

The right clothes  
for the right job, 1D



Girls cage  
roundup, 1C

Local chefs star  
on cable TV, 1B

# Canton Observer

Volume 16 Number 18

Monday, September 17, 1990

Canton, Michigan

52 Pages

Fifty Cents

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## The Canton Connection

### Still hanging

Wayne County officials will be in Canton later this week to field questions about the controversial proposed expansion of Detroit Metropolitan Airport.

Deputy County Executive Mike Duggan will be among the speakers from the county to speak at the breakfast meeting 8 a.m. Thursday in Geneva Presbyterian Church on Sheldon Road. The Detroit Metropolitan Airport issue will appear on the Nov. 6 ballot.

The cost for the breakfast is \$5. For reservations, call 454-5427.

### Birthday honor

Philip Dingley, who turns 80 Sept. 19, was applauded by the board of trustees last week for his work serving the community "tirelessly for more than 30 years."

"As a lifelong resident who has always worked for the betterment of the community, Mr. Dingley is deserving of such recognition," according to a board resolution.

Dingley served as Canton supervisor from 1965-74 and before that worked as Canton treasurer and township trustee.

"Mr. Dingley has demonstrated throughout his life that an individual who is committed to his community can make an enormous difference for the betterment of that community," the resolution said.

### Cable complaints

Canton residents experiencing problems with Omnicom Cable service can now document the problem with a form designed by the Canton Cable Advisory Committee, a liaison between the township board of trustees and Omnicom.

Residents experiencing problems with cable service should contact Omnicom.

If the problem is not resolved, residents should call the township supervisor's office at 397-1000.

If a problem is still unresolved within two weeks, the cable committee will intercede.

Typical problems include installation snafus, power outages and quality of service.

### Fund-raising auction

The Canton Business and Professional Women organization awards scholarship money to area women who need help paying bills for educational pursuits.

This is the 10th year the organization is offering this help.

The group is looking for donations of services, gift certificates, meals, trips, hotel accommodations or cash for an auction.

The auction will be Saturday, Oct. 6, at the Canton Public Library.

For more information, call Joan Bolek at 453-4040.

## Foundation celebrates first birthday

By Julie Brown  
staff writer

The Canton Community Foundation's celebrating its first anniversary, so a birthday cake seemed appropriate.

Such a cake was displayed during a breakfast celebration the morning of Thursday, Sept. 13, at Fellows Creek Country Club in Canton.

"The people of Canton are coming together to make this a great place to live," said Norman Cepela, president of the Canton Community Foundation board.

The foundation, formed in August 1990, has supported a number of social service organizations, including First Step, an agency that works to end domestic violence.

Plymouth Family Service, the Salvation Army, Canton Place, a senior citizen housing facility, and Growth Works Inc., a youth agency, have also been helped by the foundation.

FOUNDATION LEADERS have worked together with people from various community groups, said Cepela, a Canton dentist.

That kind of cooperation helps make the community a better place to live.

"The foundation really was designed to be a stand-alone organization," Thomas Yack, Canton Town-

*'The people of Canton are coming together to make this a great place to live.'*

— Norman Cepela  
president of the Canton  
Community Foundation  
board

ship supervisor, told those at the meeting.

"Truly, the foundation has reached out to any number of organizations.

"It's really serving the purpose it was intended to serve. They can cut across all the lines," he said.

During the get-together, Yack presented a \$1,000 check from the foundation to the Canton Historic District Commission.

David Artley accepted the check on behalf of the commission.

The foundation's contributions include formation of a Canton Economic Club, which brings in speakers each month to talk about current issues.

The foundation was also instrumental in forming the new Canton Arts Council, Yack said.

The Rev. Kenneth Gruebel, who serves on the foundation's board,



BILL BRESLER/staff photographer

Norm Cepela, Canton Community Foundation, spoke at the breakfast held to celebrate the foundation's first year.

said some organizers were skeptical at first about the idea of forming a Canton Community Foundation.

Gruebel, pastor of Geneva Presbyterian Church in Canton, quoted from the Book of Proverbs: "Without

a vision, the people perish."

Foundation leaders have had a vision, Gruebel said, and that's kept the organization going strong.

"Strength multiplies in unity," he said. "This foundation is living proof

of that truth."

During the meeting, an announcement was made that American Yazaki Corp., represented by Masayuki Yamamoto, will donate \$20,000 to the Canton Community Foundation.

## Schools join suit to recover lost aid

By M.B. Dillon  
staff writer

Plymouth-Canton school officials decided Monday to join 29 other Michigan school districts suing the state to recover lost state aid.

Plymouth-Canton schools are losing more than \$1 million in categorical aid this year that was to have financed special education, employees' Social Security payments, transportation, bilingual education, and gifted and talented programs.

Because the district recently went out-of-formula, it receives no general state membership aid. The school system's \$68 million 1990-91 budget will be 98.5 percent locally raised revenue, and 1.5 percent categorical state aid.

All school districts, regardless of wealth, used to get categorical aid. But payments to wealthier districts are increasingly "recaptured" in Lansing jargon, and given to poorer districts.

TRUSTEES VOTED 7-0 to join the suit, but want to be able to withdraw if it looks like the outcome will be unfavorable for Plymouth-Canton.

If the suit drags on more than 10 years, the state still might not have enough money to cover damages, said Errol Goldman, executive director for employee relations.

Legal fees — expected to total \$50,000 to \$65,000 — are another concern. The plaintiffs have yet to decide whether they'll base the per-district cost on enrollment, or the amount of lost state aid.

Regardless, the board decided, this will still send a message to Lansing that the district is unhappy with the recapture situation.

ATTORNEY Dennis Pollard filed a complaint on behalf of the school districts last week in the Michigan Court of Appeals. The districts, some of which belong to the Michigan Out-of-Formula District Association, are from "all over the state; the only area not covered is the Upper Peninsula," he said.

"Among other things, we're requesting a preliminary injunction to restrain the implementation of the recapture provision of the school aid act adopted this summer."

The schools are suing on the grounds that the state is violating the Headlee Amendment, which says the state cannot reduce the proportion of financing for state-mandated programs below levels provided in 1978.

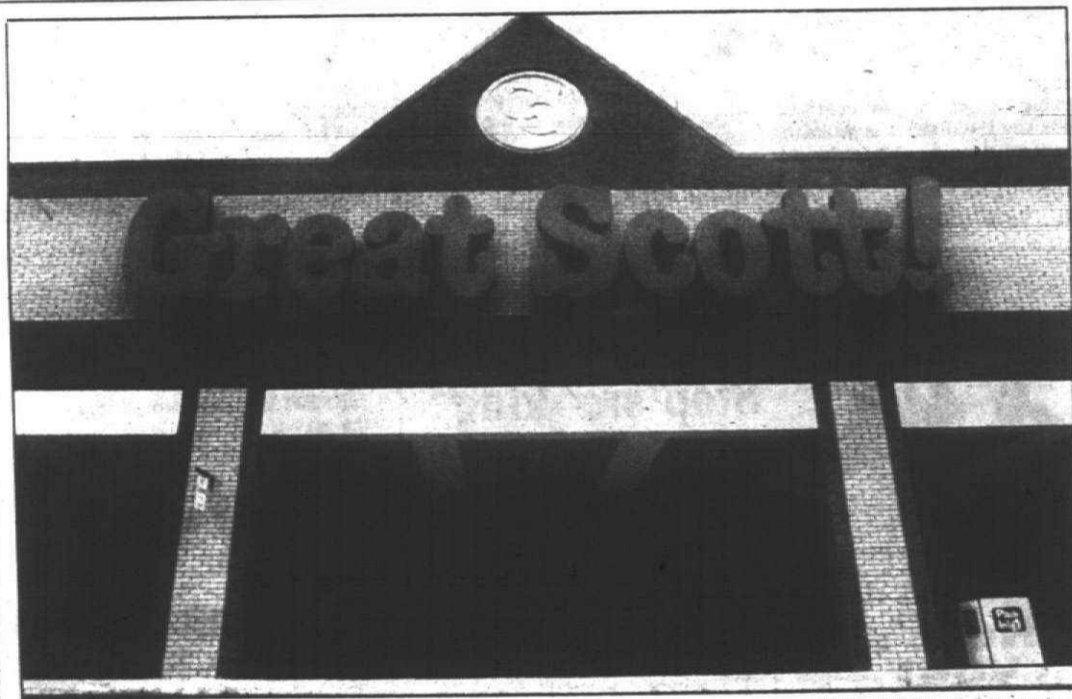
The metropolitan area is well-represented in the suit. Included are school systems in Rochester, Birmingham, West Bloomfield, Novi, Dearborn, Ann Arbor and Grosse Pointe.

Pollard won't know for another week when a hearing will be scheduled, he said.

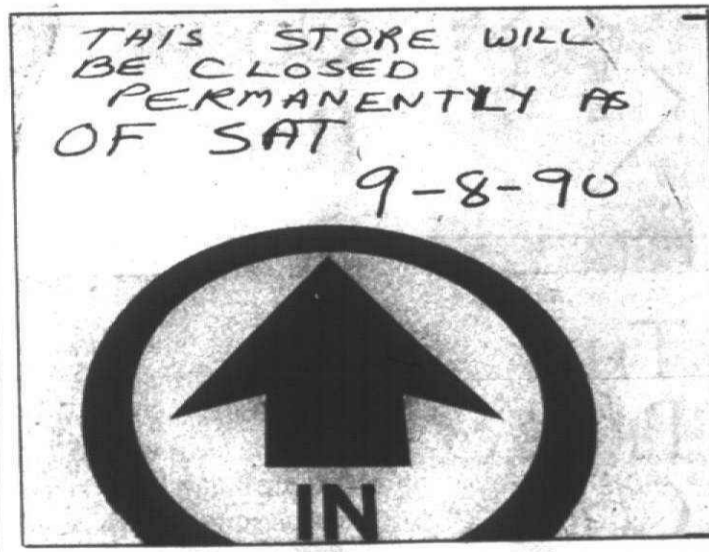
THE ROCHESTER Board of Education, facing \$2 million in state aid cuts, launched the lawsuit in July.

"The state's 'Robin Hood' approach allegedly takes from the rich and gives to the poor to spread equity," said Rochester Superintendent John Schultz. "We feel it's inappropriate. We don't consider ourselves to be a rich school district."

The state is causing irreparable damage by making program cuts unavoidable, Rochester school officials said.



BILL BRESLER/staff photographer



### Gone Kroger-ing

The Great Scott! store, which opened in February 1989, on Ford and Lilley was a casualty of the Detroit food wars. The store, which was one of 25 purchased by Kroger earlier this month, won't be reopened as a Kroger store, a spokesperson said. The Canton store is one of eight such stores bought by Kroger that won't reopen. The fate of the store is unknown, the spokesperson said.

## Note restrictions for letters to troops

By Diane Gale  
and Kevin Brown  
staff writers

If you want to send a little bit of home to troops in the Middle East, keep a few restrictions in mind, said Maj. Pat Filios, public affairs officer at Selfridge Air National Guard Base.

Meanwhile, service personnel would be able to send their mail free under legislation sponsored in Congress by U.S. Rep. William Ford, D-Taylor, who represents Canton.

Be careful that what you send won't offend Saudi Arabia customs officials, who are monitoring incoming mail and destroying items that they consider offensive, like alcohol

*Be careful that what you send won't offend Saudi Arabia customs officials, who are monitoring incoming mail and destroying items that they consider offensive, like alcohol and pornographic materials.*

— Maj. Pat Filios

and pornographic materials, Filios said.

DON'T EVEN send goods that

contain alcohol, like candy with brandy filling, she said.

And don't send anything that is perceived as pornographic, even

fashion magazines, with women in revealing clothing.

"You can send video cassettes," she said.

The content also must pass Saudi officials.

IF ITEMS found are considered contraband, illegal or offensive, not only are the postal privileges of the individual in jeopardy, but so is the postal service to all service personnel, Filios warned.

"Anything that could be considered perishable food is not a good idea," Filios said.

Also, the 12-ounce weight restriction limiting personal mail for Oper-

Please turn to Page 2

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Taste . . . . .	1B

NEWSLINE . . . 591-2300  
SPORTSLINE . . 591-2312  
CIRCULATION . . 591-0500  
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Look for the  
Plymouth  
Canton  
Suburban  
Cable Weekly



NOW in every Monday issue!







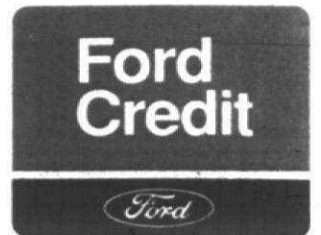
# WHY PAY FOR THE WHOLE PIE WHEN YOU ONLY WANT A PORTION?



## WHY PAY FOR THE WHOLE CAR WHEN YOU ONLY WANT TWO YEARS' WORTH?

You don't buy a whole pie, when you only want a piece. Why do any different with a car? Why buy the whole car when you only want a few years' worth? Now you don't have to with Ford Credit's Red Carpet Lease. Here's how it works. We take the total cost of the car, then deduct the

guaranteed future value. Your payments are the difference, plus a lease charge based on the total cost of the vehicle. So your monthly cost is much less than with a conventional purchase financed over the same period of time. The benefits go on and on.



**1990 MERCURY TOPAZ GS FOR 24 MONTHS JUST \$199 A MONTH PLUS \$1,200 CASH BACK**

Cash Down Payment	\$2,636.44
Refundable Security Deposit	\$200.00
Option Packages 363A & 60E Savings	\$1,550.00
Total Cash Due at Lease Inception Includes First Month's Lease Payment*	\$3,035.44
Total Amount of Payments	\$4,776.00
24 Monthly Lease Payments at*	\$199.00

## YOUR CHOICE FOR 24 MONTHS FOR \$299 A MONTH ALL WITH AUTOMATIC TRANSMISSION AND AIR CONDITIONING

<p><b>1991 GRAND MARQUIS LS</b></p> <table border="0"> <tr> <td>Cash Down Payment</td> <td>\$4,446.99</td> </tr> <tr> <td>Refundable Security Deposit</td> <td>\$300.00</td> </tr> <tr> <td>Option Package 172A Savings</td> <td>\$650.00</td> </tr> <tr> <td>Total Cash Due at Lease Inception Includes First Month's Lease Payment*</td> <td>\$5,045.99</td> </tr> <tr> <td>Total Amount of Payments</td> <td>\$7,176.00</td> </tr> <tr> <td>24 Monthly Lease Payments at*</td> <td>\$299.00</td> </tr> </table>	Cash Down Payment	\$4,446.99	Refundable Security Deposit	\$300.00	Option Package 172A Savings	\$650.00	Total Cash Due at Lease Inception Includes First Month's Lease Payment*	\$5,045.99	Total Amount of Payments	\$7,176.00	24 Monthly Lease Payments at*	\$299.00	<p><b>1990 COUGAR LS PLUS \$550 CASH BACK</b></p> <table border="0"> <tr> <td>Cash Down Payment</td> <td>\$3,141.25</td> </tr> <tr> <td>Refundable Security Deposit</td> <td>\$300.00</td> </tr> <tr> <td>Option Package 262A Savings</td> <td>\$721.00</td> </tr> <tr> <td>Total Cash Due at Lease Inception Includes First Month's Lease Payment*</td> <td>\$3,740.25</td> </tr> <tr> <td>Total Amount of Payments</td> <td>\$7,176.00</td> </tr> <tr> <td>24 Monthly Lease Payments at*</td> <td>\$299.00</td> </tr> </table>	Cash Down Payment	\$3,141.25	Refundable Security Deposit	\$300.00	Option Package 262A Savings	\$721.00	Total Cash Due at Lease Inception Includes First Month's Lease Payment*	\$3,740.25	Total Amount of Payments	\$7,176.00	24 Monthly Lease Payments at*	\$299.00	<p><b>1990 SABLE GS PLUS \$1,200 CASH BACK</b></p> <table border="0"> <tr> <td>Cash Down Payment</td> <td>\$3,530.85</td> </tr> <tr> <td>Refundable Security Deposit</td> <td>\$300.00</td> </tr> <tr> <td>Option Package 451A Savings</td> <td>\$700.00</td> </tr> <tr> <td>Total Cash Due at Lease Inception Includes First Month's Lease Payment*</td> <td>\$4,129.85</td> </tr> <tr> <td>Total Amount of Payments</td> <td>\$7,176.00</td> </tr> <tr> <td>24 Monthly Lease Payments at*</td> <td>\$299.00</td> </tr> </table>	Cash Down Payment	\$3,530.85	Refundable Security Deposit	\$300.00	Option Package 451A Savings	\$700.00	Total Cash Due at Lease Inception Includes First Month's Lease Payment*	\$4,129.85	Total Amount of Payments	\$7,176.00	24 Monthly Lease Payments at*	\$299.00
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## 1990 LINCOLN TOWN CAR FOR 24 MONTHS JUST \$499 A MONTH

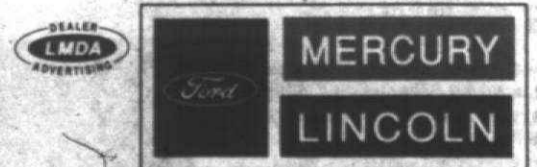


Cash Down Payment	\$6,057.22
Refundable Security Deposit	\$500.00
Total Cash Due at Lease Inception Includes First Month's Lease Payment*	\$7,056.22
Total Amount of Payments	\$11,976.00
24 Monthly Lease Payments at*	\$499.00

ADDITIONAL PROGRAM INFORMATION: Customer Cash Back directly from Lincoln-Mercury on 1990 models with a 24-month Ford Credit Red Carpet lease: \$1,200 on Topaz GS, \$1,200 on Sable GS, \$550 on Cougar LS. Customer Cash Back can be applied toward payment, refundable security deposit and first month's payment or you may keep the cash. For cash back and special lease terms you must take new vehicle delivery from dealer stock by 9/26/90. \*Total cash due at lease inception includes a refundable security deposit, cash down payment and first month's lease payment. †Lease payment is based on Manufacturer's Suggested Retail Price. \$11,645 on Topaz GS, \$16,734 on Sable

GS, \$17,449 on Cougar LS, \$20,623 on Grand Marquis LS, and \$28,680 on Town Car, including option package savings per model as shown above. Lease payment includes destination charges but excludes title, taxes and license fee and is based on a 24-month closed-end Red Carpet Lease from Ford Credit. Lessee may have the option to purchase the car at lease end at a price to be negotiated with the dealer at lease inception. However, lessee has no obligation to purchase the car at lease end. Lessee is responsible for excess wear and tear: 30,000 miles is the total mileage allowed with a \$.06 per mile charge over 30,000. Lease subject to credit approval and insurability as determined by Ford Credit. See your Lincoln-Mercury dealer for his price and terms. See your dealer for details.

## SEE YOUR METRO DETROIT LINCOLN-MERCURY DEALER WHERE GREAT DEALS ARE JUST AROUND THE CORNER.



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| <b>ROCHESTER</b><br><b>Crissman</b><br>1185 South Rochester Rd.<br>652-4200 | <b>ROSEVILLE</b><br><b>Arnold</b><br>29000 Gratiot at 12 Mile Rd.<br>445-6000 | <b>ROYAL OAK</b><br><b>Diamond</b><br>221 N. Main St. at 11 Mile<br>541-8830   | <b>SOUTHFIELD</b><br><b>Star</b><br>24350 W. 12 Mile Rd.<br>354-4900                           | <b>SOUTHGATE</b><br><b>Stu Evans</b><br>16800 Fort St. at Pennsylvania<br>285-8800 | <b>STERLING HEIGHTS</b><br><b>Crest</b><br>36200 Van Dyke at 15 1/2 Mile<br>939-6000 | <b>TROY</b><br><b>Bob Borst</b><br>1950 West Maple<br>643-6600                     | <b>YPSILANTI</b><br><b>Sesi</b><br>950 East Michigan<br>565-0112      |











# FACTORY AUTHORIZED CLEARANCE!

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## METRO DETROIT FORD DEALERS



### '90 FORD TEMPO

**7.9% OR \$1000**  
A.P.R. FINANCING FOR UP TO 48 MONTHS

**\$2550** (3) **CASH BONUS** (1)  
SAVE

Save \$1550 (2) when you buy Preferred Equipment Package 226V on 1990 Ford Tempo GL four door.

Combine Option Package Savings of \$1550 with \$1000 Cash Bonus (1) for a total value of \$2550. Package includes: ■ Air Conditioning ■ Rear Window Defroster ■ Light Group ■ Power Lock Group ■ Dual Electric Remote-Control Mirrors ■ Tilt Steering

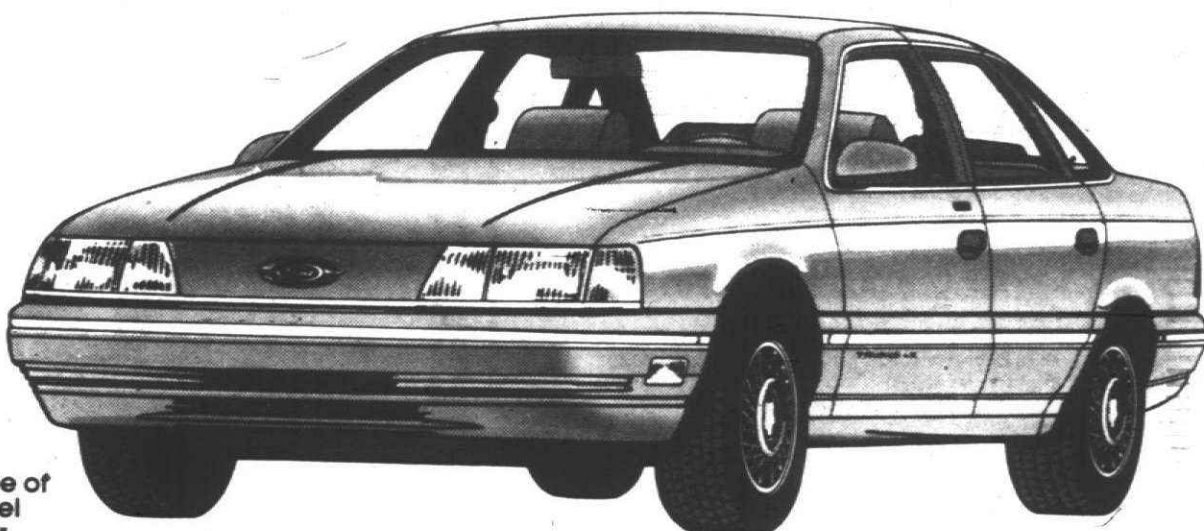
### '90 FORD TAURUS

**4.8% OR \$1000**  
A.P.R. FINANCING FOR UP TO 48 MONTHS

**\$1700** (3) **CASH BONUS** (4)  
SAVE

Save \$700 (2) when you buy Preferred Equipment Package 204A on 1990 Taurus GL.

Combine Option Package Savings of \$700 with \$1000 Cash Bonus (4) for a total value of \$1700. Package includes: ■ Air Conditioning ■ Speed Control ■ Tilt Steering Wheel ■ Power Locks and Windows ■ 6-Way Power Driver's Seat ■ Rear Window Defroster ■ Electronic AM/FM Stereo with Cassette ■ And more.



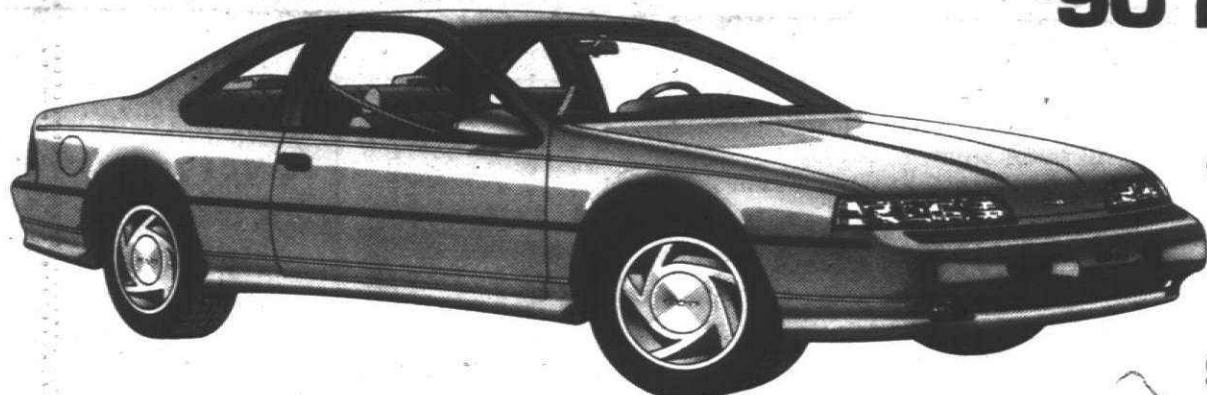
### '90 FORD THUNDERBIRD SC

**4.8% OR \$1000**  
A.P.R. FINANCING FOR UP TO 48 MONTHS

**\$2168** (3) **CASH BONUS** (4)  
SAVE

Save \$1168 (2) when you buy Preferred Equipment Package 157B on 1990 Ford Thunderbird SC.

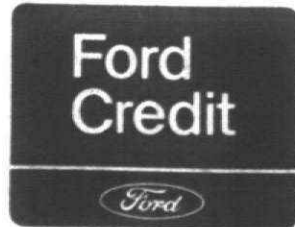
Combine Option Package Savings of \$1168 with \$1000 Cash Bonus (4) for a total value of \$2168. Package includes: ■ Luxury Group ■ AM/FM Electronic Stereo Cassette ■ Rear Window Defroster ■ 6-Way Power Drivers Seat ■ Power Lock Group



## LEASE A '91 FORD ESCORT FOR ONLY...

**\$166\***

Monthly lease payment 24 - month lease includes use tax.



**THE ARITHMETIC:**

Monthly Lease Payment	\$ 166.00
Number of Months	24
Cash Down Payment	\$1,000.00
Refundable Security Deposit	\$ 175.00
Total Due at lease inception	\$1,341.00
Total Amount of Payment	\$3,984.00
Total Mileage Allowed	30,000
Mileage Charge Over 30,000	6¢ per mile

**THE TERMS**

Lessee may have the option to purchase the car at lease end at a price to be negotiated with the dealer at lease inception. However, lessee has no obligation to purchase the car at lease end. Lessee is responsible for excess wear and tear. Refundable security deposit and first months cash down payment due at lease signing. Lease subject to credit approval and insurability as determined by Ford Credit.

(1) Cash Bonus or 7.9% APR financing through Ford Credit for qualified buyers. 48 months at \$24.36 per month per \$1,000 financed with 10% down. Dealer participation may affect savings. Take new vehicle retail delivery from dealer stock by 9/26/90. See dealer for details.  
(2) Savings based on manufacturer's suggested retail price of Option Package vs. MSRP of options purchased separately.  
(3) Total savings based on cash bonus plus option package savings.  
(4) Cash Bonus or 4.8% APR financing through Ford Credit for qualified buyers. 48 months at \$22.93 per month per \$1,000 financed with 10% down. Dealer participation may affect savings. Take new vehicle retail delivery from dealer stock by 9/26/90. See dealer for details.

\*Lease payment based on Manufacturer's Suggested Retail Price of \$8,237 for a 1991 Escort Pony Hatchback including use tax and destination charges. Title and license fees extra. See your Metro Detroit Ford Dealer for his price and terms. Offer ends 9/26/90.

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FLAN FORD, INC.  
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**CENTERLINE**  
NORTH THOROUGHS, INC.  
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JERRY SHEPHERD COMPANY  
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BILL BROWN FORD, INC.  
3222 Plymouth Road

**MT. CLEMENS**  
MIKE GURMAN FORD, INC.  
37490 Grand

**RUSS MILNE FORD, INC.**  
83870 Grand Avenue

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4101 Plymouth Road

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FLANNERY MOTORS, INC.  
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PAT MILLIKEN FORD, INC.  
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AL LONG, INC.  
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JACK JOHNSON, INC.  
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**WESTLAND**  
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GORDON FORD, INC.  
17925 Allen Road

**FORD**

*Metro*

**DETROIT'S Quality DEALERS**



tennis

PLYMOUTH SALEM 4
WEDNESDAY AT 4
No. 1 singles: Kathy Marschak (PS) def. Lisa...

FARM HILLS MERCY 6
ALTON LADYWOOD 1
No. 1 singles: Alison West (FM) def. Lauren...

NORTH FARMINGTON 7
WELLS JOHN OLIN 0
No. 1 singles: Jennifer Wolf (NF) def. Kara...

NORTH FARMINGTON 2
No. 1 singles: Karen Vogt (N) def. Jennifer...

PRE-SEASON HEATING SALE
FURNACES INSTALLED FROM \$895.00
CASH 'N CARRY FURNACE SALE
50,000 BTU \$379.00

Chargers, Rocks stay unbeaten

All the scoring came in the first half Wednesday as Livonia Churchill's boys soccer team won...

Churchill had 20 shots on goal, but couldn't add to its first-half lead. "We looked a little fatigued, we were slow to the ball," said Churchill coach Mark Mason.

SC WOMEN: The Lady Ocelots' season-opener was unimpressive, but to be sure, University of Michigan scored three times, two on shots from nearly 30 yards out, and blanked SC 3-0 Wednesday at U-M.

PLYMOUTH CHRISTIAN won its Michigan Independent Athletic Conference opener Friday at Bloomfield Hills Roper 33-29 behind senior guard Tamara Tilly's 13 points.

FOREIGN LANGUAGES
"THE DARTMOUTH METHOD"
CLASSES BEGIN IN SEPTEMBER
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Soccer

SALEM 6, FRANKLIN 1: On Wednesday, the state-ranked Rocks outscored visiting Livonia Franklin 6-1 in the second half to record their sixth straight victory.

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Waterford Mott, but the host Raiders had only eight additional points and lost 54-48 to unbeaten Livonia Franklin.

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The patio
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ROLLER SKATING

Lessons for beginning roller skaters start Saturday, Oct. 6, at the Skaters' Station, Canton Parks and Recreation Services is sponsoring the lessons for Canton children ages 3 to 15.

POSTPONEMENTS: Tornado watches, high winds and heavy rain caused the postponement of two games on Friday.

SWIMMING NEWS
The Plymouth-Canton Cruisers Swim Club has begun a new competitive season, and new swimmers are welcome to attend.

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Grouse season under way

THE ASPEN THicket erupted suddenly with a whirl of wings as a half dozen jittery grouse exploded into flight from beneath my feet.

Chiefs fall shy
down they get before half time," Khoenle said.

Chiefs fall shy
down they get before half time," Khoenle said.

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Bill Parker outdoors

Bill Parker
The heartlands of the northern Lower Peninsula. They feed on buds, fruit, seeds, leaves and occasionally insects.

Chiefs fall shy
down they get before half time," Khoenle said.

Chiefs fall shy
down they get before half time," Khoenle said.

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Salem golfers take latest round in rivalry

The latest chapter in the Salem-Canton athletic rivalry was written on the golf course Thursday where the Rocks defeated the Chiefs 216-133.

Chiefs fall shy
down they get before half time," Khoenle said.

Chiefs fall shy
down they get before half time," Khoenle said.

Marriott Soccer Classic
OAKLAND UNIVERSITY
Rochester, Michigan
SEPTEMBER 22, 23, 1990

Marriott Soccer Classic
OAKLAND UNIVERSITY
Rochester, Michigan
SEPTEMBER 22, 23, 1990

Canton boys prevail

Plymouth Canton has the edge over rival Plymouth Salem in boys cross-country. The results of Tuesday's dual meet — the Chiefs won 18-34 at Cass Benton Park — are evidence of that.

Chiefs fall shy
down they get before half time," Khoenle said.

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Marriott Soccer Classic
OAKLAND UNIVERSITY
Rochester, Michigan
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Marriott Soccer Classic
OAKLAND UNIVERSITY
Rochester, Michigan
SEPTEMBER 22, 23, 1990







These guys don't know that much about protocol. There's no such thing as compromise. Winning is the only answer and to reach it may require some fast checking and, when necessary, fistcuffs. So, meet the Ambassadors on Page 6D.

# Customizing that corporate image

By Joanne Sobczak  
special writer

Color me professional . . . If only it was that easy.

In today's corporate society, a lack of visual presence in a professional person can cost an individual a new position or a promotion.

In her book, "The Professional Image," syndicated columnist and founder/president of The Professional Image Inc., Susan Bixler discusses how American corporate life's fast-paced, efficiency-oriented philosophy comes right down to the color of one's shoes. Because time is so valuable, it would not be uncommon for a personal representative to easily determine one's suitability for the job just by using visual clues.

In short, if a person's dress is out of place — color or style — his or her application may meet the bottom of the trash basket.

Those men and women climbing the ladder to success in the Detroit area don't have to seek out the author to learn how to create their own polished business look. There's plenty of fashion consultants, trained specifically to advise the company professional.

Like Ernest Drucker, owner of Executive Custom Shirtmakers Inc. in Birmingham.

"People put their trust in us to help them portray the proper image," said Drucker, who sees about 5,000 clients annually. And he stands behind the principle his store brochure touts — "Investment dressing . . . because your best investment is you."

"SOME MEN realize it, and some don't, that how one dresses is an expression of one's personality," said the Austrian-born and Parisian-trained tailor. "It is important that the person look their part. Think about your clothing as an investment in your career."

"The old saying is that you never get a second chance to make a first impression."

Drucker has designed shirts and suits for the upper echelon of business professionals as well as for those in management positions and recent college grads embarking on their first interviews.

Drucker frowns on dress codes, calling them an insult to one's intelligence and cramping one's style. He added that he would resent such a policy.

"I had a young man who was in marketing at Ford Motor Co. and was very conscientious about the way he should dress," Drucker said. "He wanted all white shirts with white collars. I tried to tell him a lot of companies are relaxing their rules. The 'only a white



STEVE CANTRELL/staff photographer

Ernest Drucker, owner of Executive Custom Shirtmakers Inc. in Birmingham, gets a sleeve length for custom-made shirt from Rick Laney.

shirt and gray flannel suit' days are gone."

Drucker suggested color and style options that are acceptable corporate dress these days, but if such suggestions can't sway a customer, "then we will change the style of the collar and cuffs."

ACCORDING TO color experts, darker shades convey more authority while medium colors, like blue or tan, make one appear friendlier. Bixler warns against suit colors like green, which detracts from the

professional look, and brown, which makes a person look lower class. She recommends basic navy, medium blue, gray and camel.

Drucker agrees, adding that "at a management level, men should wear a single-breasted two- or three-button suit either in a gray or navy pinstripes or muted pattern." Dress shirts can be pale blue, pink, white or beige in a solid or fine pinstripe.

At Alex Davis Clothiers in Royal Oak, Dan Davis and his father, Alex, have rendered the "personal

touch" in men's clothing for almost two decades. A large percentage of their customers are GM executives, but they also offer fashion advice for corporate types from IBM, Burroughs, EDS and Chrysler.

While the younger Davis said he doesn't deal with it much these days, today's dress code is "conservative."

"We're talking about your blues and your grays (in suits), white shirts and patterned ties — the 'L.A. Law' Arnie Becker look — the

old basic, but there is something different about it," he said. "I don't really find there are dress codes the way there used to be. EDS is more restrictive than GM, but GM has loosened up a lot from what I can tell."

DAVIS BELIEVES that the "newer" employees fresh out of college tend to be more reserved to present a good impression. The younger worker mimics what he thinks is the company image and then after being there a few

months — or years — begins to think, "maybe I don't have to be so conservative here," Davis said.

A style not so fashionable in the past, which seems to be returning, is the double-breasted look, according to Davis. He used to special order the item, but for the fall season is making sure there will be plenty in stock to meet demand.

Another popular item, is cordovan shoes. This burgundy-colored accessory has been a big seller at the shop, but the color of the suit determines if the cordovan shoes can be worn, Davis said.

And, women, don't think you're off the hook. What is applicable to the top-notch male executive is also expected of the career-striving businesswoman, although she has a little more leeway. Women can enjoy the same classic styles in suits as men which offer a good cut and fit.

And in addition, the career woman has a wide range of accessories to mix and match. But because there is such a variety, there are often more problems and fashion consultants are sometimes necessary.

MARILYN NELSON, who manages Executive Custom Shirtmakers Inc., works with a number of women executives from Ford and GM. Professional engineers, CPAs and in-house attorneys for these firms, some depend on the store's expertise for general fashion suggestions while others have special needs.

"They're looking for something different apart from the polyester blouse," she said. "They want something that looks starched."

The fabric used is mostly a fine cotton that not only produces a tailored look but opaqueness. Material that is too transparent would convey an effeminate appearance not taken seriously by male counterparts, Nelson said.

A tailor-made double-breasted jacket, double-breasted vest and straight skirt is the most popular style. For it, Nelson recommends a blouse with a "fly front" (to cover the buttons), spread collar and French cuffs, accessorized with gold cuff links. A cream or ecru shade is a nice second choice to white with tiny navy or black pinstripes an inch apart, making the stripes hardly visible from afar.

Corporate trends also have changed when it comes to jewelry. Stanford Krandall of Sidney Krandall and Sons Jewelers in Troy said women in general tend to be more conservative on the job than off when it comes to dress and accessories. But that has been changing in the past 10 years.

Please turn to Page 6

# What to wear . . . or not wear: Corporate life has its standards

By Joanne Sobczak  
special writer

Detroit Piston's coach Chuck Daly doesn't really have to worry about a particular dress standard in his job, although he is deemed the best-dressed coach in the NBA.

He recalls the last time he was required to wear a tie at work was as a high school teacher — but that was a long time ago.

Gene Taylor, producer of the Dick Purtan Show on WKQI 95FM, remembers not being allowed to wear a bow tie when employed at Channel 4. He does admit that it is important for a company person to project a professional appearance with appropriate business attire.

"But you need something extra, even if it is just being a certain style of pen," he said, a twinkle coming from a diamond stud earring in his left ear lobe. "I guess there wouldn't be any guys at IBM with an earring."

Taylor may be right. IBM spokeswoman Elsie Schepeler said the corporation doesn't

**'We hire the cream of the crop here and these people usually know what to do.'**

— Elsie Schepeler  
IBM spokeswoman

have a written dress code; employees use their best judgment and dress professionally for the job they hold.

"We hire the cream of the crop here and these people usually know what to do," she said.

EVEN THOUGH Daly and Taylor have audiences and bosses with expectations of their performances which don't include the "power suit," dressing for success to produce that company image is part of many management and executive employee lives.

Ruth Stanton, public relations director at Electronic Data Systems, an independently operated subsidi-

ary of GM and leading supplier of information technology services, was definitely concerned about the company's rumored dress code.

She selected a green suit for her first interview there. And when she returned for the second interview with regional director of public relations Tony Good, she dressed in a magenta colored suit. That's when she questioned Good about the so called dress code.

He told her, "What you're wearing is fine," she said. And she never gave the dress code another thought. But EDS does have a written dress code that is more open than many people may think.

"Some areas of the company

dress more conservatively, other areas may dress more loosely," said Stanton, who believes that the gossip about the strict dress standard developed because of client association with the more conservative departments.

"PEOPLE WHO work here wear what makes sense and is appropriate to the climate, to the customer they are dealing with and to the environment that they find themselves."

The EDS written dress code goes something like this:

For men, a business suit in traditional styles — solids or pinstripes — in blue, gray, brown and black is appropriate. Dress shirts should be solid or pinstripe in white, light blue or other pastel colors with coordinating ties.

Women wear skirted suits, skirts with blouses or sweaters with appropriate shoes and no slacks, depending on the department or environment involved. Colors for women can cover the spectrum.

Please turn to Page 6



Barbara Clark has a colorful professional wardrobe. Bob Cassey of EDS accessorizes with suspenders.



































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876 Oldsmobile

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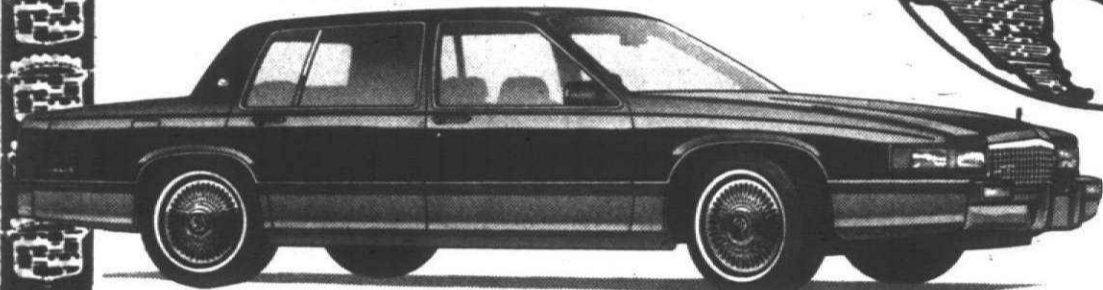
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