

BUSINESS PEOPLE

JAMES A. DAVIS of Rochester has been made an assistant trust officer by Detroit Bank & Trust.

Davis, a member of the trust real estate department, joined the bank in 1968 as a property manager in trust real estate.



EDWARD FALVEY of Rochester has been appointed assistant vice-president for administration of Pontiac General Hospital.

Falvey had served Pontiac General as director of patient services since 1974.

R. TED HART of Birmingham has been promoted a mortgage officer with NBD Mortgage Co.

An employee for more than two years, Hart began as an analyst in the credit department of the National Bank of Detroit.



HARRY T. JOHNSON of Troy has been appointed staff engineering specialist with Sperry Vickers at the corporation's world headquarters in Troy.

Johnson had been a senior project engineer.

ROBERT E. BREWER of Rochester was elected senior vice-president for accounting and corporate information systems of the S.S. Kresge Co.

BRUCE H. LYONS of Southfield has been promoted to vice-president at Manufacturers Bank.

He began his career with the bank in 1957 as a teller.



NORMAN G. MILLEY of Orchard Lake was promoted to director of sales promotion with the S.S. Kresge Co.

BOB SUTTON of Bloomfield Hills has been appointed director of broadcast operations for WWJ-TV.

Sutton came to Channel 4 from Philadelphia, where he was program director of a TV station for three years.

RICHARD O. WILLIAMS of Birmingham was elected vice-president of sales and general merchandise manager of the S.S. Kresge Co.



JOHN G. WARNER of Farmington Hills has been appointed vice-president of individual operations of Michigan Life Insurance Co. and National Casualty Co.

Prior to his appointment, Warner was vice-president of marketing for Nationwide Corp., the parent corporation.

ROBERT HOLLEY of Birmingham has been promoted to manager of Whaling's store on Pierce Street in Birmingham.

ALBERT A. STERLINI of Birmingham has been appointed director, health markets, for Macabees Mutual Life Insurance Co. of Southfield.

Sterlini held executive positions with three New York firms.

PAUL PORIMEAU of West Bloomfield has been promoted to director of operations for emergency services with Providence Hospital, Southfield.

Porimeau, who had been director of management systems, joined the hospital staff in 1975.

MARCY E. LEEDS of Farmington Hills has been named assistant director of advertising and promotion for WXYZ-TV.

Ms. Leeds joined WXYZ last summer as the traffic department's continuity director.

Door manufacturer thrives in B'ham

By JOE MARTUCCI

Chances are the front door of your house, or your garage door, or both, were manufactured in Birmingham. Although the city is not known for its industrial base, Stanley Door Systems, 2400 E. Lincoln, a division of the Stanley Works, is a thriving manufacturer, which has undergone three major expansions since 1965.

The plant, which employs 200 persons working three shifts, now spills over into Troy. A small expansion of the shipping area is under way. Plant size is just over 100,000 square feet.

Stanley Door Systems is the kind of place where raw materials come in one end of the plant and the finished product goes out the other.

The plant builds three basic types of garage doors—swing up, sectional steel and fiberglass and about 30 types of steel-clad doors, the kind seen on the front and side entrances of homes.

Sales are about evenly divided between the garage and steel-clad doors, according to controller Jim Lorence, a member of the Birmingham-Bloomfield Chamber of Commerce's board of directors.

"We've had good growth in sales. Last year, it was about 40 per cent, and this year we expect about the same," Lorence says.

BERRY DOOR CO., founded by Glen Berry in 1942, was acquired by Stanley in 1955. Berry manufactured only garage doors. A few years later, Stanley came out with its steel-clad door.

"It has insulating value three times that of a solid oak door," Lorence explains. "We stress its energy saving value to our distributors."

The steel-clad door consists of a box-like wooden frame filled with a foam material. The entire door is sheathed in metal, which offers added

security and resists warping or cracking.

Stanley Door deals basically with distributors, who, in turn, sell the products to home builders. Detroit-area sales are handled by Stanley's metro sales office, also in Birmingham in a separate building on Lincoln.

Sales are directly affected by the number of new homes being built, although a small fraction of the units are sold as replacements on older homes.

"We were affected by the lack of new construction in 1973 and 1974, but 1975 and 1976 and so far 1977 have been good years for us," Lorence says.

A double (two-car) size garage door costs \$500 retail and the steel-clad doors sell for \$200-\$400, depending on the model.

Doors come out of the factory painted primer gray so they can be matched on site with house trim.

ALL DOORS are built on an assembly line, with the exception of custom units or those bearing special trim.

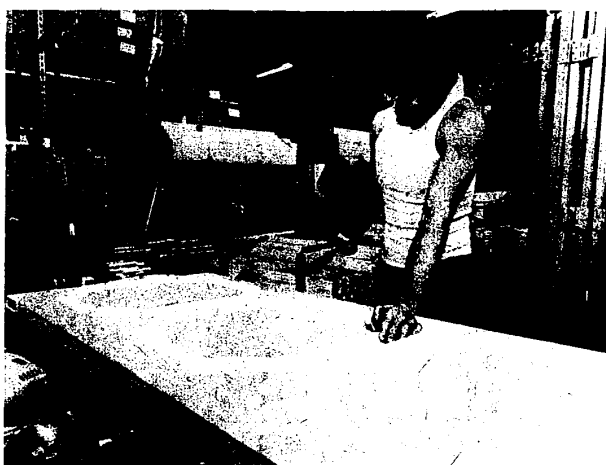
The garage doors start out as huge rolls of steel, which are delivered by railroad car. Parts are stamped out on presses, assembled by welders, painted and finally baked.

Lorence estimates that the factory produces 1,000-2,000 doors per day.

The steel-clad doors start out as four pieces of wood. A wooden block is then added for the door lock, and the frame is filled with liquid foam, which solidifies. The steel covering is then attached and the door is painted.

Stanley employs skilled and unskilled workers. Design, product testing and marketing departments work on developing new units.

Other Stanley divisions in the area include Stanley Magic Doors, Birmingham; VEMCO, Madison Heights; and Detroit, and Multi-Elmac, Novi.



Stanley Doors makes 1,000-2,000 doors each day.

Magic Doors, as might be surmised from its name, builds the doors used in airports and supermarkets that open when a person approaches.

VEMCO and Multi-Elmac build automatic garage door openers and radio control units that operate them.

Stanley has sold one million doors in the Detroit area, and Lorence envisions a bright future for the company.

"More than 60 per cent of new homes have metal-clad doors. Even if new housing levels off, we could realize 10-15 per cent growth in that area."

"In garage doors, we've got more than enough capacity to keep up with demand."

Herb Burgess of Bloomfield Township is division president of Stanley Door Systems. Top officers include Lorence, Jim Seely, engineering; Dave



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Geoffrey, marketing; Karl Staszkievicz, plant manager; and Eliot Smith, vice-president-sales.

Ernest Drucker

He's wrapped up in shirt shop

By MARY CONNELLY-SZCZENY

If you're a man with a wide face, take a look at your shirt collar. Does it have wide spread? If so, you're not doing anything for your looks. In fact, you're putting weight on your face.

"You cannot alter the shape of your face. But it is possible to design a collar to complement your physical make-up," says Birmingham custom shirtmaker Ernest Drucker.

"If you're tall and slender, you can wear a spread collar. But if you have wide features, a spread collar tends to make your face heavier. You need a collar with the points close together."

Maybe you've just been stopping by a department store, picking up the same brand shirt for the last dozen years.

If so, you may not be aware of some of the finer points that go into choosing and buying custom shirts.

DRUCKER'S BUSINESS, on the second floor of Merrillwood Mall, Birmingham, seems to take into account many of these details.

If you go into Executive Custom Shirts, Inc. to buy a shirt, you will be weighed. 15 different measurements will be taken and you will be quizzed about your wardrobe and your needs.

"Most men really need guidance in coordinating their shirt wardrobe," Drucker said. "It's not only fit. It's color coordination, too."

"We're not just selling a shirt. We're selling concept of fit, design and total coordination."

Before we even talk about style, we talk about what he needs to coordinate with his wardrobe. If he's a professional man, we will guide him to what he needs.

THERE ARE more than 400 shirt fabrics to choose from in Drucker's shop.

Cottons, cotton and polyester blends, voiles, dacrons and silks bearing names like "Claudine" are carefully presented.

Drucker keeps samples of suit fabrics on hand so you can decide how a shirt fabric will look under your suit coat collar.

Drucker, or his wife, Marietta, will

also be able to recommend a tie, if needed.

Over a cup of coffee, you can discuss collar spread and height, whether you want French, rounded or palazzo cuffs, with one, two or three buttons. You can choose a monogram style but, don't worry about buttons. Mother of pearl is used exclusively.

IN THE BACK of Drucker's shop is a cutting and sewing workshop.

Against the walls in envelopes are each customer's shirt pattern, filed alphabetically.

After the first visit, "all a customer has to do to order a shirt is come back and select the fabrics. We have the pattern on file," Drucker explained.

If a customer loses anything over five pounds, it can make a difference of at least a quarter of an inch in neck size," Drucker explained.

OUT OF THE workshop come a variety of shirt styles. On a recent day, a top-stitched Western-cut shirt was being completed, as was a pale blue voile tuxedo shirt with ruffled cuffs.

The handcut and handsewn shirts can cost "anywhere from \$22.50 and up," Mrs. Drucker said. A minimum order of four shirts is required.

Price depends on the fabrics chosen.

Silks range from \$75-\$125 a shirt.

While unwilling to name their customers, the Druckers say they include pro football players and athletes, TV and advertising types and corporate heavyweights.

John DeLoe, one-time General Motors corporate vice president, has been known to order shirts there.

Some men order 25-30 shirts at a time, adds Mrs. Drucker.

"There are men who keep wardrobes in all parts of the country," she explained.

"We have one customer who is a doctor and probably orders a minimum of 75 shirts a year."

DRUCKER, WHO was apprenticed in his native Vienna, Austria, and Paris, includes among his memories making shirts for Count Bessie and Count Niven.

"I got a call from a friend of Count Bessie's who wanted a shirt for his birthday," Drucker said. "I never met Count Bessie in my life. How do I know what size he is? So I called his agent and got his measurements over the phone."

The result was a monogrammed shirt in ivory Italian silk.

For David Niven, Drucker made a tuxedo shirt. On his shop wall hangs a photograph of the two men. Drucker is a Niven look-alike.

"More people have stopped and asked for an autograph," Mrs. Drucker said of her husband. "He's signed autographs all over the world."

One of Drucker's shirts can be seen on a nationally televised Whirlpool commercial.

The shirt, cut from a Toulouse-Lautrec print, was ordered by D'Arcy-MacMann & Macman in Bloomfield Hills, the agency that created the ad.

IN MAY, Drucker will mark eight years in Birmingham. His shop has expanded twice.

After working in Europe and New



Ernest Drucker makes final drawings for one his custom-made shirts.

York, he settled in Michigan because he has a brother here, he explained.

"We always wanted to go into our

own business, and it's hard to establish yourself in New York," explained Mrs. Drucker.

Firm opens in Troy

Leo Corp., a design and construction firm which has served the metropolitan area since 1940, has opened its corporate headquarters in Troy on a 3.5-acre site.

The 13,200-square-foot facility is at 555 Oliver St. It houses the Leo Corp., three divisions and one subsidiary.

The divisions include Souter Asphalt Paving, Leo's Concrete Placement and Master Plan Construction. Souter Oil Sales Co. is the subsidiary.

Housing the entire operation in Troy will enable the firm to "meet changing construction concepts in a dynamic industry," said Anthony A. Leo, chairman of the board.

The firm "has been expanded to allow the divisions and subsidiary to accept total responsibility for every

phase of a project," said Jerome G. Timlin, president.

Leo Corp. employs more than 100 people including planners, designers, engineers, building and real estate specialists.

Master Plan Construction involves general contracting, construction management, sale or lease packaging and real estate development. Leo's Concrete and Souter Asphalt together install and design surfacing projects including parking areas, machine foundations, factory floors, loading and truck docks and athletic facilities.

Souter is also prequalified by the Michigan State Highway Department and is a member of the U.S. Tennis and Track Builders Associates. It has built more than 250 tennis courts in the metropolitan area over the past three years.

Bullish sales give grads fatter wallets

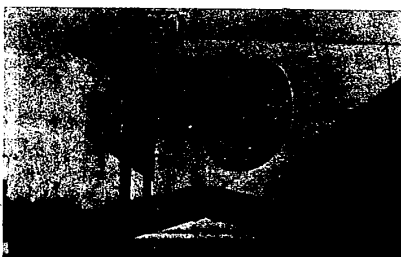
Better automobile sales have sparked higher starting salaries for many local college graduates, according to a survey by the University of Michigan-Dearborn's Career Planning and Placement Center.

The survey's results showed graduates with degrees in engineering or business administration continue to enjoy higher rates of employment than liberal arts graduates. Survey figures also indicate continued higher salary figures for engineering and business degree holders but indications

show liberal arts grads are narrowing the pay gap somewhat.

Average salaries for engineers rose to \$14,035 last year from \$13,654 in 1975. For liberal arts grads, salaries shot up to \$11,847 in May, 1976 from \$9,247 in August, 1975.

Robert B. Vokac, director of the career planning and placement office, attributes the sharp rise in salaries to the improved economy. "Automobiles started selling again," he said. "And that's a key factor in the employment market in metropolitan Detroit."



Old Orchard shopping center's outdoor art corner brings "art to the people."

Outdoor art center overcomes problems

An outdoor art corner at West Bloomfield's Old Orchard shopping center, Maple and Orchard Lake roads, has survived since 1973 despite some bumps, bruises and weathering.

Gilbert Silverman, president of Holtzman and Silverman, developers of the center and an avid art collector, has installed some of his own art pieces in a cranny formed by the intersection of two of Old Orchard's rows of stores.

He believes the initial undisclosed cost of the large works plus the upkeep involved has been worth it. "To bring the art to the people."

An iron rail now guards "Daytona Beach," an eight-by-eight foot assemblage by Detroit artist Gordon Newton, which he constructed from logs, charcoal, tape, paraffin and plaster.

Silverman said the rail was in-

stalled to keep shopping carts from constantly bombarding the work.

"Jubilee," a 200-square-foot oil painting by Franklin artist Max Shaye, has had to be touched up several times.

Shaye said the painting was done with oils specially treated to withstand the weather but must be varnished from time to time. He also has had to redo the bottom portion, which some small shoppers had defaced with sticks.

In addition, the center's maintenance man regularly applies a lubricant to three ground-level sculptures to keep them from drying out.

The pieces, by Michigan artist Arthur Wink, double as a play facility for children.

Silverman calls the art corner "a breathing spot."

"It's nice isn't it?" he adds.