

Hotel to bring European flair

By SUSAN BELNIAK

The grand opening of Troy's Northfield Hilton Feb. 7 will bring with it some European flair.

London-born Arthur M. Gimson, whose hotel background extends to England and France, has been named general manager of the new Hilton.

Gimson said most of the hotel design had been arranged prior to his arrival, but he is hiring key department heads and buying such items as linens and place settings.

Gimson said he views the Northfield Hilton as one of his most challenging assignments.

"In this highly competitive and constantly expanding Troy area, we have had to create, develop and construct a hotel-inn operation that represents sophistication, service and comforts for today's traveler and conventioner," he said.

Gimson pointed out that the Northfield Hilton attempts to cater to the total needs of those scheduling training sessions and sales meetings.

THE GRAND Ballroom has a seating capacity of 1,065 with an adjacent foyer which can be used as an assembly or pre-registration area to accommodate an additional 530. Four smaller meeting rooms, each capable of seating 80, also are available. Movable dividers can be adjusted to form one large area seating 270.

The Hilton also offers two additional meeting rooms, each accommodating 95, plus seven smaller rooms for 10-15 people.

The Northfield Hilton, whose name recently has been changed from the

Chrysler Hilton, also will provide a full range of menus from breakfasts and lunches to receptions and dinners. Social occasions, weddings, bar mitzvahs, cocktail parties, presentations and celebrations also will be arranged.

In addition to providing complete meeting facilities, the Hilton will offer overnight accommodations. The 191 sound-proofed rooms are equipped with a complimentary wake-up service and color television.

To accommodate even larger groups, a 209-room high-rise addition to the hotel is being planned and should be completed in early 1977.

TWO RESTAURANTS will be easily accessible. Wickertown, to be located within the hotel, will seat 208 persons and will serve breakfast, lunch and dinner. Special lighting will enable the room to appear as a coffee shop for breakfast and as an intimate dining room for lunch and dinner, Gimson said.

In the spring of next year, Chuck Murr's Charlie's Crab will open in an adjoining 10,000 square foot building.

A contemporary bar and lounge named Hurley's will feature dancing and entertainment seven nights a week. A unique feature of Hurley's will be a stainless steel dancer floor.

Other hotel facilities include an indoor pool, men's and women's saunas, a gift shop and laundry and dry-cleaning services.

As the Northfield Hilton nears its grand opening, final arrangements are being made for special interior



The Northfield Hilton will attempt to provide full meeting services in addition to its 191 rooms.

and exterior decor pieces.

Planned for arrival in January is a two-ton, eight-foot bronze sculpture for the courtyard. Oval in shape, the sculpture was cast in a wooden mold and designed especially for the hotel.

A six-foot by 12-foot wall hanging is being completed for the hotel lobby. Designed by Janet Kummerlein of Prairie Village, Kan., the fiber release sculpture will be heavily textured, ranging from six inches to one foot in thickness.

The sculpture is abstract in design and will consist of wool, rope and a variety of fabrics. Expected to take five months to complete, the sculpture will arrive in mid-January.

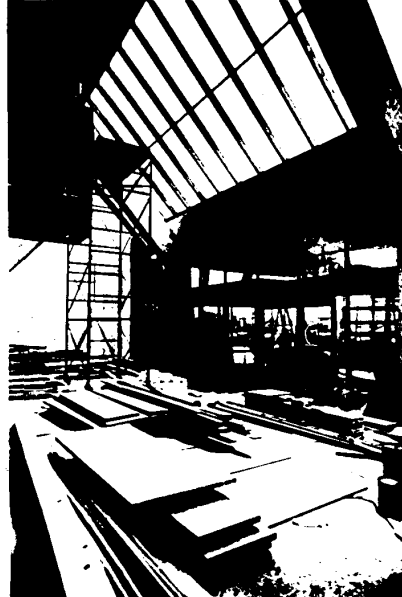
Prior to the opening of the Hilton, a gala fundraiser will be held for the benefit of Children's Hospital, Gimson announced.

The \$150-a-couple party is expected to draw such entertainers as Bill Cosby and Charlie Kallas. Gimson said the entire \$150 will go toward charity since the Hilton is donating the food and beverages.



ARTHUR GIMSON

The Northfield Hilton, on Crooks Road south of I-75, occupies 18 acres. It is within walking distance of Michigan State University's Management Education Center.



A fiber glass sculpture is planned for the hotel's lobby which is now under construction.

Investment group opens branch office

Investment and Capital Management Corp., Chicago-based investment advisors, have opened a branch office at 4800 Dow Ridge Road, Orchard Lake. Its first branch in the metropolitan area.

The company specializes in debt and equity markets but also deals in options and related areas. ICM serves pension funds, profit sharing trusts,

endowment funds, municipal employee benefit funds and large personal portfolios.

Robert F. Fera, vice president, is in charge of ICM's new office.

ICM becomes the first midwest-based investment advisor to open offices in the area, apart from local or large national firms. According to Fera, ICM emphasizes the need to se-

lectively accumulate securities at undervalued levels (usually at times of widespread pessimism) and liquidate securities at pre-selected price levels or when optimism is rampant.

THE FIRM currently has managed client funds exceeding \$150 million. According to Fera, the firm believes a maximum of \$300-400 million can be managed successfully while retaining full flexibility to implement purchase

and sale programs.

Under President Donald Kilian, the firm employs a full-time senior bond manager and full-time marketing specialist.

Fera intends to limit the number of accounts per senior investment manager to 25-30 to retain a "personalized approach to the client's needs while stressing intensive professional portfolio management."

Downtown windows make shopping enjoyable

Birmingham, Franklin, Farmington and Rochester all have something in common—a charmingly intact central business district that invites individuals to stroll the streets, examine windows and enjoy the old-home atmosphere of the towns.

The streets and the shops that line them in such communities keep an old activity alive and allow individuals without the money to enjoy new merchandise without spending a cent. In these towns, window shopping does indeed exist.

And it is the town business districts that have an advantage over the shopping malls. Rather than huge, practically windowless and always crowded shopping areas, city streets have a certain individuality, expressed and reflected in creative window displays.

They are towns where family can enjoy a leisurely walk on a Sunday afternoon.

At this point, shop owners might take a lesson from big-time New York City merchants. With the difference in dollars noted, a certain philosophy exists in the Big Apple. Windows, rather than being loaded with new merchandise or sale items, are instead artful presentations.

And whether it is fashionable Fifth Avenue or a less impressive 57th Street, merchandise is placed in a setting rather than making a setting out of the merchandise.

TIFFANY'S FOR example, dressed its window with snow and trees to display a selection of Christmas gifts. One window housed a miniature lion pin, set amongst trees and made of baby's breath. With only a single item, the window was as stunning as the piece that was presented.

Cartier's also displayed only one item per window. One contained a mailbox overflowing with Christmas cards in the middle of which sat a diamond and emerald bracelet.

Jewelry, of course, sets its own mood and hardly needs dressing up. But the simplicity of the windows enhanced the beauty of the items.

Shoes, too, take on a new display look in New York.

The display people at Charles Jourdan transformed their windows with

art-like mannequins, made of plastic enclosed beans.

Though the display was rather than the shoes caught the eye, it made passers-by stop.

Likewise was the Steuben Glass windows. Like jewelry, glassware is beautiful onto itself, but an unusual scene was made with a set of glass squirrels and gold acorns set among a grouping of miniature trees.

IBM also used its window space to the fullest, exhibiting the history of calculators from beginning to present day. Those who stopped to look and there were many! received an education without spending a cent.

In the Big Apple window shopping isn't an odd occurrence, mostly because windows hold some fascinating scene of fantasy land. People walk the streets long after shops close, peering into window after window and enjoying themselves.

While that doesn't happen here to the same degree, it does happen. And with a little change in philosophy, window shopping might even flourish.



A late evening stroller glances at the windows outside of Davidson's in downtown Birmingham.

Explorers hold conference

Three areas of the Exploring Division of the Boy Scouts of America and Sea Explorers held their annual action planning conference recently at the Waldenwoods resort in Hartland.

Attending the two-day session were 120 Explorers and volunteers from Oakland, Macomb and Wayne counties.

The conference committee included Explorers, area chairmen and Explorer executives. Principal speaker was Lou Ross, area one Explorer chairman. Ross is vice president of the Ford Motor Tractor Operations in Troy and a volunteer leader of the Explorers group. The subject of his dis-

cussion involved exploring management, objectives and goals, planning and leadership.

Others who participated in the fall planning session included Explorer director Ed Vincent of Bloomfield Hills and executives Ann Bartlebaugh of Madison Heights, Mike Thury of northwest Detroit and Stan Gaines of Romulus.

THE GROUP held brainstorming sessions, area caucus meetings and question and answer sessions. On the final meeting day, an election was held and the following officers elect-

ed: Ann Biski, Explorer President's Association chairman, and John Hill, vice chairman.

Area chairmen include Bob Pausch of Clawson, for northern and eastern suburbs, and Denise Day, western suburban chairman. Joe Wirig Jr. was named chairman of the Sea Explorers.

Program for the coming year will include a ski trip in February, competitive road rally in May, the "anything that floats" race in June, and a canoe weekend trip in mid-September.

The Explorers Division includes about 4,100 active members in the tri-county area.



New York's Charles Jourdan's shoe display is an attention-getter.