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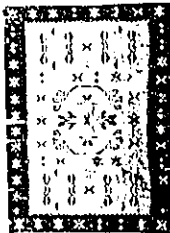
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Onward and upward with Upward's nostalgic calender

If Geoffrey Upward of Birmingham has a date with destiny as a publisher, he already has a handy place to record the event.

"Wheels Across America" is the theme for the first venture of newly organized Upward Publishing Co., a 1983 engagement calender. Upward draws on lots of past experiences to produce this attractive 8 1/2-by-11, two-color calender which salutes the American love affair with transportation.

Upward, now of Michigan Bell Telephone's media relations department, was formerly editor and publications manager at Greenfield Village and wrote the book, "A Home for Our Heritage."

HE USED photographs of vehicles from the Greenfield Village collection. The quality of the photographs, one for each month, is particularly rich because they are duotones — both brown and black are in the finished print.

From a collection of several hundred photographs, Upward chose his baker's

dozen (one for the inside front cover) for quality, dramatic appeal and viewer interest.

"You wouldn't think it would be that hard," he said, "but I went through hundreds before I made my final choices," adding there are plenty more for more calendars if the first does well.

THE PHOTOGRAPHS are of early automobiles and aircraft, horse-drawn vehicles, a paddlewheel riverboat and a turn-of-the-century bus.

Upward said that the calendars have had a good reception so far, especially from men.

He and his wife, Meredith, are handling the marketing and sales, a new experience for both.

"Wheels Across America" is available at Hudson's, some J.C. Penney stores, and most book stores.

To order by mail, send \$3.95 plus 4 percent Michigan sales tax and \$1 each for postage and handling to: The Upward Publishing Co., 620 Hanna, Birmingham 48009.

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