

# NEWS OF BUSINESS

## Behind The Store Fronts

With **ANGUS MCKELLAR**



Skandia is a province in Southern Sweden which prides itself in the arts and crafts. So it was quite natural that Bengt Swenson should think of that province when he set up Skaniahouse Design Associates, Inc. about three years ago at 4075 W. Maple Rd. The new firm's work met with quick acceptance, and its clients are scattered throughout the Midwest and the east.

Swenson is a graduate interior architect, a title not very familiar in America. He received his degree from the Academy of Arts & Sciences at Goteborg, Sweden and is a frequent guest lecturer at the University of Michigan and Michigan State University. Training at Goteborg involves every phase of building: color, interior design, furniture building, and the actual construction of the building. The word "design" in the company's name is quite appropriate: custom design, interior design, product design and space design are capsule expressions which describe the ramifications of the business. It should be observed that the "space design" referred to here pertains to the efficient utilization of a given area within a building. Of course, the retail division at Skaniahouse specializes in Swedish imports! Handcrafted crystal, iron chandeliers, unusual hand-carved wooden accessories. Most of the pieces on display are made by the noted Swedish sculptor, Erik Hoglund, whose work is being featured for the first time in America here at Skaniahouse, according to Mrs. Swenson.

**FAYE BENNETT**, Birmingham architect, who counts a host of friends locally, has opened her new store, Faye's Jewelry & Gift Shop, at 192 N. Woodward—in the building formerly occupied by Hawthorne Electrical Co. Faye followed through on every step of the remodeling to the final finish of white and antique gold decor.

The new business will offer complete watch, clock and jewelry service, including repairing and diamond setting. A feature of the

## Local Ad Agency Wins Art Award

Two of the fourteen prize winning advertisements selected from more than 1,500 submitted in the thirtieth annual competition sponsored by the Art Directors' Club of Chicago were prepared by MacManus, John & Adams, Inc. for the American Oil Co.

The Bloomfield Hills advertising agency was the only Michigan agency to be honored, according to Fred J. Hatch, senior vice president.

The Chicago awards are unique in that the advertisements are first judged by a group of prominent Chicago area businessmen on their ability to do a selling job. All advertisements then were submitted to a group of New York art directors to be judged on their artistic merits.

**THE PRIZE WINNERS** were the fourteen advertisements chosen both by the business panel and the art directors. The MJA prize-winners were the work of Sy Luchiusa, art director, and Charles Felt, associate creative director. The same advertisements received Four Awards at the 1962 Detroit Art Directors' awards meeting.

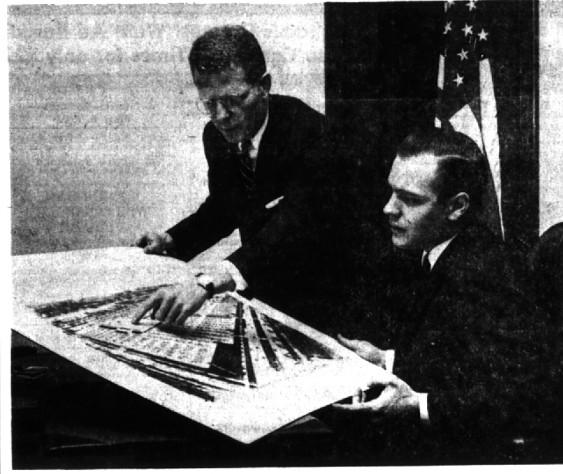
shop is Faye's complete, canopied baby department set-up. The shop is open for business now with the grand opening set for Dec. 8.

**MRS. GRACE REILLY**, of the Birmingham Travel Service, tells us that the directors of the Georgian Bay Lines decided recently not to sell their two famous excursion boats after all. The directors had previously voted to sell the North and South American to Florida interests. But, following many requests from the public, it was decided to continue the larger South American in service for the 1963 season, with the possibility of using the North American if needed. During almost fifty years of service, a half million passengers have taken a trip on one or the other of the two ships.

**LLOYD LAKE**, of Lakes Jewelers of Rochester, was especially thrilled with the black bear he shot near Atlanta, Mich. on his second hunting trip. Of course, we know what kind of a rug Lloyd will have on the floor of his den right now.

and **Jim Peabody**, of Peabody's Market, was among the lucky deer hunters. Greendale's is celebrating its fifth anniversary in Birmingham from Tuesday, Dec. 4, through Saturday, Dec. 8.

Steelworkers earned \$6.79 more per week in 1961 than they did in 1960, not including fringe benefits. The average steelworker earned \$123.45 per week in 1961.



## Planning Multi-Million Project

Robert B. Aikens, 1725 W. Lincoln, Birmingham, (left), vice president, secretary and legal counsel for the Universal City Development Corp. reviews the plans for the firm's \$40,000,000 development in Warren with Sidney Forbes, president. The project will cover 200 acres between 11 and 12 Mile

roads east of Dequindre. It will include a 40 store shopping center, a multi-unit apartment complex, a multi-story medical center, a theater and other commercial buildings. Edward A. Proctor, Jr., 6180 Wing Lake, Bloomfield Township, is the firm's financial counsel.

## Ford Tractor Names Beach to New Post

R. E. Beach has been named chief tractor product analyst, product planning officer, Ford Tractor Division, Ford Motor Co., announced E. N. Rumely, product planning manager.

Beach joined Ford in September, 1962, following an association as a staff engineer with Minnesota Mining and Manufacturing Co., St. Paul, Minn. Previously he had served 11 years in the farm machinery industry with Deere and Co. and Motec Industries at Duquesne, Pa. and at Minneapolis.

## Name Local Agency

Page, Winchester and Comely, Inc., of 950 E. Maple, Birmingham, has been selected as advertising Arlington Aluminum Co. of Detroit. Arlington is a major producer of aluminum display frames, point-of-purchase material, easels and other aluminum sales aids.



EDWARD F. AVIS

## Steel Firm Appoints Avis New President

Edward F. Avis has been appointed president of the James Steel & Tube Co., a division of Avis Industrial Corp.

Avis, of 1860 Cedar Hills, Birmingham, has been general sales manager of James since 1955. The firm produces standard and special steel tubing in plants located at Royal Oak and Miami, Fla.

James Steel, recently acquired by Avis Industrial has current annual sales of 4.5 million dollars. This acquisition increases corporate sales to 20 million dollars yearly.

According to Avis, the James line of tail pipe assemblies complements the automotive parts manufacturing activities of the Hurd Lock division, suppliers of wheel covers and automotive locks. James structural steel tubing for the construction industry supports the Corp.'s allied lines of non-automotive products. These include sheet metal products, Keystone and Columbia divisions; automation controls produced by Mackworth G. Rees, and the electrical wire and cable products of the Calson Division.

An Educator Suggests Businesses Form Own Peace Corps

A Michigan State University economist suggests that small and medium-size business firms be enlisted in their own kind of Peace Corps.

# This Christmas

## MAKE IT A CAMERA

from **DUNNS**

**NOW IN OUR NEW LOCATION**  
138 W. MAPLE — Next to RB Shops  
(Across street from our former Store)

Any photographic equipment purchased from DUNNS guarantees RESULTS as well as mechanical perfection. Discounted Prices—with pleasant expert advice and instructions available at ALL times—PLUS 10 FREE BONUS EXTRAS at DUNNS—ask about them.

**"FULLY AUTOMATIC" AGFA OPTIMA 35MM COLOR SLIDE CAMERA**  
Just choose setting for "close-ups," "groups" or "scenes" and frame your picture in the easy to see viewfinder—Everything is set automatically to compensate for light conditions. "Fool" only \$69.78  
PLUS FREE 10 BONUS EXTRAS

**NIKKOREX-35**  
new 35mm reflex by Nikon  
Only projector with 60-slide tray!  
Twice the show without reloading!

Features super-sharp Nikkor f2.5 lens and coupled exposure meter only \$119.90  
Offers the optical quality of famous Nikon cameras—plus these features:  
■ Coupled Exposure Meter with Finder Indicator  
■ 50mm Nikkor f2.5 focuses to 24"  
■ 1/4 Sec. Shutter  
■ 1 sec. to 1/500th  
■ Automatic Stop-Down Diaphragm  
■ Single-Stroke Film Lever  
■ Pure-Mirror Eyelevel Finder  
■ Auto-Reset Exposure Counter and many others.  
Come in today for a demonstration.

**NEW ANGUS AUTOMATIC SLIDE PROJECTOR**  
Loaded With Features—  
Let Us Demonstrate.  
Only \$98.78  
PLUS 10 FREE BONUS EXTRAS

**KODAK ELECTRIC 8**  
Automatic Camera  
Battery Power—Electric Eye  
Instant Loading  
Movie-making was never easier! No winding—camera is battery powered. No setting—electric eye adjusts the lens automatically. And no focusing problems—Film loads in a jiffy in the new Kodak 8's cassette... and you can load cassette in advance. You're set to shoot in an instant! Let us show you.

**DUNNS** Inc.  
CAMERAS and RECORDS  
116 WEST FOURTH ROYAL OAK LI 7-2345  
Northland Center Next to Brothers EL 6-0777  
138 WEST MAPLE BIRMINGHAM MI 4-9010  
Open Every Evening THU 9

**8mm HOME SOUND MOVIES**  
WITH THE NEW FAIRCHILD ZOOM SOUND CAMERA \$359  
No home movie camera has created this much excitement in years. The new 8mm Fairchild does everything—silent zoom cameras do. And it takes sound too!  
All of which makes it seem pretty pointless to go on taking silent movies. Especially when most Fairchild dealers are offering such substantial trade-in allowances on your outmoded silent equipment.  
SEE IT AND HEAR IT! FREE DEMONSTRATION  
**BOLEX** Amazing Movie Projector...  
PUSHBUTTON SLOW MOTION  
Two speeds! Shows normal 18 fps for any 8mm movie... switches any scene to 6 fps slow motion with touch of button! Result: living stills that move at same ultra slow motion you'd get if you shot them at 64 fps with camera, but with no flicker!  
Bring in your own film! We will show you any scene in slow motion! Brilliant corner-to-corner picture with new fast 15mm (1.3 lens. Only \$159.50. (Including 400' reel, apperped case and F.E.T.)

**OFFICE & YARD FOR RENT**  
575 S. Eton—S. of Maple, E. of Adams  
APPROX. 1 1/2 ACRES — RAIL SIDING  
Covered Shed & Block Warehouse  
Gas Heat and Hot Water Tank  
CALL MI 6-5800

**OFFICE SPACE FOR RENT**  
1700 Sq. Ft. including two paneled and carpeted executive suites. Completely air conditioned. Furnished or unfurnished.  
Birmingham area. Call Mr. Johnson, Midwest 7-1200.

**HAVE A Merry Christmas DINNER**  
ORDER YOUR MICHIGAN FRESH DRESSED TURKEYS

**GIFT BOXES and BASKETS**  
NOW ON DISPLAY!  
● Glace Fruits  
● Almond Paste  
● Puddings  
● Figs and Dates  
ALSO THESE UNUSUAL FOOD ITEMS:  
● Pickled Peaches ● Pickled Peas ● Pickled Apricots  
● Preserved Watermelon Rind ● Preserved Kumquats  
● Stuffed Oranges

**Hills Bros. COFFEE**  
2 LB CAN \$1.13  
Prices Effective Thurs., Fri., Sat., Nov. 29, 30, Dec. 1.

**Stouffer's**  
180 WEST MAPLE AT HENRIETTA

**DAIRY DEPARTMENT**  
Bodker 1 lb. Ctn.  
**COTTAGE CHEESE** 19¢  
**FREE** 1/2 Pint of Half and Half With Purchase of 1/2 Gallon Bodker Milk!  
Bodker Real WHIPPING CREAM ..... Can 39¢  
Tilden's BUTTER ..... Lb 69¢  
Downey's 8-oz. Ctn. HONEY BUTTER ..... 39¢  
Libby's No. 2 1/2 Can PUMPKIN ..... 19¢  
Pillar Rock Red S. Eye SALMON ..... No. 1 Tall Can 75¢  
Salada 48 Count TEA BAGS ..... 57¢

**BIRDSEYE** Broccoli Spears ..... 4 Pkgs 99¢  
Stouffer's Frozen Fruit Delight ..... Pkg. 43¢  
Stouffer's Welsh Rarebit ..... Pkg. 49¢  
Sara Lee Large Coffee Cake ..... 69¢

**Berry Industries Appoint Hoffman To Executive Post**  
James B. Hoffman has been appointed Western Division Manager of Berry Industries, Inc. with responsibility for the concern's affiliates and the subsidiaries in Southern California and Cleveland, O.  
Hoffman will supervise sales and manufacturing of Steelbit Sales Co. of Gardena, manufacturers of cold-roll formed steel products; Berry California Corp. of Los Angeles, industrial fasteners and a pneumatic nailer, and National Spectrographic Laboratories of Cleveland, Ohio, spectrographic laboratory supplies and equipment.

**OPEN SATURDAYS**  
9 am 'til noon  
for your convenience  
Listed and Unlisted Securities Bonds Mutual Funds Corporation Underwriting Municipal Financing Acquisitions and Mergers New Issues Security Appraisals  
**FIRST OF MICHIGAN CORPORATION**  
Members New York Stock Exchange  
Birmingham, Mich. MI 7-1400