

Cooper, Forbes to run again

State Senator Daniel S. Cooper and State Representative Joseph Forbes have jointly announced they will seek re-election to their respective seats in the Michigan legislature.

Cooper was first elected to the Michigan State Senate in 1970. He previously served in the Michigan House of Representatives to which he was elected in 1964 and re-elected in 1966 and 1968.

Cooper is presently the Senate Democratic Whip and holds membership on the Senate Judiciary Committee as well as the Senate Agriculture and Consumer Affairs Committee and the Joint Administrative Rules Committee.

Senator Cooper received a BA degree from Wayne State University and a JD degree from the Wayne Law School. He has been a practicing attorney for 17 years and was a college instructor teaching political science and English courses. He is married and has three children.

The 15th Senate District which Cooper represents as redrawn under the 1972 apportionment plan is completely within Oakland County. It includes the townships of Farmington, Lyon, Milford and Novi plus part of Royal Oak Township and the cities of Farmington, Huntington Woods, Lathrup Village, Novi, Oak Park, Southfield, South Lyon, West Lake, Wixom and the part of Northville located within Oakland County.

STATE REPRESENTATIVE Joseph Forbes was first elected to the House in 1970 and re-elected in 1972. He is chairman of the House Urban Affairs Committee, vice-chairman of the House Elections Committee and a member of the House Committee on Consumer and Agriculture and Towns and Counties.

Prior to election to the House, Forbes was Mayor of Oak Park for six years and councilman of Oak Park for six years. He also served as a member of the Oakland County Board of



DAN COOPER

Supervisors for eight years.

He is a former member of the executive board of the Southeastern Michigan Council of Governments and a past president of the Michigan Conference of Mayors.

Forbes is married and has three children.

The 78th district, which he represents, as redrawn includes the city of Lathrup Village and part of the cities of Southfield and Oak Park and Royal Oak Township.

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Marketing research helps find variety as well as jobs

By NANCY STEIN

Who says there are no jobs? The marketing research field seems to be crying for help.

At least it is according to Millie Koblin, a supervisor at E. Friedman Marketing Services of Southfield.

What's even better is that the hours are flexible, from about one day a month to 40 hours a week. The qualifications are stamina, total honesty, an appreciation of deadlines and reasonable ability to read and write.

Marketing research is the business of taking polls, finding out if the advertising is working, learning who people are going to vote for... really, anything that any person, group or company might want to know, but must poll the public to find out.

QUESTIONNAIRES are compiled by the purchaser of the information, and then the marketing research company goes out and asks the public what it thinks.

"We have some people who are paid to watch for certain commercials on TV on a regular basis. If the commercial is on as it is supposed to be, they either make phone calls related to the commercial or fill out forms. It depends on the company," explained Mrs. Koblin.

"The work is ever changing. You work for a cereal company one day, a newspaper the second and on the third it can be a political party.

"Just when you're getting bored, the job is done."

At the moment the company is getting a lot of over-qualified people who they are most happy to employ. She attributes this to increased unemployment in other

fields. Mrs. Koblin said that they also employ a large number of retired men.

The hours are flexible and the pay begins at \$2.50 an hour. Top pay is in the range of \$9-\$10 an interview. Naturally, those are complicated and time-consuming interviews.

She said that she's not to surprised to find her company on a lawyer's referral job list.

"He sends us women who need part-time work while they are in the process of a divorce."

Asked what was the oddest job she ever worked on, she said, "It wasn't one, but rather an unrelated pair."

"First we had three days to get 27 interviews about hemorrhoids. All the people interviewed had to be hemorrhoid sufferers."

"No sooner did we finish that when we were asked to do 54 interviews on toilet paper."

She swears it was pure coincidence.

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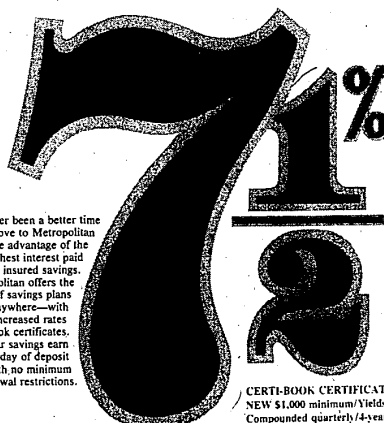
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