# If they give you an herb tea, call it root beer

Did you know that Welch's grape juice was invented in 1869 by a New greater of the graph of the

services?

Or how about the Berkeley, Calif., Iather who wanted to help relieve his arthrifte son's pain by developing the now-famous home whirlpool that carries his name — Jacuzi.

For the entrepreneurs behind many of the famous brand names we so often take for granted, these people are the "best known group of unknowns in the world."

For Albert Goodwill Spalding, a strong pitching arm was the key to success both on and off the baseball diamond. After turning down several offers to play professional baseball at age 17, Spalding heeded the ad-vice of his widowed mother and attempted to pursue a career in busi-

Over a five-year period, Spalding nowns in the world."

Over a five-year period, Spalding worked for seven companies — all of which went bankrupt shortly after the arrived.



focus: small business Mary

BY AGE 21, the frustrated athlete disregarded his mother's fear that a sports here's life would make him too concelted — and signed as a pitcher-outfielder with the Boston [Red Stockings] to the specific of the specific of

Years later, Spalding was asked to develop another ball for a new game invented by Dr. James Naismith. If not for Spalding's contribution, who knows what the basketball of today would be like.

market his "Hires Herb Tea" to local Pennsylvania coal miners as a nei-alcoholic alternative.

knows what the basketball of today would be like.

At alent was Spalding's good fortune, it was pure luck that led pharmacist Charles Hires to sample abeverage while on his honeymon at a rural New Jersey in in 1875.

IT WAS the innkeeper's wife who served her family's herb tea recipe to the Hires couple. Hires later went on to develop a formula for making a concentrate of the beverage.

A devout Quaker, Hires wanted to

### datebook

COMMUNICATIONS
Thursday, March 31 — International Interactive Communications
Society meets in Southfield, Information: 740-7818, 176-888.

ACCOUNTING

 SUCCESS WORKSHOP
 Thursday, March 31 — Personal
motivation workshop "The Desire of
a Winner" begins at 7:30 p.m. in
Southfield. Information: 355-4769.
Sponsor: RAO and Co. MARKETING ASSOCIATION
 Thursday, March 31 — American
Marketing Association meets in
Southfield. Information: Kay Bonnici, 569-7095.

 STAY IN BUSINESS STAY IN BUSINESS
 Saturday, April 2 — "Better Business Management Through Professional Support Services" half-day seminar offered in Southfeld. Fec. \$55. Information: 559-3099. Sponsors: Park Medical Centers, Associates Netword Group.

LEGAL ASSISTANT
 Monday, April 4 — Legal assistant
diploma program begins in Rochester. Information: 370-3120. Sponsor:
Oakland University division of continuing education.

## • ACCOUNTING ASSISTANT Monday, April 4 — Accounting assistant diploma program begins in Rochester. Information: 370-3120. Sponsor: Oakland University division of continuing education.

• START A BUSINESS

Wednesday, April 6 — "Start Your own Business" offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Stare.

SUCCESS WORKSHOP

mation: Ted Vitella, 476-8888.

• ACCOUNTING
Thursday, April 7 — Technical
Thursday, April 7 — Technical
Toworkshop offered 7-9 p.m. in Troy
American Society of Training and
Fee: 425. Information: 649-8546.
Sponsor: Start A Business Store.

HIGH-DENSITY HOUSES
Thursday, April 7 — Ways to build single-family houses at higher densities will be explored at an all-day seminar in Detrolt. Fee: \$145. Information: 1 (800) 368-5242, Ext. 347. Sponsors: National Association of Home Builders, Builders Association of Southeastern Michigan.

● COMMERCIAL INVESTORS
Thursday, April 7 — Certifield
Commercial Investors program 8:30
a.m. to 4:30 p.m. in Southfield. Nonmember fee: \$70. Information: 3537700.

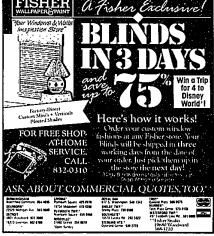
• INVESTMENT FAIR
Saturday, April 9 — Monte Korn
Investment fair held 9 a.m. to 5 p.m.
in Southfield. Admission: \$5. Informatter: 358-1181. Sponsor: Korn,
Womack, Stern and Associates.

● STAY IN BUSINESS Saturday, April 9 — "Better Business Management Through Professional Support Services" half-day seminar offered in Southfield, Fee: 155. Information: 559-3099. Sponsors: Park Medical Centers, Associates Netwood Group.

● A WOMAN'S IMAGE
Saturday, April 9 — "Projecting
the Image You Want' seminar 9
a.m. to noon in Southfield, Information; Rence S. Lipson, 1 (517) 4823455. Sponsor: by the Women In
Management Institute.

46. Sponsor: Start A Business ore.

SUCCESS WORKSHOP
Thursday, April 7 — Personal moIn Rochester. Fee: \$115. Information:





## 370-3120. Sponsor: Oak! sity division of continuu.

● DESKTOF + U1 ...
Saturdays, April 9-30 — Desktop publishing for beginners on the Apple Macintosh with mouse offered 9 ann. to 12-30 pm. in Rochester Fee: \$115. Information: 370-3120. Sponsor: Oakland University division of continuing education.

## DESKTOP PUBLISHING DESKTOP PUBLISHING Saturdays, April 9-30 — Desktop publishing for beginners on the IBM PC offered 9 a.m. to 12:30 p.m. in Rochester. Fee: \$115.Information: 370-3120. Sponsor: Gakland University division of continuing education.

 WOMEN'S NETWORK Thursday, April 11 - Michigan Professional Women's Network meets in Troy, Information: Diane Wilbur, 647-4480.

# BEGINNING COMPUTER Mondays, April 11 to May 2 — "Beginning Computer...a "Hands On" Class" offered 7-9 p.m. in Bioomfield Hills. Fee: \$65, Information: 645-3635, Sponsor: Cranbrook Schools.

VENTURE GROUP

Tuesday, April 12 — Southeasten i Michigan Venture Group meets in i Troy. Information: Ann Martyn, 779-1 9862.

9852.
LOTUS 1-2-3
Tuesdays, April 12 to May 3
Tuesdays, April 12 to May 3
Tuesdays, April 12 to May 3
Tibotus 1-2-3 Beginning Spreadsbeek;
offered 7-9 p.m. in Bloomfield Hilla.
Fee: \$75. Information: 65-3685,
\$500.850\*\*Cranbrook Schools.



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