



Trendy 'Big Boy' sportswear at home show

Elias Brothers Restaurants, the Warren-based franchiser of the international Big Boy Restaurant chain, is exhibiting its complete line of recently introduced Big Boy Sportswear on the main floor of the Show.

And if you are lucky, you might find the Big Boy himself modeling the trendy new items.

Or you might be a winner in the daily drawing for free sportswear.

THE BRIGHT and trendy sportswear items for children and adults all bear the popular face that "America Loves" — Big Boy.

The merchandise is normally available only by mail order. But at the show you will be able to see for yourself the fine quality cotton and synthetic blends of which it is made, and its choice of bright colors — red, white, blue and yellow.

"It also comes in several styles, including our 'Official Club Member,' 'All Star,' 'Athletic Club,' faded denim look, and the official Big Boy logo," Elias Brothers Restaurants vice president William Kassab said.

"Our Big Boy sportswear includes everything from sweaters, jackets, sweatshirts, caps and tank tops to rugby shirts," Kassab said.

"Our orders are way beyond what we ever imagined. Many of the catalog orders coming daily into our Warren International office are for several hundred dollars," he said.

"We are quickly discovering that everyone wants to wear the 'Face America Loves,'" he said.

WHILE Elias Brothers Restaurants have offered two-for-one coupons good toward admission tickets for years, this is the first time the company has exhibited in the Builders Home Flower and Furniture Show.

"With Elias Brothers celebrating its 50th Anniversary and the Builders Show its 70th, we thought it was a fine idea that these two Detroit traditions come together under one roof," Kassab said.

Elias Brothers Restaurants, which acquired the worldwide franchise rights for the Big Boy chain in November, also operates 250 restaurants within the chain — all located in Michigan, northeastern Ohio, and Ontario, Canada.

THE COMPANY was founded in 1938 by brothers Fred, Louis and John Elias. Today it employs 17,000 persons statewide. Its annual sales are approximately \$425 million.

The company has several divisions. Along with Big Boy Restaurants, it also operates a limited menu, fast growing, fast food chain, Top Hat Restaurants, now located only in Detroit and Toledo.

In addition, the company operates a stadium and area division that provides food, programs, souvenirs and wearing apparel to the Silverdome, Michigan International Speedway and Championship Auto Racing Teams network of race tracks.

It also services Tiger Stadium with food products as well as the Huron-Clinton Metroparks. It manages the Main Event Restaurant at the Silverdome, and the Silverdome Banquet Facilities.

Heckaman Homes to show 2 styles

Heckaman Homes of Nappanee, Ind., will exhibit two styles of manufactured homes at the Builders Home Flower Furniture Show, March 19-27 at Cobo Hall.

"We will bring our popular Cape Cod and a one and one-half story ranch styled home," said Heckaman Homes Regional Sales Manager Joe Jaglois.

Heckaman currently builds over 60 styles of modular homes, including ranch, Cape Cod, duplexes, bi-levels and two story homes, he added.

All are constructed in a controlled environment in the company's Nappanee factory, then shipped to the local contractor in two units, where it is driven to the site and lowered by crane onto the homeowner's lot.

Homes are shipped with all drywall and painting completed and all kitchens, bathrooms and carpeting installed, he said.

Some of the standard features of Heckaman Homes include Merillat cabinets, Armstrong carpeting and vinyl Ownes-Corning sidewalls and ceiling insulation, Andersen windows, copper plumbing and eight-foot ceilings, 200-amp service and more.

Tankless or instantaneous water heaters have been used in Europe and Japan for some time, yet they have not caught on in the United States. This type of water heater heats water by passing it through copper tubes, over a burner. When a hot water tap is turned on, the unit leaps to life, heating the water as it passes over

the flame. Unlike the tank type water heaters, these have no storage losses since they have no tanks. They heat only the water needed and only when it is needed. These compact water heaters are ideal when space is limited.

Down draft range tops remove smoke and odors by venting them outdoors through a wall or floor. This has allowed for several innovative cooking advancements. Barbecuing indoors is now possible as the range top on exhibit accepts either grilling, rotisserie or griddle cooking units.

Natural gas designed ovens continue to use energy-saving electronic ignition and features the time-saving continuous cleaning option.

Safe and realistic wood-like flames have been built into today's American Gas Association approved natural gas fireplaces. They provide the ambience of wood fireplaces without the hassle. There is no wood to cut, stack or store. Electronic ignition allows for simple flick-of-the-switch fire starting.

The charm and nostalgia of the gas light era are part of what is behind the rebirth of gas lamps. Today's lamps are available in a variety of styles and colors.

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