

BUSINESS PEOPLE

Stitch in time not only saves 9, but also money

By BARBARA UNDERWOOD

DENNIS KOSTER of Bloomfield Hills was appointed sales manager of D.L. O'Toole Co. Koster was formerly employed at DeLorean Motors Co.

ROBERT BURCH of Birmingham has been promoted to assistant vice-president and branch manager, branch administration department of Bank of the Commonwealth. Burch received his degree from Wayne State University in 1964.



Burch

Graybiel

GORDON GRAYBIE of Orchard Lake has been named general sales manager of Lear Siegler's automotive division in Detroit. Graybiel has a degree from the University of Buffalo.

WILLIAM FORD of Bloomfield Hills has joined the Campbell-Ewald Co. as group creative director. Ford is a graduate of Willamette University.

PETER DARIN of Birmingham has been appointed executive vice-president of Smith Hinchman & Grylls Associates Inc. architectural-engineering-planning firm.

Darin, who came to SH&G in 1973, has served as director of education and commerce and the transportation divisions at SH&G.

GEORGE KNOPF of Troy was elected corporate vice-president for investor relations with the Bendix Corp. in Southfield. Knopf joined Bendix in 1951 as an executive engineer.



Knopf

Jackson

JAMES JACKSON of Birmingham has been promoted to account officer at Manufacturers Bank. Jackson started working for the bank in 1959.

JOSEPH BIANCO JR. of Bloomfield Hills has been promoted to vice-president for civic affairs with the J.L. Hudson Co. Bianco joined Hudson's in 1977.

DAVID WIND of Birmingham has been appointed a trust officer with Detroit Bank & Trust. Wind joined the bank in 1968 in its administrative training program.



Wind

Kinzler

KEN KINZLER of West Bloomfield has been elected a vice-president of Cook Paint and Varnish Co.

Kinzler will remain director of the company's Detroit division, where he began his career as a chemist in 1964.

TJENNIFER LANE of Troy has been appointed news bureau coordinator for the J.L. Hudson Co. A graduate of the International School of Brussels, Ms. Lane also attended Rollins College in Winter Park, Fla.

WALTER MCLEAN of Bloomfield Hills resigned from Campbell-Ewald Co. advertising to become president of his own company involving the marketing, distribution and sale of an expanding industrial product. McLean had been senior vice-president and general manager of the advertising company.

THOMAS SNYDER of Bloomfield Hills has been named manager of the Michigan operations of CNA Insurance. Snyder has been with CNA since 1974 as assistant vice-president in charge of the loss control division at the company's Chicago headquarters.

selects every piece of fabric that is sold in the store.

"Many salesmen come here from New York and go right back without making any other stops," she said. "They say this is the nicest shop in the whole Midwest."

"I DON'T know why, but department stores have treated their fabric departments like orphans," Mrs. Stewart said. "They have gone down and down and down. We have nine clerks on the floor at a time and we try to give our customers personal service. That is rare these days."

Mrs. Stewart occasionally goes to New York and San Francisco on buying trips but prefers to buy imported fabrics in New York rather than abroad.

"If I buy in Europe, I am working under several handicaps," she said. "I don't know when a fabric may be a substitute, if there are flaws it is harder to return and customs is also a problem."

The most expensive piece of fabric in the store today is cashmere at \$89.98 a yard. Mrs. Stewart turned down a salesman's offer of Vicuna that she estimates would "probably be at least \$200 a yard."

An expanded department featuring fabrics for home decorating opened on the second floor of Stewart Fabrics in April. At the time, each clerk made a

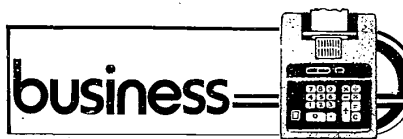


Ida Stewart shows her new designer material used for wall hangings and stretchings (Staff photos by Dick Kelley).

skirt from one of the fabrics, the third time the clerks have made look-alike outfits.

When the store opened in its present location, the clerks all appeared in jumpers made of Stewart tartan. For the bi-centennial they all made pioneer dresses.

Window decorations are chosen by Mrs. Stewart and are changed weekly. All the signs in the store, advertising and promotional material are done by Mrs. Stewart who at one time did architectural drawing for Detroit Edison.



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(S.F.-1D)(B.W.T)B



This hand batik is produced by the dutch wax process, the cloth is from Malaysia and the pattern is from Holland.



A hand-woven creel has wool embroidery.

Junk? It's all in the eye of the beholder

Take an empty egg shell, some shreds of paper, a few scraps of ribbon and a length of old electrical wire, and what do you have?

In the hands of most people, this motley collection of odds and ends would result in a pile of junk. But to craftsman Evelyn Dunn, one of the new owners of Creative Crafts in Birmingham, this curious assortment comprises the tools of her trade.

Mrs. Dunn and her daughter-in-law and business partner Linda Dunn run a unique operation at Creative Crafts. Not only do they sell hand-crafted items and supplies to make them with, they offer instructions to those interested in learning new hobbies.

Class size is deliberately kept small—four to six students. Students are taught old-world crafts such as eggery, decoupage, quilling and vuedoptique, which have enjoyed a resurgence in recent years.

Students can take a few lessons and then experiment on their own, or they continue taking classes until they've become adept at more intricate craft techniques.

Eggery and vuedoptique are most popular, according to Mrs. Dunn. In eggery, students are shown how to make delicate and intricate creations from ostrich, quail or chicken eggs.

The eggs are drilled and cut into the desired shape. They are then mounted on ornate bases and adorned with tiny flowers or glittering stones.

Larger eggs can be used for jewelry boxes and the smaller ones can be fitted with tiny figures for decorative purposes. Mrs. Dunn's most intricate piece, which would retail for \$65, con-

tains a wind-up ballerina and is decorated with flower petals made of bread dough.

Another popular craft, vuedoptique, involves cutting and mounting several identical prints to obtain a three-dimensional creation.

In quilling, an old art that's been revived recently, thin strips of paper are cut, twisted and glued into various designs. Students are also taught to

make "ming trees" from twisted discarded wires, which are painted and mounted with semi-precious jewels.

A few simple tools, proper instruction and plenty of patience are most important to the craft students.

"I don't think you have to have any artistic ability," said Mrs. Dunn, who has developed a 10-year hobby into a successful business venture. "Once you learn the mechanism, you can do

it at home, but what usually happens is they go from one thing (craft) to another."

Classes meet six days a week for five hours. Students, who are charged \$5 per lesson, can attend as many or as few classes as they wish. About 30 students are currently enrolled.

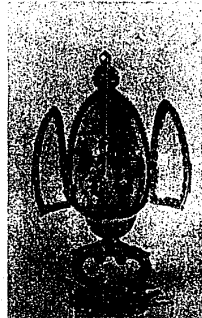
An increase in leisure time has spawned a crafts boom in recent years, Mrs. Dunn believes.

"People have more free time than they used to, and these things are not as difficult (to make) as they appear. Some people look at these eggs and think, 'I could never do that.'"

Mrs. Dunn, who hopes to expand craft offerings in the fall, added, "We teach them to make things that can be used in their homes or as gifts. Learning to do this can be a therapeutic thing and they have fun getting to know one another."



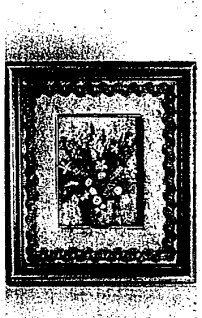
This is among the most intricate pieces at Creative Crafts. The flowers are made of bread dough.



Empty egg shells can be drilled and cut into various configurations.



An ornate egg shell can be used for a jewelry box or merely for decorative purposes.



In quilling, strips of paper are cut, twisted and glued into various designs.