

Offer New Concept In Language Courses

FARMINGTON
A new concept in language courses, Visa to French, has been introduced by Magnetic Video Corp. which is in full operation at 23434 Industrial Park Ct. in the Farmington Freeway Industrial Park.

A continuing French course designed for persons who already have a knowledge of the French language, yet want to "brush-up" and increase their proficiency. Visa to French is being produced on LP records and cassette tape cartridges.

UNLIKE MOST BRUSH-UP courses, the new approach puts emphasis on practical, everyday conversations.

Through the continual use of French in conversation form, students regain their knowledge of forgotten French verb forms and vocabulary and recover the investment of time and money already spent on French studies.

Script for the lesson series was written by a team of French language experts under the direction of Dr. Guy Capelle, a distinguished linguist whose qualifications include director of the Bureau for the Teaching of the French language and Culture for the French Ministry of Education.

Capelle has held educational assignments in Venezuela, Scotland, Morocco, Brazil, Peru, and U.S. and in Europe. In addition, he has authored several French textbooks and articles.

Accompanying the 33 1/3 LP or the tape cassette, is an illus-

trated magazine enabling the student to follow the dialogue in French and English. Quizzes are included at the end of each lesson to insure complete comprehension of the dialogue.

Lessons include colloquial phrases necessary to everyday French conversation, entertaining

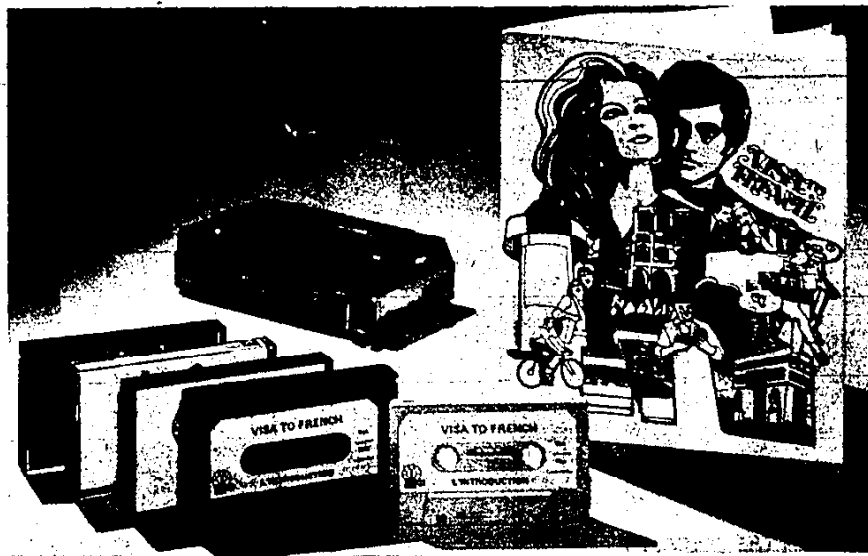
songs, recipes, French humor and interviews.

THE COURSE GIVES insight into the way the French think and act. Students taking French in high school or college may use the series as a supplement.

Visa to French is available in subscription form with two les-

sons mailed each month. Production of the recordings begins in March but may be ordered now at pre-publication prices at substantial savings.

Magnetic Video Corp. will supply information or order instructions upon request at 23434 Industrial Park Court, Farmington, Mich. 48024.



LANGUAGE AIDS • Magnetic Video Corp. has developed LP records, tape cassettes and an illustrated magazine to be used as a continuing French course for persons to "brush-up" on the language and increase their proficiency. The equipment is being produced in Farmington and will go on sale in March.

Segal Finds Farmington Right Spot

FARMINGTON
One of Michigan's largest mechanical air handling contractors, A. J. Segal & Sons Contractors, Inc., moved into its new \$200,000 plant last fall in the Farmington Industrial Subdivision.

The 14,000 square foot facility is fully air conditioned and is located at 24651 Crestview Court, near the junction site of I-275 and I-96.

SEGAL & SONS was the first industrial firm to locate in the New Farmington Industrial Subdivision which is located five minutes from the heart of downtown Farmington.

The firm moved last October from Inkster where it had operated for 20 years. The company specializes in commercial and residential heating-cooling-ventilation and provides 24-hour service for the suburban and Metropolitan Detroit areas.

A fleet of 14 radio-dispatched trucks furnishes instant service to residential customers in the immediate area. The Farmington-based operation employs 40 persons.

President of the firm, George Segal, also serves as second vice-president of the Sheet Metal and Air Conditioning Contractors Association.

Robert Segal, partner and secretary-treasurer, lives on Somerwood Court in Farmington Township.

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Yes... we've kept our eyes glued on Livonia, Plymouth, Redford, Farmington, Garden City and Westland in recent years and we congratulate you on your continued growth.

We're particularly proud of Livonia, where our office and plants are located. We extend our heartfelt thanks to the residents and governmental body of Livonia for providing a healthy business climate conducive to the growth of our three divisions.

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