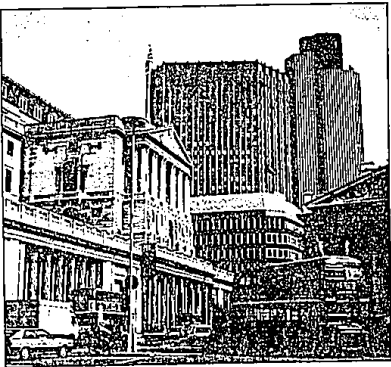


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OBITUARIES

MADELEINE M. BORMAN

Mrs. Borman, 73, of Farmington died Aug. 18 in Providence Hospital, Southfield.

Born in Detroit, Mrs. Borman was a homemaker. She was a member of the Wives of the Farmington Elks Club.

Survivors include her husband, August; son, Michael Gilder; daughter, Patricia Callmer; brothers, George Even, Raymond Even and Thomas Even; and several grandchildren.

Mass was celebrated Aug. 20 at St. Alexander Catholic Church with the Rev. James Wright officiating.

Memorials may be made to the Farmington Elks Club. Arrangements were made by the Heeney-Sundquist Funeral Home, Farmington.

VIRGINIA C.W. ANDREWS

Mrs. Andrews, 80, of Farmington Hills died Aug. 22 in Botsford Hospital, Farmington Hills.

Born in Berwyn, Ill., Mrs. Andrews was a teacher in Niles Public Schools for 19 years. She was a graduate of Northwestern University and University of Michigan with a degree in education.

Mrs. Andrews was a member

of the Michigan Education Association and other teaching organizations.

Survivors include her daughters, Shirley Diane Cook and Barbara Deonogue; sister, Shirley McBride; and four grandchildren. Funeral services were private. Arrangements were made by the Thayer-Rock Funeral Home, Farmington.

ROBERT CECIL MURPHY JR.

Mr. Murphy, 65, of Farmington Hills died Aug. 22.

Born in Arlington, Mass., Mr. Murphy was a sergeant for Chevrolet Division, General Motors. He retired in 1988. He was a World War II Marine Corps veteran and a Mason.

Survivors include his wife, Helen; daughters, Cheryl Cagline, Kathy Murphy and Betty Butcher; sisters, Jean Feindel and Charlene Gray; three grandchildren.

A memorial service was held Aug. 27 at the Thayer-Rock Funeral Home, Farmington, with Reader Leza, Priest of First Church of Christ, Scientist, Farmington, officiating.

Memorials may be made to the church or charity of your choice.

LOTTIE ROSE VICK

Mrs. Vick, 70, of Farmington Hills died Aug. 22 in Botsford Hospital, Farmington Hills.

Born in Wyandotte, Mrs. Vick was employed by Botsford Hospital in admitting. Prior to that, she worked at the credit-collection department at Oakwood Hospital.

Survivors include her daughters, Joanne Pawelek and Sharon Griffith; sister, Mary Bostel; and four grandchildren.

Mass was celebrated at St. Alexander Catholic Church, Farmington Hills, with the Rev. James Wright officiating. Burial was in Our Lady of Hope Cemetery, Wyandotte.

Memorials may be made to the American Diabetes Association. Arrangements were made by the Thayer-Rock Funeral Home, Farmington.

EDWARD LOUIS VICTOR

Mr. Victor, 74, of Englewood, Fla., formerly of Farmington, died Aug. 23 in Providence Hospital, Southfield.

Born in Detroit, Mr. Victor was an engineer for Ford Motor Co. He retired in 1980. He attended Ford Trade School. Mr. Victor was an avid bowler.

Survivors include his wife, Norma; sons, Ken, David and Eddie; daughters, Arlene Oliveri and Christine Stone; sisters, Genevieve Zajac and Dolphine Victor; brothers, Raymond Victor and George Victor; six grandchildren. Services were Aug. 25 at the Thayer-Rock Funeral Home, Farmington.

THOMAS WARD HART

Mr. Hart, 77, of Farmington Hills died Aug. 23 in Botsford Hospital, Farmington Hills.

Born in Detroit, Mr. Hart was an engineer with Michigan Bell. He was a University of Detroit graduate. He was a member of a ham radio club and St. Fabian-Ushers. He coached Little League Baseball for 12 years and won a state Little League Championship. He founded St. Fabian Youth Group.

Survivors include his sons, Thomas Jr., Robert, Edward and Michael; daughter, Virginia Hart; 14 grandchildren.

Mass was celebrated at St. Fabian Catholic Church, Farmington Hills, with the Rev. Norbert Kondzierski officiating.

Woman helps make fair look hip to young

By KEVIN BROWN
Staff Writer

New billboards touting the Michigan State Fair proclaim, "The Wildest Ride Ever."

And "wild" is a good way to describe the new publicity campaign to promote the 1993 fair, which runs through Sept. 6.

It was put together by a two-woman free-lance ad team — graphic designer and Plymouth-Salem High grad Jeannine Caesar and Farmington Hills copy writer Nancy Wellinger.

Their mission is to make the fair seem hip to young people who've probably viewed the annual event as dull.

Fair organizers have added sports activities, new music groups and a "veto wall" to draw the young. Caesar and Wellinger's

job is to tell metro Detroit about those changes, and update the fair's image.

"Some see it as very country, not hip and cool," said Caesar, 32, a former Plymouth resident.

"There was a much-needed funking-up," said Wellinger, 37, of Farmington Hills.

The two, working out of Caesar's Royal Oak house, have come up with billboard slogans, including "Play more sports than Bo Jackson," "Watch a mother have a cow," "Attend more concerts than a Dead Head," and "Live like the Cartwrights on 'Bonanza.'"

The official 1993 Michigan State Fair T-shirt displays the word "wild" on the front. Letters are made up of drawings of a roller coaster, a ball and bat, cot-

ton candy on a cone, and a rabbit with pointed ears — all in vivid color.

"We want to show it as more of a party and less of an ode to the country life in Michigan," Wellinger said.

Still, they refer to livestock in their ad materials, because getting to see these animals is a unique experience in the city, they say, and therefore a good reason to go.

Caesar, an alumna of Detroit ad agency W.B. Doner, had worked earlier with Carol Marvin, publicity director for the fair, on a promotion of Trappers Alley.

In approaching Caesar about doing promotion for the state fair, "Carol wanted to hip it up," Caesar said.

Marvin is pleased with the re-

sults, saying, "They're doing a really great job."

In a promotional brochure titled "10 Reasons this year's State Fair will be the wildest ride ever," reason No. 2 reads, "We encourage you to sneak into concerts without paying," as all concerts are free with a fair ticket.

Reason No. 5 states, "Secretly, you're dying to dive into a pool of chocolate pudding," adding that this is possible when the Nickelodeon cable channel films its show "Wild & Crazy Kids" at the fair.

Reason No. 8 states, "You can watch the Cowboys defeat the Broncos," adding, "There'll be lots of hidin' and ropin' at the Dodge Truck Ram 'Tough Rodeo.'"

Wellington and Caesar have also worked on radio and TV spots to promote the festival.

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- Request subscriptions at your convenience.

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- Boardwatch magazine, a guide to on-line information services.
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