

# Business pair light fire through candle making

By LOUISE OKRUTSKY

An impulse question at the end of a shopping trip plunged Jan Monson Foon and her mother, Shirley Monson, into buying an old-fashioned candle factory.

The brick and frame building that houses their factory commands a central position in the tiny downtown area of Davisburg, near Rochester.

Earlier in the year, Mrs. Foon visited the shop, one of her favorites in the Holly area. Just as she was completing the fateful shopping expedition, she asked, "Do you need any help? I just love this place."

Instead of a job offer, Mrs. Foon found herself face to face with a chance to buy the place. Eventually, she and her mother, a Farmington Hills resident, decided to light up the local business scene with their ideas for the building.

Once they acquired the building and its candle making assembly line, the mother-daughter team realized they knew next to nothing about the business.

But thanks to June Hutchinson, a 15-year employee of the factory, the



women are learning to dip candles, cut wicks and mind the store.

"It'll take them about six months," estimated Mrs. Hutchinson, a life-long resident of the small town.

UNTIL THEN, the new owners are leaning on their full-time employee to show them the ropes.

"If June's sick, I'm out of business," confessed Mrs. Monson.

For now, Mrs. Hutchinson handles most of the intricacies of candle making at the factory. Her chores include operating the concern's candle making machinery, invented by previous owner Charles Goin.

Goin, described as a genius by townspeople, rigged an assembly line capable of dipping 152 pairs of long dinner candles.

The line consists of roller skate wheels, a specially made mechanism that resembles thick bicycle chain and wooden arms which hold the candles.

Weighted down with metal slugs, the candles are dipped into a tank of hot wax and then carried to a packing station by the series of pulleys. A drying wheel incorporates an old bicycle rim and allows the candles to dry without touching each other.

Downstairs, a small press is used to shape the more complicated candles into balls, twists and other specialty candles put out by the shop.

DIPPING AND COLORING the candles are operations done by hand at the factory. Besides traditional tapers, the shop features specialty items like barberpole shaped candles and rounded ones made for Holly's annual festival.

The building, like some of the methods used in the shop, is about 100 years old. It has been a Masonic Temple, a general store, an antique shop and a residence. In 1970, the building was turned into a candle shop after fire destroyed Goin's original store.

In spite of the concern's age, Mrs. Monson is ready to try new methods of marketing.

## Dameron dealership sold to Detroit man

Dick Green, who owns a car dealership on the east side of Detroit, has purchased Dameron Chrysler Plymouth, 25001 Grand River at Middlebelt in Farmington Hills.

"In Dameron, we have acquired a fine dealership with an outstanding sales and service staff and physical plant in-place and on-duty. We plan to start out at 1,200 units a year and build from there," Green said.

Green started as a used car salesman at Sneathcamp Auto Sales in 1948 and rose through the ranks. He later became one of the original 15 Chrysler Corp. Franchises and is now one of four founding members still alive.

## At ice cream parlor

# New York touch adds flavor

By BETTY MASSON  
Special Writer

Eight years ago Lou DeCilli was cooking quiches for generals in Washington. Today he is freezing frappes for Livonians.

And while Livonians aren't trampling down his doors yet, those who do find the way are coming back for more, according to DeCilli.

A quiche, of course, is an egg and a bacon pie, which helps stretch the budget, while a frappe is a milkshake made with fruit-flavored Italian ices. They help stretch calories.

DeCilli is featuring the Italian ices at his new ice cream parlor at 1001 Middlebelt, at Seven Mile, located just east of the now-closed Great Scott supermarket.

The closing hour DeCilli's three-and-a-half-month-old business, he said, his shop, "Savino's," is a little hard to find, but many customers consider it worth the effort, he said. The store is open from noon to 10:30 p.m., 11 on weekends.

HE SAYS PEOPLE come back for more because not only is his ice cream "home-made," right on the premises, but he uses only "superior quality" ingredients.

For instance, his chocolate chip ice cream "has bigger chocolate chips and there are strawberries in the strawberry ice cream," while his rum and raisin formulation has been compared favorably with a much more expensive brand.

All the other favorite ice cream flavors are represented, as well as specialty flavors of butter pecan, spumoni and frozen yogurt.

The store also has sundaes and banana splits, as well as take-home hard-packed pints and quarts and ice cream cakes.

For those who can't stand the calories or the cholesterol, DeCilli offers the Italian ices in cherry, lemon, pineapple, blueberry and orange flavors.

A sign informs customers that these are eaten from a cup, without a spoon. You squeeze the cup and push the ice up as you lick. The ices contain less sugar than ice cream or sherbet, and no milk.

DeCilli is planning to have them analyzed for calorie content in the

near future.

AN INTERESTING combination is a "Top Hat," a rainbow mixture of ice cream and ices. A vanilla and orange combination tastes like a creamsicle.

DeCilli, a New Yorker, says the ices have been popular in that city for generations, but are new to this area.

The young entrepreneur is a graduate of the Culinary Institute, which was located at New Haven, Conn., but is now in Hyde Park, N.Y. He calls it "one of the most highly accredited schools in the U.S. All the big hotel chains try to recruit the graduates."

And so did the Pentagon. When DeCilli graduated from the two-year course the majored in candy and ice cream, he was drafted. Immediately after basic training, he became a cook for the vice chief-of-staff, Gen. Bruce Palmer.

He had to create a recipe for min-

ature quiches, favored by the general's wife, as well as cook for many formal dinners and parties on the general's yacht.

One of his creations was a special dessert, a half a cantalope filled with raspberry sherbet, covered with meringue and baked as you would a baked Alaska.

"It was a really interesting job," he said. He saw many Washington personalities, including former President Richard Nixon and the late Sen. Hubert Humphrey.

BESIDES WORKING in pizzerias, candy and ice cream stores, and various kitchens, DeCilli has operated a catering business and done ice sculpturing on the side.

When he decided to go into business for himself, his first choice was Cal-

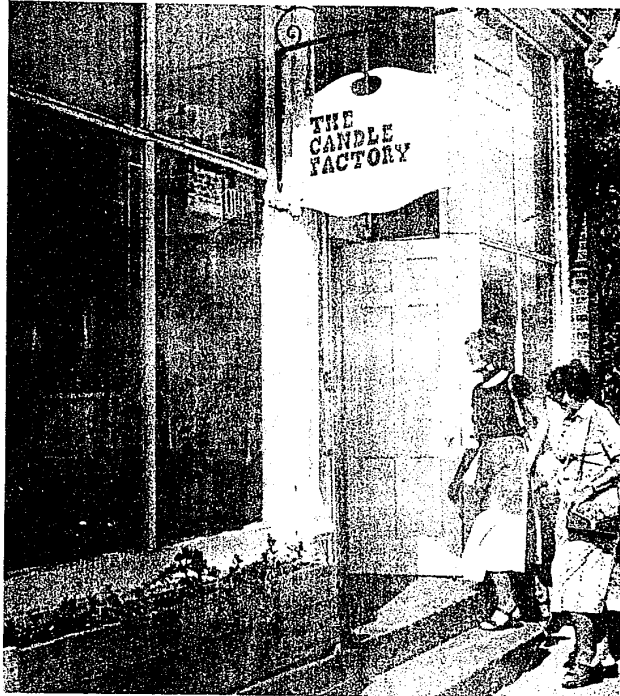
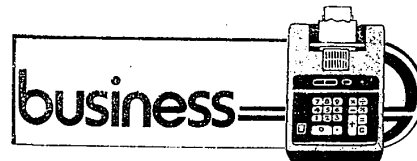
ifornia. He later came to the Detroit area and found it more to his liking. Several of his fellow graduates are in the area, and he feels that there is a lot happening here.

He arrived here last October and went to work for the Plymouth Hilton, while setting up his own business.

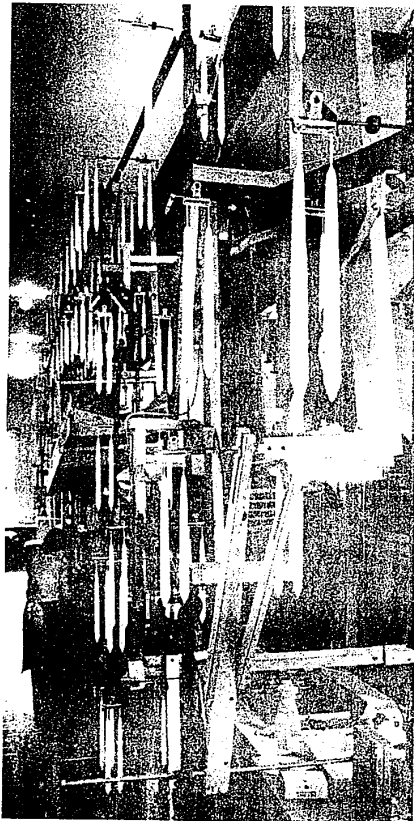
The shop is named for an old friend who has operated an ice cream and candy store in New York for many years.

DeCilli decided not to use his own name because "people find it a little hard to pronounce." The "C" is sounded "Ch."

His grandparents came from Naples, Italy, and even though he is a culinary graduate and "can be very critical at times" about other people's cooking, it's still his mother who prepares the pasta.



Sanna McArra (left) and Herta Durk enter the candle factory. The building was once used as a Masonic Temple and a general store.



The candle making machinery can dip 152 pairs of tapers.

## Hospital costs push insurance rates up

In 1960, the average cost for a one-day stay in a hospital was \$15.62. Today, it is more than \$175. This five-fold cost increase (taking inflation into account) is translated into higher insurance premiums that directly or indirectly come out of the consumer's pocket.

David Karr, vice-president of American Medico, a company that owns or manages almost 50 hospitals nationwide, said consumers can help control health care costs by following some simple suggestions.

Only use hospital emergency rooms for "emergencies." Typically, a visit to an emergency room costs twice as much as a visit to your family doctor.

Avoid carrying duplicate health insurance coverage. Frequently this happens when a person who is covered by his or her employer takes out an additional policy.

Routine dental surgery or the suturing of a cut can easily be performed in a doctor's or dentist's office at a frac-

tion of the cost of performing these in the hospital.

"At American Medico hospitals," said Karr, "the following practices have been implemented to reduce cost to the patient."

Pre-admission testing is used to prevent unnecessary overnight stays.

Committees made up of staff doctors and nurses review all patients' charts to compare actual lengths of stays with the medical forms established for each type of amputation.

Supplies are bought in bulk to take advantage of discounts.

Collections from Blue-Cross, Blue-Shield and other third-party payers are speeded up so cash flow is maintained to reduce the need for borrowing short-term notes.

Reducing the cost of hospital care is a cooperative effort, Karr stressed.

"A cost-conscious patient in a cost-conscious hospital is the essence of it all."

## Radio station announces post

Ruth Whitmore, of Farmington Hills has been named director of advertising and sales promotion for WRIF radio.

Ms. Whitmore worked for WKBD-TV as a promotion manager before mov-

ing to WRIF. She was a research-associate producer for the "Lou Gordon Program."

She is a graduate of the University of Michigan.



Randall DeRover (left) reaches eagerly for a giant ice cream cone from employee Nancy Fisher as owner of Savino's, Lou DeCilli (right), looks on. (Staff photo by Art Emanuel)