Thursday, January 23, 1975

## Designer Raymond Grosso feels benefit may come from shortages:

## 'Clean' products

By JOAN WEAVER

While some view recent material shortages and higher prices at best as a worrisome trend and at worst as an unqualified disaster. Raymond A Grosso, of Troy, views these problems as an opportunity to get away from waste and inferior quality, and back to important design goals such as material efficiency, simplicity and real convenience. Grosso points out that in the past there has been indiscriminate use of what used to be cheap plastics, overtice of expensive and functionless trim and meaningless features that have never been the precepts of good design.

sign "The difference now," he says, "is that good design is no longer a lux-ury. It has become a necessity." Grosso is an industrial designer







more taken up these days with the responsibilities of management than designing. He still keep his hand in overseeing product, graphic and interior design at Ford & Earl Design Associates. Warren, which also has offices in New York, and paints abstracts and scutpts in his spare time.

The company designs a variety of appliances like blenders, kee crushers, mixers and hair dryers for Romson Corp. business machines and instruments for Bendix Corp., cameras for the 3M Co and tractors for the Clark Equipment Co.

PRODUCT DESIGN is only one aspect. Grosso says Of equal importance is graphic design which includes corporate identity trademarks

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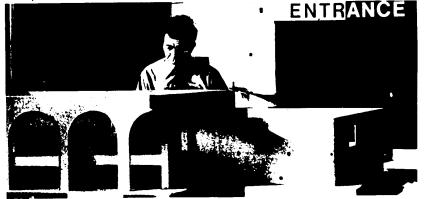
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IT'S A REAL challenge, Grosso IT'S A REAL challenge. Grossos, whether designing from scratch or re-designing products that have had form and function. Business machines and instruments for industrial Metrology, a division of Bendix Corporation, were originally assemblages of improvised cabinet parts: and looked it, After re-designing, they are harmounes, professional looking machines and testraments in which form follows functions.

none, professional looking machines and testaments in which form follows function for the following function for function the first place."



Photographed by Kathy Willens



## New role and membership

## How area chambers adapt to retail changes

By ALICE COLLINS

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There's no war going on between the downtown business establishment and its satellite offsprings, the shop ping centers

They've discovered what the newspaper industry found after a few years of living with radio, and radio found when television became a household word—there's room for every-body.

"But they sure as heek have stimulated us and kept us on our toes," said Knowles B Smith, executive director of the Birmingham Bisomifiel Chamber of Commerce were asked this week about the futures of their organizations, the businesses, industries and services they represent.

seed about the duties of their organi-cations, the businesses, industries and services they represent.

All agreed, membership is increas-ing as the business profiles of their communities change and grow. They feel they're becoming more effective to the community as a whole, and that shopping centers are becoming part of one high happy family. Keeping the downtown business dis-trict supplied with enough parking spaces to match the parking conven-iences of shopping centers has been a primary and continuing goal of the Brimingham-Bioornfield chamber, the longest continuing chamber in the area.

area. "We've worked hand-in-hand with the Birmingham City Commission in getting the three parking structures for downtown Birmingham," Smith

"A ballpark figure on parking spaces in the three facilities, plus on street and municipal lots, is somewhere around 4,500." Smith continued "There will continue to be an increased demand and we hope to meet that for a growing business communication."

"THE NEIGHBORHOOD shopping centers in the Farmington area have "THE NEIGHBORHOOD shopping centers in the Farmington area have their own associations," said Edward J. Lane, executive director of the Farmington chamber. "That's necessary because they work to advertise their own particular center. But they're also associated with our group to work for things important to the entire area."

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In Rochester, many stores within shopping centers belong to the chamber. "We're in the process of reorganizing," said executive director Phyllis Corunp, "and we hope to encourage the centers to belong as organizations." They have their own merchatist associations now, but we feel the chamber on the marked and their individual stores and services belong and support the chamber of commerce according to executive director. "We're also hoping to recruit all of the smaller neighborhood centers," she said.

In Southfield where there has never been a downtown business district, retail shopping centers and their individual merchantis belong to the chamber, according to its executive director Jack Hollywood.

"We're encouraging shopping centers to belong to the chamber. They have their own merchants associations, but we feel the chamber can be an umbrella for everyone,' said Phyllis Crump, executive director of the Chamber of Commerce.

TODAY'S CHAMBERS tackle prob-lems that are as much a concern to the outlying centers as to older down-town business districts. Everyone is in-terested in information dealing with hopliting and bad checks, the latest Mchigan regulations on occupational health and safety, tazation, traffic sit-uations and local ordinances that re-late to businesses. And all of the chambers, expecially those in the center of South Oakland Country's population boom, are pusing to keep up with changing growth and business patterns in their commu-nities.

ing to seep up and business patterns in their communities.

Memberships of all are growing and broadening to include services like medical, dental: educational and others not normally a part of old-time chamber organizations.

"A lot of our promotions are geared around retail because we have a strong retail group;" said Farmington's Ed Lane. "But we have a very good raits of professional, however, and the strong retail group; said farmington's Ed Lane. "But we have a very good raits of professional, host of the strong of the str

members representing between 20 and 30 per cert of the eligible community, according to Lane. This year's operating budget is \$50,000.

Eaken Turner has been directing the Troy chamber for three years and during that time it has grown from 75 to 300. "Light industry is the primary makeup of Troy and our membership represents the professions, the commercial and the industrial establishment. We have a very good cross section," she said. The 1975 budget is \$50,000.

"We hope to become more active in communicating with our representatives in Lansing and with local officials too." Nis. Turner continued. "There's a local situation right now that we're trying to get something done about. Businesses are being charged for police runs every time burgier alarm is accidentally activated. We don't feel this is fair." Raymond Elbott of Ray Elbott and Associates Insurance Agency was this must beleved president of the Troy Chamber, succeeding Marien Davidson.

Price. first vice president. Fred Wille, second vice president, and Marva Reinhardt. tressurer
THE GREATER ROCHESTER.
Chamber of Commerce was started in the early 48s and represents the older downlown shopping district, and the seven neighborhood shopping centers and Phyllic Churp. 'about the same also Phyllic Churp.' about the same also Phyllic Churp. 'about the same also provided the commerce of the commerce