

CHAT ROOM



Dave Varga

Battle of remote control moves to next generation

Watching children grow up is a priceless, day-by-day process. Often, there's a hard to describe, rush of pride in seeing your child exhibit those traits you'd hope they would develop, like the ability to lie to phone solicitors.

Then, there are times you can only hope to find a way to break the cycle of dependency.

My oldest daughter, Rachael, who is nearly 13, has my wife's spunk and confidence, her singing voice and her passion for reading.

From me, it seems she's developed a love for a wide variety of music - her CD collection includes alternative rockers Sheryl Crow, country crooner Allan Jackson, pop princess Barbara Streisand, jazz giant Kenny G and, the obligatory, pre-teen fave Spice Girls. She's also working on her middle school newspaper and a sports fanatic.

If it sounds like I'm proud, well, that goes without saying. There is, however, that remote control problem.

See I thought it was a guy thing, some kind of genetic or chromosomal affliction that would skip the females of the species. After all, my wife has never really seemed to covet my TV remote control, preferring to only chastise me with ever-increasing warnings when my channel surfing splashes onto her program.

Please see CHAT ROOM, B2

Turning auto advertising into art

Two Farmington Hills photographers blazed a trail in automotive advertising.



By MARY RODRIGUE
STAFF WRITER

The successful run of the 1998 North American International Auto Show has reconfirmed metro Detroiters' love affair with the auto-

mobile.

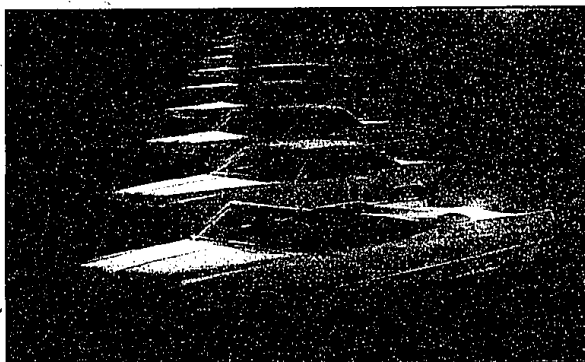
Banking on that love of chrome and metal, two retired Farmington Hills automotive photography pioneers have put their long illustrious careers in print for all to enjoy.

"Boulevard Photographic: The Art of Automobile Advertising" by Jim Williams (Motorbooks International; \$29.95) is already in its second printing. Publication of the book late last year coincided with the 100th anniversary of the invention of the automobile.

It features more than 200 color photographs of every car imaginable taken by local photographers Jim Northmore and Mickey McGuire, from locales as exotic as the desert to the ocean, from Paris to Pittsburgh. Models include a very young Bill Bixby and equally youthful Tom Selleck, as well as a parade of Dodge girls and a menagerie of animals.

"This wasn't done as a money making venture," said Northmore, who has donated the company's entire 7,000 photo transparencies to the Detroit Public Library's division of auto history and memorabilia. "We aren't getting paid. We were interested in chronicling our work. The fact that we had all this photography prompted us, rather than it be ignored or end up in a dumpster."

The book tells the story of the partners (McGuire, formerly of Farmington Hills, now lives in Palm Springs, Cal.) and their business, Boulevard Photographic, which grew from humble beginnings in 1963 to an industry



COURTESY OF BOULEVARD PHOTOGRAPHIC

leader courted by all the major auto companies.

"We still own facilities in Highland Park, but we rent them out to other photographers," said Northmore, 73, who divides his time between Farmington Hills and Florida now.

At their peak, the partners had several studios in the U.S. as well as London and Dusseldorf, and were known as the premiere automotive photographers, both in America and Europe.

In 1955, just two years after they started their business, nine out of the ten biggest advertisers in America were domestic car brands, led by Chevrolet and Ford. And all the car companies came to Boulevard Photographic for its expertise.

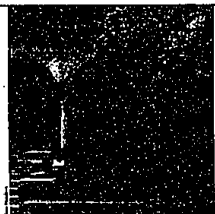
"The unique thing is that we were partners and competitors. We went after the same clients. That's how we survived," said Northmore. "Some clients liked (McGuire), some liked

Please see AUTO ADS, B2

1969 Cadillac: This ad shoot (left) in the desert was costly because all 12 Caddies used were damaged by a sandstorm that pitted windshields and damaged chrome. The picture appears in Boulevard Photographic. Below, photographer Jim Northmore in his Farmington Hills basement with a copy of the book displaying his pictures and one of the model airplanes he collects.



STAFF PHOTO BY DEAN MITCHELL



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"Blue Penny" by Nikko

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Rochester, Meadowbrook Village Mall
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