

Author cites challenges of computer age

"Machines that were born of the industrial revolution extended the muscles of man. Now he has fashioned for himself a machine that extends his mind. For good or for evil, we are living in the technological revolution. Computers are the fuel of change."

That credo is the working philosophy of Mr. R. Lee Paulson, a West Bloomfield resident and author of the book, "The Computer Challenge in Retailing."

Corporate vice president of management information systems for Allied Supermarkets, Inc., Paulson is a computer professional with years of experience in retailing and data processing.

A FREQUENT speaker before business groups in the United States and abroad, Paulson is the author of many articles on business data processing.

Businessmen should live for more than just their work, Paulson says.

"If a person has a creative talent — writing, painting, music or the like — he should develop it and use it. We've got to get away from the notion that businessmen have one track minds and show that we have interests and abilities that extend beyond our desks."

In his book, Paulson says that retailers are finding that the classical forms of staying competitive such as lower cost labor, product quality and dependable service are no longer enough.

"THE COMPUTER has become a competitive asset that retailers cannot afford to be without," Paulson states.

The efficiency and economics made possible by computerizing business methods are giving many retailers market strengths that others do not have," Paulson adds.

One of the most important ways to overcome increasing costs and improve productivity is to invest in computer technology, Paulson says.

Besides being used for accounting and billing purposes, computers can be used to cut the use of stolen credit cards, order products, control inventory, schedule labor, analyze profitability, provide pricing strategy and monitor advertising effectiveness, Paulson says.

But businessmen approach computer technology with a wary eye.

cause of a tendency by computer personnel to identify with their profession rather than their employer. This tends to breed isolationism."

In spite of the problems adjusting to computers, their use in the retail industry couldn't have come at a better time, Paulson indicates.

For, as Paulson says, "The only think worse than having a computer is not having one."

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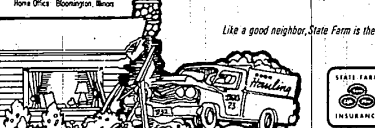
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NOTICE OF PUBLIC HEARING - CITY OF FARMINGTON

A Public Hearing will be held at 8:00 P.M. Thursday, May 16, 1974, on the adoption of a budget by the City of Farmington, Michigan, for the fiscal year of July 1, 1974 through June 30, 1975.

The hearing will take place in the Council Chambers, 23300 Liberty Street, Farmington, Michigan. The complete budget is on file for public inspection during normal office hours in the office of the City Manager. Summary of the proposed budget is as follows:

PROPOSED 1974-75 BUDGET SUMMARY	
REVENUES	
GENERAL FUND	
Operating Balance June 30	\$31,638
Property Taxes	762,222
Licenses & Permits	43,275
Intergovernmental Revenues	229,500
Charges for Services	9,300
Sales	6,300
Fines & Miscellaneous	73,220
Other Income	292,250
Capital Imp. Reserve	156,200
Refunds	5,100
TOTAL GENERAL FUND:	\$1,538,465
WATER & SEWER FUND	
Operating Balance June 30	\$58,204
Water Collections	\$29,300
Taps, Meter Sets	18,500
Miscellaneous	600
TOTAL WATER & SEWER FUND	\$106,804
TOTAL REVENUES	\$2,082,491
DISBURSEMENTS	
GENERAL FUND	
General Government	\$422,255
Public Safety	\$24,750
Public Works	\$44,130
Social Services	6,275
Library	18,400
Miscellaneous	180,675
Operating Balance June 30	0
TOTAL GENERAL FUND:	\$1,836,485
WATER & SEWER FUND	
Operating and Maintenance	\$360,885
Capital Improvement	38,100
Debt Administration	\$6,000
Operating Balance June 30	\$1,021
TOTAL WATER AND SEWER FUND:	\$406,006
TOTAL DISBURSEMENTS	\$2,082,491

NEDRA VIANE, City Clerk

Publsh: May 9, 1974

Grand opening set for Brody center

Mort Brody, owner of Brody-Built Construction Co., will host a grand opening of his new office, showroom and materials center Friday through Sunday at 27050 W. Eight Mile Road, Southfield.

The Brody-Built Home Improvement Center will feature model kitchens, recreation rooms, material and paneling samples, full size model garages of various types and photographs of typical room additions and conversions offered by Brody-Built.

In addition, a complete home improvement library includes current copies of homemaker publications, books on home improvement

and modernization ideas, and literature on structural materials and components for homebuilding.

THE HOME improvement library is open to the public during business hours daily, Saturday and Sunday.

The grand opening will be celebrated from 10 a.m. to 6 p.m. each of the three days.

All children accompanied by a parent will receive free popcorn and cotton candy. Ladies will receive free kitchen gadgets and on Mother's day, Sunday, live orchids will be given away.

Free old-time silent movies will also be screened.

Firm adds 2 plants

Hedblom Industries, 950 E. Maple Road, Birmingham, has announced the acquisition of two plants by its Welded Products Division. The plants, in Bay City and Oscoda, were formerly operated by The Thompson Company Division of Amtel Metals Corp.

According to Richard P. Hedblom, president of Hedblom Industries, the company will be exclusively represented in sales by John F. Kolar Associates, Birmingham sales specialists to the automotive industry.



R. P. Hedblom J. F. Kolar

NOTICE OF REGISTRATION OF THE QUALIFIED ELECTORS OF CLARENCEVILLE SCHOOL DISTRICT OF OAKLAND AND WAYNE COUNTIES, MICHIGAN

TO THE QUALIFIED ELECTORS:

PLEASE TAKE NOTICE, that the Annual Election of Clarenceville School District of Oakland and Wayne Counties, Michigan, will be held in said School District on Monday, June 10, 1974.

TAKE NOTICE, THEREFORE, that any qualified elector of said School District who is not already a registered elector of the aforesaid School District may register at the following places on the days and hours indicated:

PLACES:

For those persons living within the School District and living within the City of Livonia:
Livonia City Hall
33001 Five Mile Road
Livonia, Michigan 48152

For those persons living within the School District and within the Township of Redford:
Redford Township Hall
15145 Beech Road
Redford Township, Wayne County
Detroit, Michigan 48229

For those persons living within the School District and within the City of Farmington Hills:
Farmington Hills City Hall
31555 Eleven Mile Road
Farmington Hills, Michigan 48024

DAYS AND HOURS:

Each day during office hours until May 13, 1974, until five o'clock, P.M., Local Time.

LAST DAY OF REGISTRATION:

May 13, 1974 but not after five o'clock, P.M., Local Time on said date.

TAKE NOTICE, that those qualified electors who have not heretofore registered with the Clerk of the City of Livonia, or the Clerk of the Township of Redford, or the Clerk of the City of Farmington Hills, must do so to be eligible to vote in the forthcoming election. Those qualified electors who are duly registered to vote in the area in which they reside within this School District at said Annual Election need not re-register.

TAKE NOTICE FURTHER, that at said election there will be two members elected to the Board of Education.

By Order of the Board of Education
THOMAS C. WILSON, Secretary

Publsh: May 2 and 9th, 1974

PUBLIC HEARING VACATION OF PUBLIC ROADS

Farmington Hills City Hall
31555 Eleven Mile Road

May 20, 1974
Time: 8:00 P.M.

Re-Hearing
C61-774

NE1/4 of Section 35

Shiawassee Street from Nine Mile to Middlebelt Road. This parcel of land abuts acreage on the North, two parcels of acreage on the South plus lots 1, 73 & 74 of Grand River Homes Subdivision.

FLOYD CAIRNS
City Clerk

Publsh: May 9, 1974

CITY OF FARMINGTON HILLS ADVERTISEMENT CALCIUM CHLORIDE

Sealed Proposals will be received by the City of Farmington Hills, by the Clerk's office at 31555 Eleven Mile Road, Farmington Hills, Michigan, 48024, until 2:00 P.M. Eastern Daylight Time, Monday, May 13, 1974, for the following:

Proposal No. 1: 365,000 gallons (more or less) 38 per cent Solution Calcium Chloride, to include application

Alternate Proposal: 350,000 gallons (more or less) 38 per cent Solution Calcium Chloride, to include application

Specifications and bid forms may be obtained upon request. Bids must be made on City of Farmington Hills Bidding forms, available at the Clerk's office, City Hall. All bids must be plainly marked as to their content.

A certified check, bid bond or cashiers check acceptable to the owner in the amount of 5 per cent of bid, made payable to the City Treasurer, must accompany each bid. The deposit of the successful bidder shall be forfeited if he fails to execute the contract and bonds within fourteen (14) days after award.

The City Council reserves the right to reject any or all bids or to waive informalities or accept any bid it may deem best.

FLOYD A. CAIRNS, City Clerk
Farmington Hills

Publsh: May 2, 4, 9, 1974

PUBLIC AUCTION FARMINGTON HILLS

May 18, 1974
10:00 A.M.

Police Department Parking Lot
31555 Eleven Mile Road

Articles to be sold are bicycles, misc. parts and other unclaimed articles at the Farmington Hills City Police Department.

FLOYD A. CAIRNS
Farmington Hills City Clerk

Publsh: May 9, 13 and 18, 1974

SUMMARY OF PROCEEDINGS FARMINGTON HILLS CITY COUNCIL REGULAR MEETING April 22, 1974

A regular meeting of the City Council of Farmington Hills, Oakland County, Michigan was called to order by Chairman Robert McConnell at 7:30 P.M. at the City Hall on the 22nd day of April, 1974. Present were Council Members Keith Deaton, Jean Dudley, Frederick Lichtman, Earl Oppenheimer, William Ortmann, and Margaret Schaeffer.

A public hearing was conducted on the necessity for Gill Road paving between Eight and Nine Mile. Numerous residents expressed opinions pro and con the improvement. It was determined that the cost of the extra-heavy pavement over and above the ordinary street paving, and the cost of the required creek crossing installation may be excluded from the special assessment to be levied upon abutting properties. A motion to declare the necessity for the paving improvement of Gill Road between Eight and Nine Mile roads was carried 6 to 1, opposed by Ortmann. Consideration of a request by Paul E. Kasper for Public Hearing before the Planning Commission on Rezoning Request No. 73-12-73, Lot No. 1 of Supervisor's Plat No. 11, between I-96 and Hathaway on the north side of Grand River, from L11 to B-2, was adjourned to Monday, May 20, 1974.

Council approval was granted to:

Farmington Lions Club White Cane Sale, week of April 29, 1974

Farmington Area Jaycees Walk for Farmington, May 4, 1974

O.C.C. Orchard Ridge GasLite Festival, May 17-18, 1974

A parents committee asked for immediate action on the improvement of Colfax Road. The Director of Public Safety was directed to provide increased police protection and the Building Division will investigate complaints regarding abandoned properties.

Report of the 1974 Board of Review was submitted by the City Assessor. The City's total assessed valuation is estimated at \$33,346,400.

The City Attorney was directed to enter litigation with the Police Officers Association concerning the cost-of-living increase formula. Agreement in this matter has been reached between the City and the Lieutenants & Sergeants Association. Following hearings in connection with the discipline of the embezzlement of police funds, the findings of the Police Appeals Board and Personnel Committee were presented by Mr. Oppenheimer and Mrs. Dudley. Subject to a contract agreement to be implemented by the City Attorney and the P.A.A.C. administrators, funding in the amount of \$12,000 was allocated to P.A.A.C. as agent for the City. The budget request of the Youth Employment Service for the 1974-75 fiscal year was denied by a vote of 5 to 2. The Council approved allocation of funds in the amount of \$700 for the Farmington Youth Assistance Board.

Due to difficulties in securing easements for the Coy drain installation, the continuation of cost hearing on Special Assessment District Roll No. C-85, for road improvement in Franklin Fairway and Franklin Forest Subdivision, was adjourned to May 13, 1974.

The following contracts were awarded:
1,000 ft. 1 1/2" Ponn fire hose @ \$1.10/ft., to the Safeco Company.
4,000 ft. 3" fire hose @ \$2.33/ft., to the Ponn Company.
1,000 ft. 5" fire hose, Snap-Type, 50' lengths, @ \$284.00/length, to the Peter Poyette Company.

The Sisquicentennial Chairman, Mr. John Anhalt, reported on the progress of fund-raising efforts for the community celebration and for purchase of a Showmobile. The City authorized the purchase of 500 tickets @ \$2.00 each for the Mike Ward Show for distribution to youth and senior citizens. Council also authorized the sale of tickets at the City Hall.

Escrow in the amount of \$7,500 was approved for King's Pointe No. 3, northerly park area of 4.78 acres, completion date set for November 1, 1974, as recommended by the Planning Commission.

The following Ordinances were introduced:
Ordinance 49-C, Penal Code
Ordinance C-85, Motor Vehicle Size, Weight and Load Restrictions
Ordinance Amendment C-23-e, Swimming Pool Ordinances

A rehearing was scheduled for May 20, 1974 on the proposed vacating of Shiawassee Road between Nine Mile and Middlebelt Roads.

A Necessity Hearing for the paving of Inkster Road from 10 1/2 Mile to Twelve Mile Roads was scheduled for May 20, 1974.

Resolution signifying the month of April as Anti-Forced Bussing Month was approved.

Request for Club Liquor License by the Detroit Tennis and Squash Club, 3101 Brake Road, was tabled for further consideration by the Council.

Resolution was approved and adopted authorizing commitment of 5% of the total cost in cash for the Code Training Program, Patrol No. 11092-2, covering the period of September 1, 1973 to September 1, 1974.

The meeting was adjourned at 1:45 A.M.

Prepared by: FLOYD A. CAIRNS
City Clerk
Approved by: ROBERT A. MCCONNELL
Mayor

Publsh: May 9, 1974