

datebook

● **PURCHASE MANAGEMENT**
Thursday, Oct. 17 — "How to Build a Minority Supplier Base" Dave Blog, CEO Superb Manufacturing, and Renaldo Jensen will discuss how minorities can play a bigger part in the supplier base at 5 p.m. at The International in Greek Town.

● **WOMEN BUSINESS OWNERS**
Thursday, Oct. 17 — Deborah McGriff, general superintendent of Detroit Public Schools will speak on "Teaching Students to become leaders" at 6:30 p.m. at Southfield Marriott Hotel.

● **CAREER MANAGEMENT**
Thursday, Oct. 17 — Jeffery Evans, partner at Sullivan and Associates, and Bruce Walby, senior consultant at Coopers & Lybrand, conduct a one-evening lecture on "Career Management: When Things are Going Well — or — When Crisis Hits" at 7:30 p.m. at Cranbrook P.M. Call 645-3555.

● **MANAGEMENT ACCOUNTANTS**
Thursday, Oct. 17 — Institute of Management Accountants meets in Farmington Hills. Information: Maxine Sherman, 737-2745.

● **SMALL BUSINESS BUCKS**
Saturday, Oct. 19 — "Sources of Assistance and Information for Small Businesses" 9:11:30 a.m. in Troy. Fee: \$20. Information: 689-4398. Sponsors: Walsh College, Oakland Community College.

● **CAREER WOMEN**
Friday and Saturday, Oct. 19-20 — National Association of Career Women will hold its annual convention at the Hilton Garden Inn in Southfield. Call 474-4241.

● **LOTUS 1-2-3**
Saturday, Oct. 19 through Nov. 9 — "Lotus 1-2-3 Version 2.2" 9 a.m. to 12:30 p.m. near Rochester. Fee: \$150. Information: 370-3120. Sponsor: Oakland University.

● **LEGAL SECRETARIES**
Monday, Oct. 21 — Oakland County Legal Secretaries will meet at 6 p.m. at Kingsley Inn in Bloomfield Hills. Call 556-6590.

● **PURCHASING LAW**

Monday and Tuesday, Oct. 21-22 — "Purchasing and the Law," a two-day seminar by James J. Ritterkamp, will be at the MSU Management Center in Troy, 8 a.m. to 5 p.m. Call 773-3737.

● **INTERMEDIATE LOTUS**
Mondays, Oct. 21 through Nov. 11 — "Intermediate Classes in Lotus 1-2-3 on the IBM PC" 7-9 p.m. in Bloomfield Hills. Fee: \$88. Information: 645-3635.

● **BUSINESS IDEA FEASIBILITY**
Tuesday, Oct. 22 — Seminar for people thinking about starting their own business at 9 a.m. Sponsored by Business Enterprise Development Center. Call 698-4094.

● **CPAS AND BANKRUPTCY**
Tuesday, Oct. 22 — "The Role of the CPA in Bankruptcy and Insolvency" presented 8 a.m. to 5 p.m. in Troy. Fee: \$105. Information: 655-2288. Sponsor: Michigan Association of Certified Public Accountants.

● **CONDO ASSOCIATIONS**
Tuesday, Oct. 22 through Nov. 12 — "Introduction to Successional Condominium Association Operation" 7-9 p.m. in Birmingham. Fee: \$75. Information: 577-4665. Sponsor: Wayne State University.

● **DO IT NOW**
Wednesday, Oct. 23 — Aggressive Management presents one-day seminar of skills and survival strategies at the Novi Hilton. Information: 463-8515.

● **MONEY MANAGEMENT**
Wednesday, Oct. 23 — Seminar for people thinking about starting their own business at 9 a.m. Sponsored by Business Enterprise Development Center. Call 698-4094.

● **BEGINNING WORDPERFECT**
Wednesday, Oct. 23 through Nov. 20 — "For Beginners: WordPerfect" 6:30-8:30 p.m. near Rochester. Fee: \$150. Information: 370-3120. Sponsor: Oakland University.

● **WOMEN ENTREPRENEURS**
Wednesday, Oct. 23 — "Are you an entrepreneur?" A free two-hour seminar for women considering starting their own business. Informa-

tion: 596-3578. Sponsor: National Association of Women Business Owners.

● **SMALL BUSINESS MONEY MANAGEMENT**
Wednesday, Oct. 23 — "Money Management Requirements of Owning a Business" 9-11:30 a.m. in Troy. Fee: \$20. Information: 689-4398. Sponsors: Walsh College, Oakland Community College.

● **EMPLOYEE REALATIONS**
Thursday, Oct. 24 — Seminar for people thinking about starting their own business at 9 a.m. Sponsored by Business Enterprise Development Center. Call 698-4094.

● **WRITING BUSINESS PLANS**
Thursday, Oct. 24 — Seminar for people thinking about starting their own business at 9 a.m. Sponsored by Business Enterprise Development Center. Call 698-4094.

● **MICHIGAN TAX WORKSHOP**
Thursday, Oct. 24 — Nineteenth annual Michigan Tax Workshop for CPAs in Bloomfield Hills. Fee: \$150. Information: 855-2288. Sponsor: Michigan Association of Certified Public Accountants.

● **BIRMINGHAM NETWORKING**
Thursday, Oct. 24 — Fall Business Connection 5:30-7:30 p.m. in Bloomfield Township. Tickets: \$10. Information: 644-1700. Sponsors: Birmingham-Bloomfield Chamber of Commerce and Entertainment Publications.

● **NETWORKING**
Thursday, Oct. 24 — Strive women's networking group meets in Troy. Information: Joan Hoover, 391-0088.

Information for this column should be sent to the business editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150.

Information must be received by Monday to be published in the Thursday issue. Publication cannot be guaranteed.

Information should contain a daytime telephone number where information can be verified.

You are cordially invited to attend

Rhythm & Blues
in celebration of United Nations Day

Thursday, October 24, 1991
6:45 p.m.

Oakland Community College/
Orchard Ridge Campus-Smith Auditorium
27055 Orchard Lake Road
Farmington Hills

Featuring the metro area's top jazz performers.

**Ursula Walker/Buddy Budson Trio
George Benson and Friends
Norma Jean Bell and the All Stars
Alexander Zonjic and Friends**

a benefit performance for the
Oakland County Center for Open Housing

Advance tickets: \$13 (\$15 at door)

Tickets available at Southfield City Hall
main reception desk during business hours;
Southfield Parks & Recreation Bldg
main reception desk evenings and Saturdays

Make checks payable to:
Oakland County Center for Open Housing.
Donations are tax-deductible.

For more information:

OCOCH: 647-0575, Southfield Community Relations Dept: 354-4854

Sponsored by

OCOCH

The Observer-Eccentric Newspapers

WJZZ Jazz 106 FM

Birmingham-Bloomfield Task Force on Race Relations and Ethnic Diversity
Race Relations Council of Metropolitan Detroit



Observer & Eccentric CLASSIFIED ADVERTISING

644-1070 Oakland County
591-0900 Wayne County
852-3222 Rochester/Avon

Before You Buy A Yellow Page Ad Take This Simple Test.

- | T | F | |
|------------------------------|--------------------------|---|
| 1. ☐ | ☐ | Your customers don't care about pricing. |
| 2. ☐ | ☐ | Your business may never relocate. |
| 3. ☐ | ☐ | You will never have a sale. |
| 4. ☐ | ☐ | You don't need to build your image. |
| 5. ☐ | ☐ | You don't need to find new customers. |
| 6. ☐ | ☐ | You don't need to respond to changes in the market. |
| 7. ☐ | ☐ | Seasonality has no impact on your competition. |
| 8. ☐ | ☐ | You have no competition. |
| 9. ☐ | ☐ | You don't care about maximizing your ad dollars. |
| 10. ☐ | ☐ | You like the color yellow. |

Chances are, your business can use a lot more help than you'll get by taking out a big ad in the Yellow Pages.

You see, the Yellow Pages is basically a directory. So if people aren't actually trying to find your type of business, they won't see your listing.

On the other hand, an ad placed in The Observer & Eccentric offers you guaranteed readership.

More importantly, The Observer & Eccen-

tric gives you an active, timely voice in the community. Whether you need to run a sale, announce a new product, or have a holiday promotion, there's no smarter way to spend your advertising dollars. To find out more about how The Observer & Eccentric can help your business, call our advertising department at 591-2300 in Wayne County or 644-1100 in Oakland County. And by the way, if you checked "yes" to question number 10 above, we can help you with that too. Even if it is the color yellow.

THE
Observer & Eccentric
NEWSPAPERS

WHEN IT COMES TO ADVERTISING, WE MEAN BUSINESS

dairy mart

PRICES EFFECTIVE THRU OCT. 26, 1991 AT PARTICIPATING STORES

Fall Favorites

THE ORIGINAL CHIP CHOP
HORMEL

CHOPPED

HAM

\$1.99

AND WATER
ADDED LB.

FLAVOR OF THE MONTH
DEEP DISH APPLE PIE

SPECIAL OCCASION

ICE CREAM

\$1.99

HALF GALLON

DAIRY MART
FARM FRESH

1% MILK

\$1.99

GALLON

LAWSON CUSTOM SLICED

PREMIUM
BOLOGNA

\$1.99

LB.

BREWSTER

BABY SWISS
CHEESE

\$3.49

LB.

SANDRIDGE GOURMET

POTATO
SALAD

99¢

LB.

CONTINENTAL DELI
COTTO SALAMI, LB.\$2.49

CHEESE N' PEPPERONI
HOFFMAN CHEESE, LB. \$3.69

SANDRIDGE GOURMET
BAKED BEANS, LB. \$1.89

PEPSI
2 LITER

\$1.29

MONSTER
MATCH

\$1.69

SEE STORE FOR DETAILS

DORITOS
TORTILLA CHIPS

\$1.69

9.5 OZ.

HAVE A FUN AND SAFE HALLOWEEN

- | | |
|---|---|
| 1. TRICK-OR-TREAT ONLY IN YOUR OWN NEIGHBORHOOD, ON WELL LIGHTED STREETS. | 3. THROW AWAY ANY CANDY OR FOOD THAT IS NOT WRAPPED BY THE CANDY COMPANY. |
| 2. HAVE YOUR PARENT OR OLDER BROTHER OR SISTER GO WITH YOU. | 4. IF THERE ARE ANY SUSPICIOUS TREATS, NOTIFY THE POLICE. |