

New owners are optimistic

Lowell sees business in signs

By CARL STODDARD

The game plan called for Worthington Wood Works to turn a profit four months after inception.

A year later, the small Oakland County sign company is meeting its monthly expenses. Two of its three owners, however, are still living on personal savings. The third is still on a full-time job elsewhere.

Revised plans call for the Southfield company to be supporting its owners by next spring.

Although the business has grown slower than expected, the owners remain optimistic.

Lowell made it work as well as could, says co-owner, Gary Lowell, 31, of Livonia. It just takes perseverance, sticking to your guns. It's saving this is right, and this is good to work.

A lot of business is lost because people don't make the right decision, says Lowell.

Another warning sign is to happen at the Worthington Wood Works.

THE THREE-MAN company produces made-to-order wooden signs, plaques, clocks and machines. Each is individually designed and handcrafted on rough cedar planks. Unlike most modern wood signs, the lettering is raised and the wood around the letters is chipped away.

Lowell, co-owner and working with various hand tools, the three craftsmen are able to give each item the appearance of aged turn wood.

Signs cost \$125 a square foot. A three-foot square sign goes for \$375. A one-foot square sign goes for \$125.

Smaller signs have been sold to individuals for home or office use. The company expects to lose some of these signs as per

Lowell's Christmas plans.

Lowell's plans are directed at businesses, especially those interested in capturing the

spirit of the holidays.

Completed projects include a commemorative plaque and sign at the Phi Kappa Upsilon fraternity on New Mile in Southfield, a machine and sign at the East Main Plaza in Farmington Hills, and a machine and sign at the

and a machine and sign at the

THE COMPANY was born out of a

vision of a man who saw the

Dissatisfied with their jobs, Lowell and friends Philip Fenton, 30, of Southfield, and Thomas Papan, 29, of Oak Park, added to an idea business for themselves.

They brought with them more experience than is found in many small businesses.

Papan is a graduate of Lawrence Institute of Technology and holds a BS in business management. He worked for a while in business. Frustrated, he gave it up and became a carpenter. Unlike the

other two owners of the company, he has continued to work on his own since Worthington Wood Works came into being.

Fenton also earned a BS in business management at LIU. A branch manager for a loan company, he had to become dissatisfied and went into carpentry.

Lowell has a BS in mechanical engineering from LIU and an MBA from Madison College in Virginia.

He was a chief design engineer for IBM in Virginia and later returned to Michigan to work for a computerized

management system.

THE WOOD was a little tired of what we were doing, Lowell said. For me it

was becoming very tedious, further and further away from the simpler things in life.

Partner Fenton has no regrets about the venture into private enterprise.

I'm working twice as many hours, he says, and I'm twice as content.

Lowell spends much of his time finding markets for the signs and other items produced in the small, one-room factory. He also is the chief designer.

Fenton often finds himself at the work bench where he carves the designs and shapes and paints each to order.

All three partners are capable of doing all jobs within the company.

The wood-working company is attempting to find a market for its products through various business contacts. They contact architects and interior designers

whom they are directed to natural signs that lend to the character of the building.

Other contacts have included supply houses that operate in designing stores for restaurants and bars.

When a sign is needed, Lowell creates a design that meets the customer's specific

request. The design is then transferred to wood.

A small sign may be manufactured in two hours. A large sign requires nearly two days of work.

FENTON RESEARCHED methods used in the construction of old signs.

A kind of disappointment when you find out how they did it, he confesses. They just slapped together a couple boards and started chiseling away.

Worthington Wood Works uses much the same techniques, but spends more time and effort on each sign. The company considers each product not merely a sign, but a work of craftsmanship.

They take great pains to see that each sign appears as authentic as possible. Old signs rarely are used to hold the redwood planks to the oak frames. Cracks in the wood are carefully enhanced to add to an appearance of age and character.

Persons or businesses interested in the company may write in care of Worthington Wood Works, Box 131, Southfield, Mich. 48033.



TOYS

DOLLS by:
EFFANBEE
and
MADAME ALEXANDER
featuring
"DOLLS of all NATIONS"

Open 8:30 a.m. to 8 p.m.
Mon. through Fri.
Sat. 11 a.m. to 6 p.m.
Sun. 11 a.m. to 6 p.m.

KENMOOR HARDWARE

24454 GRAND RIVER
KE 1-2650
OPEN 8:30 a.m. to 9 p.m. MONDAY THRU SATURDAY
Not Open Sundays

Highland Sound Shops

EVERYTHING YOU NEVER EXPECTED FROM AN APPLIANCE STORE.

HIGHLAND OPENS STORE NO. 17 IN FLINT AND CELEBRATES CHAINWIDE

Our Low Grand Opening Prices On Audio Gear Are Really Grand.

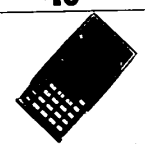
Visit your Highland Audio Room. Discover the many reasons why thousands make Highland their headquarters for audio components. The vast selection of brand names: Pioneer, Marantz, Sansui, Teac, B.I.C., Altec, BSR and others. The money-saving discount prices on everything. Our famous low price guarantee which says: Buy it here, if you see a lower price on the same item within 30-days we'll refund the difference, plus 10% of the difference. And, you get service from our own service department. It's all very grand!

CALCULATORS



8 DIGIT MEMORY CALCULATOR WITH SCIENTIFIC NOTATIONS
Degrees, radians, trig. Auto convert. Starting decimal. Cost: \$60

\$105⁸⁸



TEXAS INSTRUMENTS SR-40 MEMORY SCIENTIFIC NOTATION
Degrees, radians, trig. Auto convert. Starting decimal. Cost: \$60

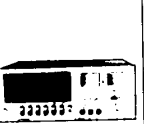
\$33⁸⁸



TEXAS INSTRUMENTS TI-5050M 10 DIGIT PRINTER HAS MEMORY
10 digits plus multi-symbols. Battery powered. Cost: \$99.00

\$99⁰⁴

TAPE DECKS



PIONEER CT-F9191 DOLBY CASSETTE DECK
Stereo or mono. Supply factory list \$200.00. Cabinet extra

\$139



TEAC A-450 CASSETTE DECK WITH DOLBY NOISE SYSTEM
Stereo or mono. Supply factory list \$479

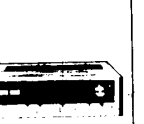
\$288



AKAI 40000 REEL TO REEL WITH DOLBY NOISE SYSTEM
One micron gap head. Dual motor. Supply factory list \$299.95

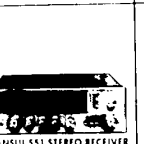
\$239

RECEIVERS



PIONEER SX-636 RECEIVER
15 GRAND OPENING PRICE!
Deluxe features. Suggested factory list price \$350.00. Cabinet extra

\$179



SANSUI 551 STEREO RECEIVER
PERFORMER AT LOW PRICE!
Stereo or mono. Suggested factory list price \$259.95

\$149



MARANTZ 2215-B RECEIVER WITH 3 TONE CONTROLS!
Super power! Low price! Suggested factory list price \$299.95. Home

\$297

ACCESSORIES



SHURE HIGH TRACKING STEREO CARTRIDGE
15 to 20 gm tracking force. 6.2 mm output. 20 to 20,000 Hz. Superherical

\$481



PIONEER SE-205 STEREO HEADSET AT GRAND OPENING PRICE!
Stereo or mono. Suggested factory list price \$25.00

\$125⁰



BASF BLANK TAPES
Save money by buying cassette!
C-90P Cassette 2 for \$4.17 (30 minutes)
Save more! Case of 20 only \$35.00
90MIN B-Track 2 for \$3.72 (30 minutes)
Save more! Case of 20 only \$32.00
LVT 1/4" Tape Each \$5.98 (17 inch reel)
Save more! Case of 5 only \$25.00

\$179

TURNABLES



B.I.C. 920 BELT-DRIVE MANUAL AUTOMATIC
Anti-skate. Gimbals. Balance. Suggested factory list price \$80.00

\$49



MARANTZ 6100 BELT-DRIVE BASE AND HINGED DUST COVER
Anti-skate & track force adjustment. Suggested factory list price \$130

\$79



PIONEER PL-550 DIRECT-DRIVE WITH BASE & COVER
2 motor system. Double dust mounting. Supply factory list \$250

\$179

SPEAKERS



PIONEER HP-40 40 WATT 3 WAY 3 SPEAKER SYSTEM
10" woofer, plus tweeter. Suggested factory list price \$150

\$76^{EA.}



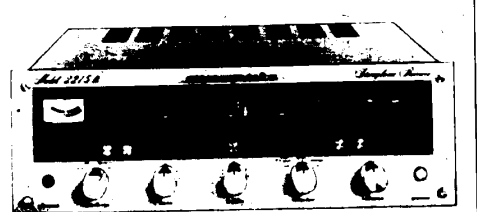
B.I.C. VENTRILLO 40 WATT 3 WAY 3 SPEAKER SYSTEM
Dynamic. Total balance. Suggested factory list price \$150

\$95^{EA.}



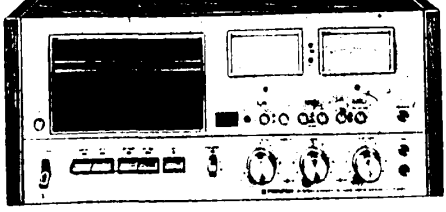
MARANTZ IMPERIAL 7.3 WAY 15 GRAND OPENING PRICE!
Hemisphere 35 watts continuous power. Supply factory list \$199.95

\$99^{EA.}



MARANTZ 2215-B AM/FM, FM-STEREO RECEIVER
Continuous power output of 15 watts per channel. min. RMS at 8 ohm load from 40 hertz to 20,000 hertz with no more than 0.8% total harmonic distortion. Suggested factory list price \$249.95. Grand Opening Sale price!

\$129



PIONEER CT-F9191 CASSETTE DECK WITH DOLBY
Front access with Dolby Noise Reduction System. Electronically controlled DC motor. Ferrite record/playback head. Wow & Flutter: 0.07% (WRMS), signal-to-noise ratio 62dB (Dolby on). Suggested factory list price \$450. Cabinet included.

\$288

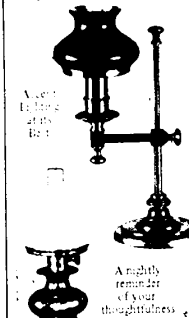
33600 PLYMOUTH ROAD
WEST OF FARMINGTON RD., IN LIVONIA

EASY TERMS • FREE SERVICE
INSTANT CREDIT • PHONE 261-7610



478-2900
HOURS: Mon. - Fri. 10:30 - 6:00
Tues. - Wed. 10:30 - 5:15

HOLIDAY GIFT - GIVING
for that Special "Someone"



Aladdin's Lamp & Lighting
33220 W. Seven Mile Road
1 1/2 blocks East of Farmington Rd.