

Business

BUSINESS PEOPLE

MARCUS H. HIGGINBOTHAM, of Bloomfield Hills has been appointed by Grand Trunk Western Railroad to the newly created position of manager of operations planning. Higginbotham, former superintendent of Southwest Division of Conrail (Indiana, Illinois, Kentucky, Ohio) was also chief operating officer of the Indianapolis Union Railway Company and a director of the Peoria and Pekin Union Railway Company, Peoria, Ill. Starting with the Pennsylvania Railroad as a transportation apprentice, he rose through the ranks in 11 years to superintendent of Conrail's largest division in July 1976.



Higginbotham Kelsay Ogden

MS. PAULA KELSAY, of Bloomfield Hills has been assigned to the Pontiac Zone as district service manager in Pontiac Motor Division's Field Service Operations. As district service manager, she is responsible for assisting Pontiac dealers with their service and customer service operations. Prior to the assignment she underwent a one-year intensive service management training program in Pontiac's central office.

THOMAS D. OGDEN, of Birmingham, has been promoted to vice president in the Michigan corporate division of Manufacturers National Bank of Detroit. Ogden joined the bank as an analyst in the Credit Department in 1971. He was appointed a commercial loan officer in the Michigan Division in 1974 and second vice president in 1976.

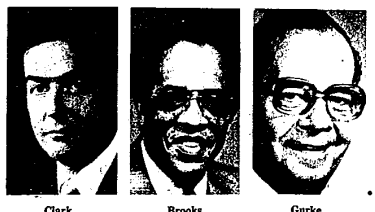
DANIEL J. CASSIDY, of Bloomfield Hills, former assistant general manager for J. L. Hudson Co., Northland, has been promoted to the position of general manager, Fairlane. In his new position, Cassidy will report to John P. Hoeller, store group vice president. Cassidy joined Hudson's in 1976 as divisional merchandise manager of the Home Textiles division and has held his present position of assistant general manager, Northland since September 1978.

MARY FITZSIMONS KIRCHNER, former resident of Grosse Pointe and Birmingham, has joined Hilton Head Island Realty, Inc., of Hilton Head Island, S.C. Hilton Head Island Realty, Inc., is owned by Hilton Head Co., the oldest real estate firm on the island, being in business for over 23 years, plus the largest land owners. Hilton Head Co. has developed Port Royal, Shipyard, plus Spanish Wells Plantation, and they are now in the planning stages for a new plantation to be called Long Cove. Hilton Head Island Realty, Inc., is a member of the Multiple Listing Service which lists and sells property throughout the entire island, including all the plantations.

At the annual meeting of Standard Federal Savings and Loan Association in Troy, the board of directors elected officers for the coming year. Six residents of the Troy area were elected to serve as officers for the association: John C. Pechur was elected vice president and manager of the Harper Avenue office; James E. Wagner was elected vice president of the mortgage department; Raymond Stacer, assistant vice president, mortgage servicing department; Angus Campbell, loan servicing officer; and James Johnsthal and Wayne Jenkins, programming officers. Other officers elected by the board were William R. Yaw Jr., senior vice president and marketing director; Robert J. Bonkoski, Charles W. Gause III and Lawrence J. LaCombe were elected vice presidents of the association. Elevated to assistant vice president was Ronald Gorga. Department officers elected were Sylvia Krentzin, marketing officer; Delphine Martin, training officer; Sylvia Baker, personnel officer; and Lynda Williams, purchasing officer. Other department officers include savings officers, Peter Hill and Janice Wojcik; loan servicing officers, Carl Griffith, Barbara Frisch, Karl Kipela, Judy Leo and Clinton Meyer. Mortgage loan officers were Timothy Gac, Gregory Clark and Norma Patterson. Elected to serve as accounting officers were Donald Brewer, Daniel Rood and Ann Rensen. James Mauch and Dennis Mrook were appointed programming officers. Computer operations officer appointed was James Potrykus, and Richard Cody was appointed administrative services officer.

The board of directors of the Budd Company has appointed **DENNY W. BENSON** assistant comptroller. In his new position, Benson is responsible for major corporate accounting functions and reports to George F. Hofman, comptroller. Prior to joining Budd in 1972, Benson was associated with the public accounting firm of Peat, Marwick, Mitchell & Co.

TOM CLARK, of Birmingham, executive vice president of the Troy based BBDO-Detroit, has been elected to the executive committee of Batten, Barton, Durstine & Osborn, Inc. Clark, until recently the regional manager there, assumed responsibility for BBDO's Detroit office in 1974. Since that time, BBDO President Bruce Crawford said the Detroit office has doubled and grown into the third-largest operation in the company's international network. Clark is sole member of the eight-person executive committee based outside of BBDO's New York headquarters, and will play an increasingly important role in the company's management.



Clark Brooks Guzik

Appointment of **WILLIAM C. BROOKS** of Birmingham as director of personnel for the Fisher Body Central Engineering Activity here has been announced. Brooks joined General Motors in 1973 as staff coordinator in the Human Resources Management Activity of the Personnel Administration and Development Staff. He later became manager of Corporate Managerial Recruiting for the activity and since early 1977 has been director of Personnel Programs and Systems for the Human Resources Activity. In his new assignment, Brooks will head a staff handling the personnel programs for about 5,000 employees at Fisher Body's engineering center.

At General Branch & Engineering Co., in Detroit, **THOMAS P. GUZIK** was named purchasing agent. Guzik is a veteran purchasing agent, having spent 30 years in the profession. He was purchasing manager of Sattley Co., Detroit, before joining General Branch. Earlier, he had been purchasing agent for Anchor Conveyor Co., and before that he was senior buyer for American-Standard Co. He lives with his wife in Southfield.

Companies drill for untapped 'liquid gold' in Oakland County

By STEVE RADDOK

A small group of companies are going underground in Oakland County to find new sources of revenue.

But, they've got to face a lot of rocky obstacles and calculated risks before they strike a payout.

The ultimate return on their investments: finding natural gas or oil deposits. And, in this era of the energy heartburn, the search for hidden reservoirs of natural fuels is becoming more fervent than ever.

New sites are regularly tested as oil companies hunt for that elusive vein that'll spurt a fresh supply of Mother Nature's home-grown hydrocarbon brew.

Michigan, particularly the northern part of the Lower Peninsula, has proved to be a fruitful source of natural gas and oil. Some oil companies, however, are targeting their efforts towards other sections of the state that, based on seismicographic tests, have untapped potential.

This potential has been brought into clearer focus by geological advances that have turned up new discoveries about the hydrocarbon content of the earth's various strata of rock formations.

Oakland County is one of the areas now being surveyed by drilling firms for yet-undiscovered caches of natural fuel, particularly natural gas.

REEF PETROLEUM, of Traverse City, has found what it believes to be a natural gas deposit of 10-12 billion cubic feet in northeast Avon Township. The company has been drilling wells on the site for two years to gauge the dimensions of the deposit and increase the amount of gas they can draw out of the deposit at one time.

According to Reef's Chairman David Hall, the company is the only operator currently pursuing

production in Oakland County. Another firm, Michigan Oil Co. of Alma, drilled what turned out to be a dry hole on Oakland University property.

Drilling by yet another operator is underway on a Romeo field in Macomb County.

The primary objective of exploratory drilling is striking a reef — that is, fissures or faults in the earth's rock formations that provide the ideal environment for hydrocarbon accumulation. In most cases, holes up to several thousand feet deep have to be drilled to puncture these reefs.

"Reefs are hard to find and they're not very big," Hall said. "They're only 60 to a couple of hundred acres in size."

"Trying to find them takes a lot of drilling, a lot of seismic work and a lot of money."

OF PARTICULAR SIGNIFICANCE to Michigan natural gas production was the discovery of the rich hydrocarbon content of a particular rock formation known as the Niagaran strata. Massive natural gas deposits were found in Niagaran reefs located in St. Clair County during the 1950s.

The Avon Township deposits are located in this formation.

The cost of drilling an exploratory well, even if it turns out dry, is about \$200,000, Hall said. If gas is found, then another \$200,000 is needed to complete the well.

"When the first period is over, we'll dig some additional holes in Oakland County, but not specifically in Avon Township," he said.

Reef Petroleum has a big rig working in Oakland's Addison Township, where two holes were drilled last week.

Just what is the county's potential for oil and natural gas?

According to Floyd Layton, a geologist with the

State Department of Natural Resources (DNR) geological survey division, it's not as good as Macomb or St. Clair counties, but does appear to have some potential.

Hall disagrees.

"I'd say Oakland has as much potential as Macomb or St. Clair, although it won't be able to be developed as readily and have as many holes drilled because of the area's heavy population," he said.

MACOMB AND ST. CLAIR gas fields were developed in the 1950s, before the population boom in southeastern Michigan, Hall added.

Based on figures compiled by the DNR, St. Clair County is the state's top cumulative natural gas producer — having generated 160 billion cubic feet through 1976. (The cumulative figure reflects total natural gas production from the first day that drilling took place in an area.)

Oakland County's cumulative gas production through 1977 is 3.4 billion cubic feet, which is about three-tenths of one percent of the total state figure. Oakland County's cumulative oil production through 1977 was about 79 billion barrels, or less than one-hundredth of a percent of total state production.

In 1977, Oakland County generated about 224 million cubic feet of natural gas, or two-tenths of a percent of total state gas production for that year.

The state's richest gas and oil region is a northern Niagaran reef belt that extends from Ludington to Gaylord. The belt, explained the DNR's Layton, is a couple of miles wide and about 150 miles long.

Layton said about 75 percent of the state's oil and natural gas production comes from this area. Shell Oil Co., in turn, is responsible for about half of the state's production.

New styles for mobile society Utility's the last word in decor

By JACKIE KLEIN

The owners of Open Crate call their wares "high-tech, industrial styles for the home."

Partners Paul Lichter and Sheldon Freedheim say they are trying to reflect a new and growing lifestyle in their store in Southfield's Applegate Square on Northwestern Highway and Inkster.

"We feature a blend of functional and industrial type home furnishings for a mobile society which appreciates things they can knock down and reassemble," Freedheim said. "People today seem to care more about utility than high fashion and they prefer items which work and are easy to work with." A wide range of merchandise at the Open Crate is imported and created, Lichter explained. In keeping with the utilitarian concept, a variety of crates are used for floor displays to create a open look.

"We try to educate our customers about the merchandise in our store, and before we know it they're finding more functions for each article than we ever dreamed of," Lichter said.

"THE MARKETPLACE is fickle and keeping up with it is a full-time job. It used to take as long as 100 years for tastes to change. But that's not the case in contemporary living."

Big sellers, Freedheim pointed out, are natural fibre, industrial carpeting and rugs which are durable and simple to take care of. Multi-purpose furnishings which can be stacked and stored are popular with the growing number of apartment and condominium dwellers in the suburbs.

Even the block glass vases have a heavy, industrial though attractive look and so do the cane and chrome brewer chairs. Fabrics are functional and come in a variety of vivid colors, which is part of the contemporary movement,



Freedheim said.

in the spirit of the new look is light and fun with bold colors and materials which last," Freedheim said. "Manufacturers and craftsmen are playing for something new and exciting."

MUCH OF the glassware in Open Crate is imported from eastern Europe and fashioned by old, skilled craftsmen, Lichter said.

Canning and storage jars and tea and coffee canisters remind you of a laboratory, not high fashion but utilitarian. Porcelain books and doorknobs come in a variety of colors and replace conventional fittings in contemporary settings.

Overhead are paper and cardboard lighting fixtures which can be taken apart and fit into little boxes. Porcelain

"We try to educate our customers about the merchandise in our store and before we know it, they're finding more functions for each article than we ever dreamed of," said Paul Lichter (left). Sheldon Freedheim (right) explained that the two try to "feature a blend of functional and industrial type home furnishings for a mobile society which appreciates things they can knock down and reassemble."



mugs, called "plumbers' night-mare," are made from a variety of plumbing fixtures. Candles in little pots look just like cactus. Fruit pies filled with candles look good enough to eat. A one-piece bar cart doubles for storage and serving and plastic stacking drawers can be converted into a desk. To prove its durability, Lichter said, the same plastic as is used in football helmets are part of Open Crate's stock.

"Young companies find European factories which make furnishings which are elegant, casual or formal as well as inexpensive," Lichter said. "In this business, you've got to be bold and imaginative."

"WE'RE EVEN dealing with a new breed of manufacturers' representa-

tives, far from the old image of Willie Loman in 'Death of a Salesman.' Representatives look for new industries with innovative products."

Pointing to an old enamel cooking pot, which seemed incongruous in the contemporary atmosphere, Lichter said he and Freedheim hope to open another store to sell high-tech, serious, functional, utilitarian furnishings for the home.

"We're interested in selective items which fit changing lifestyles and we want to be a part of the growing image," Lichter said.

"We can't say everything is a product of this decade. The color explosion of the 1960s when kids wanted to shed fash colors was part of the media-hype. The result today is spontaneous color and high-tech living."

One-of-a-kind shop

"Little India" features taste treats

By BARBARA PEER

The sign above the store reads "Little India" and once you enter, your nose tells you you're in the right place.

The distinguished smell of Indian herbs and spices permeates the unusual grocery and gift shop. Shelves are stocked with spices, pods and pulverized spices, each packaged in plastic bags.

While the mustard seeds and whole cloves may look familiar to most shoppers, it is the turmeric powder, cardamom pods and methi seeds which natives of India now living in the Detroit area had to travel to Toronto or Chicago to purchase prior to Little India's opening six weeks ago.

"To get the variety, you had to go to Toronto or Chicago," said Kaval Arora, owner of the new store on the southeast corner of 17 Mile and Dequindre. "My brother owns the Toronto store and

quite a few people from this area would go there. Now they're finding out they can get the spices here."

The store features Basmati rice and stone ground whole wheat flour or gram flour packed in five, 10- and 20-pound bags. Also popular staples are black eyed beans, split peas and an assortment of lentils.

Sano Patel, a Troy resident, boasts that Indians waste nothing of a plant. "We use everything from seed to pod," he said, pointing to the wide assortment of herbs and seeds.

Some spices are still used for medicinal purposes, Mrs. Patel noted. Turmeric powder, for example, is mixed with salt and water to form a paste which becomes a poultice for sprains and muscle pulls.

Sinus discomfort is relieved with a simple blend of mustard seed, ginger and fresh hot green

peppers. An upset stomach is treated with ceteri seed mixed with a touch of salt.

ARORA, WHO has spent 10 years in the food business, said he caters to the Indian community as well as the Oriental. But even Americans have been stopping by to test the fresh food snacks and spices. "When they come here," he said, "they know that what we carry is fresh."

Pea lovers will find pure Darjeeling tea grown in India. Also stocked are dried nuts, an essential to Indian cooking.

The store also features handmade cookware, jewelry and some eight track tapes of popular Indian music. Artwork flanks the walls, including paintings by Sagar, a well known Indian artist.

The store is open each day, except Tuesday, from 10 a.m. until 8 p.m.