

## Third Generation Takes The Floor At Edw Jones Floor Covering

a Edward Jones, could never have imagined that a woman would be managing Edw Jones Floor Covering, the floor covering business he founded 35 years ago. But he would undoubtedly have been very proud because the woman is his granddaughter, Beth Jones. Beth is the third generation of the Jones family, to operate the venerable floor covering business which is also serving many third generation customers.

Located at 707 S. Eton, Birmingham, (810) 644-4483 Edw Jones Floor Covering offers one of the

most comprehensive selections of styles in floor covering available anywhere in the metro area. The huge selection of styles include carpet, area rugs, vinyl and prefinished wood floors.

"Our selection surprises customers," explains Beth, "because we have a relatively small retail floor space. Nevertheless it's all here. Moreover we offer not only an incredible selection, but the knowledgeable sales staff to guide customers through what may seem, at first, an overwhelmingly decision process."

"Floor covering is the single biggest investment homeowners make, in addition to the cost of the house itself," she says, "and it affects the entire look of the house. We understand that, and we work with our customers to plan and coordinate their floor covering to meet their needs, their lifestyle and their decor."

Jones customers come from all over the metropolitan area proving the success of her business philosophy of being customer driven, rather than manufacturer driven. The result is repeat business. "We want to serve our customers through their whole life as well as serving their family and friends. We believe our customers return because they trust us so completely."



Jane Jones & daughter, Beth.

## Beauty Let Loose at Captured Glamour Photo Studio

International award winning photographer Carol Goren and her mother, business manager, Jenn Goren own and operate the 3,000 square foot photography studio, Captured Glamour, in the Park West Plaza, 29499 Northwestern Highway, in Southfield. And glamour is what it's all about at the huge, elaborate Captured Glamour studio.

Photographer Goren has found her niche photographing each and every client to look just as wonderful as possible in photo portraits ranging from executive portraits all the way to provocative boudoir photography which has become the rage among loving couples who want to give their mate (or themselves) a once in a lifetime gift.

Goren is able to create the total glamour look with the help of numerous fully built sets, a make-up artist and 13 years of experience in coaching subjects to take the right pose and project the beautiful good feeling inside themselves. "Everyone's beautiful," says Goren. "I've learned how to capture that beauty on film for all time. Additional techniques that capture the beautiful moment include draping, flattering poses, special lighting, shadow effects and airbrushing."

Needless to say the two hour (or more) photography session that Captured Glamour offers is an ego boosting experience in and of itself. "There's no doubt, it's all Hollywood style show biz when we are working on someone," says Goren, "and they have a great time!"

Risque' boudoir photography is now growing popular among men as well as women. Photography sessions must be made by appointment but some 1,000 photos are on display daily from 11 a.m. to 5 p.m. Tuesday through Saturday. Call 810-354-0080.



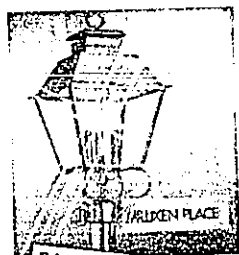
International award-winning photographer Carol Goren (self portrait) of Captured Glamour Photography.

## For the Most Elegant Portraiture You'll Ever See



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- Carpeting, Area Rugs, Wood & Vinyl Flooring and Custom Made Rugs
- Courteous, knowledgeable staff. • Expert installation service.
- Viewing samples at home is encouraged. • Our own free parking.
- We carry Capture® Carpet Cleaner.

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