaeffer, who qualifies as "old family" in the Farmington area, won election to the Farmington Hills council with little campaigning.

Richard Tupper also slid to an easy victory, with a similar family heritage behind him. But Tupper credited his narrow lead over Mayor pro-tem John Richardson to a heavy telephone campaign the few days before the election.

Even Wilbur Purdy, who placed second from last in the race, found an intensive, person-to-person effort in his own neighborhood paid off with a victory in his home precinct, the only one he carried.

Between the two council races, a pattern seems to be emerging of a growing importance of heavy campaigning in local races.

The efforts of a Barbrick or a Stader working in non-elective offices like plan-

ning or recreation commissions, the usual jumping-off points for elective offices, don't, by themselves, seem to guarantee election.

It is possible the growth in the area, the increasing numbers of people living in Farmington without deep ties to the past, is beginning to demand "harder sells" of local candidates.

If the trend continues, more sophisticated campaigns may be seen. Already campaign signs have become issues in both Farmington and the Hills, as well as total campaign expenses and lists of backers.

If there is a conclusion to be drawn from the last two council races, it is that the days when a man "well-known" in the community could take that for granted are gone.

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TUESDAY, NOVEMBER 13
Schoolcraft College
7 p.m.

IN HONOR OF THE FOLLOWING STUDENTS:

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Kevin Wood
Linda Laino
Mark Friday
Sue Anderson
Glenn George
Sharon Schira
Heldi Hepler
Kevin McGee

Charles Block
Theresa Furlong
Michael Gottschall
Terri Hayles
Jeanine Klarr
Eduardo Munozperou
Ben LeVan
Dawn Haapala
Carmen Stallmanle
David Wilson

William Burgess
Pamela Klimek
Jack Ghannam
Janet Dellele
Richard Lepping
Theresa Brown
Marilyn Hogue
Joseph Rasak
Mary Miller
Catherine Dudek

Purchase your tickets from:

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Livonia Board of Education
Livonia Education Association
Clarenceville Board of Education
Ladywood High School

Calendar

WINE TASTING

Tuesday, Nov. 13, at 8 p.m., Rorkild Nielsen will start a five-session course in wine tasting at the Farmington Community Center. Class members will have a chance to sample at least 26 foreign and domestic wines. Call the center office to register.

WELCOME WAGON

Tuesday, Nov. 13, at 7:45 p.m., the regular meeting of the Farmington Welcome Wagon Club will be held at the Farmington Library, 12 Mile branch. Mrs. Florence Sharp, of the Farmington public schools, will speak on the "Bucket Brigade." Residents who have lived in the area one year or less are welcome.

DUNKEL OPEN

Tuesday, Nov. 13, there will be an open house at Dunkel Junior High, with parents invited to follow student schedule. Parents are asked to come to the gym at 7:30 p.m.

BOARDMANSHIP

Tuesday, Nov. 13 - Dr. Norman Weinheimer, executive director of the Michigan Assn. of School Boards, will conduct a boardmanship course from 7-10 p.m. on Nov. 13 in the administration building. Deadline for pre-registration is Friday, Nov. 9.

RADIO CLUB

Wednesday, Nov. 14, at 7:30 p.m., the Farmington Amateur Radio Club holds its monthly meeting in room 101-G of Farmington High School.

*the farmington
enterprise
& observer*

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Farmington Area Advisory Council.

Stewart has done graduate study at Union Theological Seminary in New York, receive a master of divinity from McCormick Theological Seminary in Chicago and a bachelor of arts in history from the University of Arizona.

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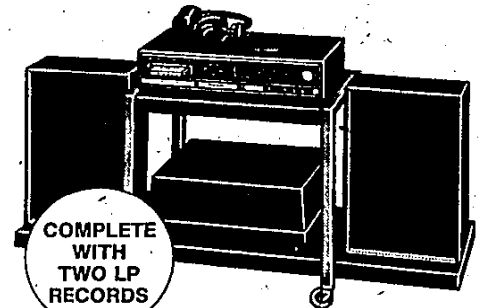


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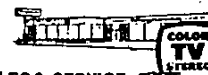
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