

marketplace

Smith-Whester of Southfield was named advertising agency for Taylor West Branch, a manufacturer and marketer of steel doors.

Van Dresser Corp. of Troy received the Ford Motor Co.'s North American Automotive Operations Q1 Preferred Quality Awards for its Waterloo, Ontario, and Norwalk, Ohio, manufacturing locations.

Lucas Industrial Systems of Troy acquired Data Laboratories Ltd. and its U.S. subsidiary, Data Laboratories in Bristol, Conn.

Ross Roy of Bloomfield Hills had the first-ever Michigan Department

of Commerce television campaign to appear nationally. It debuted on Cable News Network (CNN) on Oct. 11.

Weight Relate of Southfield offers a new diet program. The telephone number is 351-4148.

Grossman Marketing of Southfield was appointed to develop marketing opportunities and promotional endorsements by Detroit Piston Dennis Rodman.

Wade-Trim/Associates and Wid-Trim/Distman of Taylor and Rochester have merged.

Hedge & Co. Inc. of Southfield was named public relations counsel for Toronto-based Vehma International Inc.

Marketing Impact Inc. of Southfield was named advertising agency for KURTIS Kitchen and Bath Centers.

Alps Automotive announced the move of its divisional headquarters from Southfield to Auburn Hills.

Republix Bancorp Inc. will open a bank in Bloomfield Hills after the first of the year.

Borg-Warner Automotive received a contract to supply full-time, four-

wheel-drive transfer cases for the Range Rover manufactured by Land Rover Ltd. in England.

Price Waterhouse opened an office at 3301 W. Big Beaver, Suite 700, Troy.

Ross Roy Communications of Bloomfield Hills was a 1988 International Direct Marketing Echo Award silver medalist in Manufacturing, Wholesale, Distribution Consumer Mail.

PRMI of Southfield will handle marketing and public relations for Keywell and Rosenfeld, lawyers in Troy.

PRMI of Southfield will handle marketing services for Eaton Koulouras Realtors Inc. of Southfield.

Abrams and Tuck of Birmingham was newly formed by Nina Dodge Abrams and Marsha Lynn Tuck.

The Property Group Inc. of Farmington Hills recently represented both seller and buyer in the sale of The Farmington Hills Tech Center.

Wheril Performance Training Center opened centers in Farmington Hills and Birmingham.

Trentacosta-Hamilton Advertising of Birmingham will handle advertising and public relations for Laser-Land of Novi Inc.

American Speedy Printing Centers Inc., a Birmingham-based printing franchise, opened its newest center in Southfield.

Jacobson Stores Inc. opened two stores in Great Oaks Mall; Thorne's Pendleton Shop and Status Faux Jewelry.

Dennis R. Green and Associates Inc. of Southfield was named by Novatron Corp. to handle its public relations and advertising.

GIVE GIFTS WITH CHARACTER

We acquire quality, solid, hard-wood finishings and decor accessories that are timeless in design... incomparable in value!

GIVE A GIFT WORTH REMEMBERING

*Diningrooms • Bedrooms • Lamps • Tables • Chairs • Wall Art
Silver and Brass Accessories • Chinaware and MORE!*

Re-Sell-It ESTATE SALES

34769 GRAND RIVER • FARMINGTON
Between Farmington and Drake Road
Call 478-7355 Mon, Tue, Wed & Sat 10a - Thu & Fri 10a-9 - Sun 12 noon-4

datebook

- **DIRECT MARKETERS**
Thursday, Dec. 1 — Direct Marketing Association of Detroit meets in Southfield. Information: Karen Surma, 292-3000 Ext. 5239.
- **TRAINING SOCIETY**
Thursday, Dec. 1 — American Society for Training and Development, special interest group for technical training, meets at 5:30 p.m. at Full Circle Communications in Farmington Hills. Topic: "Using the Apple Macintosh." Information: Jack Baum, 390-7495.
- **WOMEN BUSINESS TRAVELERS**
Tuesday, Dec. 6 — "More Effective Business Travel" offered 7-9 p.m. in Bloomfield Township. Fee: \$10. Information: 451-6888. Sponsor: Traveling Women's Information Network.
- **REAL ESTATE WOMEN**
Wednesday, Dec. 7 — Commercial
- Real Estate Women Inc. meets. Information: Vicki Dallas, 652-6560.
- **INVESTORS CORP.**
Monday, Dec. 12 — National Association of Investors Corp. hears presentation on "Evaluating Your Investment Portfolio" at 7:30 p.m. in Bloomfield Township. Free. Information: Robert Showalter, 355-2659.
- **ASSET MANAGEMENT**
Tuesday, Dec. 13 — "Asset Management and Fiduciary Standards" offered from 3:30-5:30 p.m. at the Allen House, 556 W. Maple, Birmingham. Free. Topics: defining investment policy, strategic asset allocation, how to choose the right asset management. Information: 842-4000. Sponsor: Center for Financial Planning Inc.
- **BUSINESS COMMUNICATORS**
Wednesday, Dec. 14 — Interna-

- tional Association of Business Communicators meets at 5:30 p.m. at MVP Communications Inc., 1075 Rankin. Topic: "Creating a Visual Image." Information: Kim Welch, 588-7600. Non-member fee: \$15.
- **QUALITY CONTROL**
Thursday, Dec. 15 — American Society for Quality Control meets at 6 p.m. at the Michigan Inn in Southfield. Free. Topic: "Chrysler Tooling and Equipment Supplier Quality Program." Information: Bill Harral, 420-0122.
- **MEDIA RELATIONS**
Tuesday, Jan. 10 through April 11 — Media relations seminar offered 8:35-8:15 p.m. in Farmington Hills. Information: Vivian Dicks, 927-1173. Sponsor: University of Detroit.
- **COMMERCIAL INVESTORS**
Friday, Jan. 13 — Commercial investment division of South Oakland County Board of Realtors meets in Southfield. Information: 585-1283.
- **USING STATISTICS**
Thursday, Feb. 2 — "How to Provide Statistical Answers When Your Boss Asks" offered 8:30-11:30 a.m. in Southfield. Non-member fee: \$35. Information: Janet Roberts, 352-2100. Sponsor: International Association of Business Communicators.
- **WOMEN BUSINESS TRAVELERS**
Tuesday, Feb. 7 — "More Effective Business Travel" offered 7-9 p.m. in Birmingham. Fee: \$10. Information: 451-6888. Sponsor: Traveling Women's Information Network.
- **COMMERCIAL INVESTORS**
Thursday, Feb. 23 — Commercial investment division of South Oakland County Board of Realtors meets. Information: 585-1283.

Handcrafters CHRISTMAS ARTS & CRAFTS SHOW

Fri. — December 9 — 10-9 p.m.
Sat. — December 10 — 10-5 p.m.

NORTHVILLE RECREATION CENTER
1 1/2 blocks west of Center Street (Sheldon Road)
on Main Street — Northville, Michigan
with 70 DIFFERENT exhibitors

ADMISSION 1.50

Lunch available - no outside please

Sponsored by
Bob Smith & Molly Pemberton
P.O. Box 143
Northville, Michigan 48177

Introducing The GUARDIAN PLAN program

I'd like to tell you why so many caring people have said "Yes" to this funeral prearrangement program.

I once asked John, our GUARDIAN PLAN representative, why he chose his calling. He answered, "Because I believe in it. Because I know first hand, how it helps families."

I found out that John is not alone. He is one of hundreds of compassionate and dedicated men and women who represent the GUARDIAN PLAN program throughout the United States and Canada.

If I like to tell you more about a funeral prearrangement program that attracts people of the caliber of John and his associates to serve you.

The full title of the program is the GUARDIAN PLAN prearranged funeral program. It's funded by life insurance policies and annuity contracts. Unlike trust funded funeral prearrangement plans, the GUARDIAN PLAN program is backed by insurance. That's a big difference. It means once you pay the first premium, you're covered for the full cost of the funeral services you select. And the insurance proceeds from the GUARDIAN PLAN program are tax-free.

Another feature of the GUARDIAN PLAN program that you won't find in any other prearranged funeral plan is something the GUARDIAN PLAN people call Transferrability. Let's say you make your GUARDIAN PLAN funeral prearrangement where you live now and later move to another part of the country. No problem. You are guaranteed that services equal in every way to those you selected in the first place will be provided through the GUARDIAN PLAN program wherever you move, and at no increase in the original cost. Now, I think that's a very important benefit.

There's a lot more to learn. And if what I said makes sense to you, talk to your heart, why not do this: Call for the free, informative booklet, CARING. Call toll free, 1-800-922-7464. The GUARDIAN PLAN people have worked out a easier way to remember that number: 1-800-9-CARING.

GUARDIAN PLAN

THE GUARDIAN PLAN PROGRAM IS ENDORSED BY
LYNCH & SONS FUNERAL DIRECTORS
CLAWSON, MILFORD, WALLED LAKE

This holiday season, Apple makes it easy.

Now is the best time to buy an Apple II or Macintosh computer because if you make your purchase with the Apple Card, you can take your new home the same day, with no payments and no finance charges! (subject to credit review.)

Put a Macintosh Plus to work to save hours after each the production line brings you your Macintosh computer with Macintosh Plus software and you can create customized letters, forms, and proposals. You can take the budgeting and financial program from small business and get the power to manage a corporation of information.

If you need more powerful options, get the Macintosh SE for more business, growing needs. The expanded storage capacity of the Macintosh SE allows room for large spreadsheets and databases, and powerful word processing programs. Plus, with the built-in expansion slot, you can plug in large screen monitors or special application cards.

The compact, affordable Apple IIe Plus makes an excellent gift for the more family. It's the perfect solution for first-time buyers who want an affordable, yet use computer. And along with "Clarify" AppleLink™ there's something for everyone in your family. AppleLink™ combines word processing, spreadsheets, and database management in one software package. Use, but not only on Mac, the AppleLink™ also is one of the most remarkable personal computers you've ever seen. It has 16 lines of high resolution graphics capabilities that allow the print to be sharp, clear and design as well as 64 different sounds and channels. With Clarify AppleLink™ you'll be able to do everything your family needs for personal productivity: word processing, with spell checker and thesaurus; mail merge; spreadsheets, database management, desktop publishing, and more.

Happy to help, for more information about how Apple makes it easy this holiday season.

INACOMP COMPUTER CENTER
NORTHWEST Summit Place Mall 681-1611
Telegraph and Elizabeth Lk. Rd.

Yes, I want to learn more. Please send that free copy of the booklet, Caring.

Mail this coupon to: **GUARDIAN PLAN NATIONAL INFORMATION CENTER**
P.O. Box 70709, Houston, Texas 77270-0709

Name _____
Address _____
City _____ State _____ Zip _____
Telephone (____) _____