



Patrons wait in the salon's reception area where furnishings, straw, stucco walls and

plush carpet make it easy to forget that the area was once a garage.

Salon offers comfort for the stylish man

Ricard DeBriental switches from designing rooms to designing heads. DeBriental, owner of Ricard's, 2301 Orchard Lake Road, Farmington, was a designer with New Center Studio, Detroit, before he opened his first Farmington beauty salon about three years ago.

"I got tired of traveling I wanted to settle down," he says.

He settled down into the hairdressing business, a craft which he had been observing since he was 5 years old.

"My mom's been a hairdresser for 41 years. I grew up with it," he explains.

His wood paneled salon has none of the lace, frills and flowers usually associated with hair salons.

The salon is designed to be a comfortable place for men and women clients.

"I SAW a picture of some men in a salon, getting their hair done. They were drinking beer and in the background there were these huge flowers on the wall," DeBriental says.

There aren't any pink hair nets here.

He is dressed in a beige leisure suit with a peach shirt. Rings, bracelets and necklaces complement his attire.

"Men take more pride in their clothing and the way they look, now," he explains.

"Men, like women, have a need to look good."

Some of the men who come to his shop are encouraged by their wives to try out the salon.

"In some cases women have to urge men to try the salon," he says. "Men who want to get into salons are afraid of the initial plunge. They're afraid of the ladies' attention."

"Men who come here are a little nervous at first, but once they walk around and see the place, they relax," he says.

"We don't have to have copies of 'Playboy' lying around or other than a beer, just to make them comfortable."

DeBriental's SALON is a remodeled home. The reception area and DeBriental's office are part of the old garage. The salon itself fills the living room and the dining room of the old house.

"The old fireplace still works. If I took the plants out of it," he says as he passes the stucco mantelpiece.

The kitchen was left intact for the staff. DeBriental worked with an architect in redesigning the house. His employees coordinated the color scheme in the work area, he adds.

"We cater to the young of all ages—it's kind of a heavy scene," he says.

Although 80 per cent of his shop's customers are women, he doesn't consider his salon a "ladies shop."

"There's a difference between a beauty shop and a salon," he explains. "A salon is put together at greater expense."



Ricard DeBriental puts the final touches on wife Pat's hairstyle. He says he operates a salon where men and women will feel comfortable. (Staff photo by Harry Mautho)

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(S.F. 3C) (BWT) 10

At Lawrence Institute Economy car champ featured

The new under-2,000-pound Chevette will headline a Chevrolet display this weekend as part of Lawrence Institute of Technology's annual open house.

The open house is Saturday and Sunday, April 21 and 22, on the school's campus, Northwestern and Ten Mile. The events will run from 11 a.m. to 6 p.m. both days.

The Chevette, acclaimed fuel economy champ of the United States—batt cars in official governmental Environmental Protection Agency (EPA) tests, tops Chevrolet's development for 1976.

It expands the division's passenger car variety to 19 different lines, the broadest selection ever offered by Chevrolet.

"With new engines and lighter vehicles, including the all-new Chevette, we have committed our resources to meeting our national energy goals and have made what we believe is the most important program in the industry in that direction," says Robert Lund, Chevrolet general manager.

speedy diagnosis for service technicians.

The Chevette is reportedly the lightest U.S.-built car—at 1,980 pounds—and is 17 inches shorter than any previous Chevrolet.

THE CHEVETTE is offered in one body style—a two-door hatchback coupe.

Model options include an economy Scooter, a 14 liter Rally and a "Woody" along with the base coupe. The front-mounted 1.6-liter (16-cubic-inch) four-cylinder cast iron engine with single overhead camshaft is standard with a 1.6-liter (97.6-cubic-inch) version optional.

The car, using rack and pinion steering, also has the shortest turning circle diameter of any U.S.-built car at approximately 28 feet. It boasts exceptional anti-rust protection with 17 different specific methods used in its structure to fight corrosion.

Chevrolet also has introduced several other new developments in its 1976 passenger cars.

A new highly efficient 200-cubic-inch V8 that replaces the 200-cubic-inch V6 as the base engine for Nova, and the base 200 V6 in Camaro, Monte Carlo and the Chevette coupe and sedan.

Important design features in the aluminum-block base four-cylinder engine for the Vega and Monza improves durability and reliability.

A new top-of-the-line Concours series and new front styling for the Nova line has been developed by Chevrolet engineers.

A NEW VERSION of the Towne Coupe with large rear quarter windows and specific interior decor is now used in the Monza line.

Several new styling features were made for the regular Chevrolet, the Chevette and Monte Carlo.

A new level of luxury and convenience in the three series of Sportswans, including a new quick-release feature for easier removal and installation of the rear seats, a new luxury interior for the top-of-the-line Beauville model and a new optional step-type rear bumper were introduced for 1976.

"With the accent on improved efficiency of our engines, the introduction of the Chevette and the new 200 V6, Chevrolet should show a nine per cent sales weighted passenger car improvement in fuel efficiency for 1976," Lund says.

"This nine per cent gain comes on top of the 27 per cent sales weighted gain for 1975," he concluded.

House prices rise but values exist

Michigan and other residents in the north central section of states are continuing to enjoy bargain prices for existing homes compared to other sections of the country, the United Northwestern Realty Association of Farmington reports.

The UNRA says that nationwide, the median price of an existing home rose 10.3 per cent last year over 1974 prices to reach \$23,320.

In the north central states, the increase was only 8.8 per cent to \$20,000. The sharp increase was in the west where prices rose 13.8 per cent.

UNRA figures for its territory covering Western Wayne, Oakland and parts of Livingston counties showed the average sale price for an existing home increased 5.3 per cent last year to reach \$20,073.

The highest median price for existing homes last year, \$29,380, was in the West followed by the Northeast at \$29,230 and South at \$24,940.

More expensive home prices elsewhere also were reflected in national tables showing that nearly one of every two existing homes sold in the north central states was under \$20,000.

Again, the West led other regions with a 13 per cent increase followed by percentage gains of 7.5 in the South, 7.1 in the Northeast and 4.9 in north central states.

Locally, the UNRA reported a 4.4 per cent increase in units sold accompanied by a 10.7 per cent increase in dollar volume.

The national figures showed the three-bedroom house containing the most popular, accounting for 58.4 per cent of all single-family home sales in 1975.

Statistics since 1968 show the percentage of two bedroom homes decreasing slightly from 21.8 per cent to 18 per cent while homes with four bedrooms increased in popularity from 21.3 per cent to 26.6 per cent.

Price comparisons show that in 1975 the median for a home with four or more bedrooms was \$46,100, nearly twice the \$23,170 for a two-bedroom unit.

The median price of an existing home with three bedrooms last year was \$24,390.

THIS WAS true of less than one of four houses in the West. In the Northeast, 30 per cent of existing homes sold commanded a price of \$20,000 or more while in the north central region these higher-priced homes accounted for only 12 per cent of the market.

The existing home market was strong in all four regions last year, showing a national increase in units sold of 7.9 per cent over 1974.

Department warns state of penalties

The Commerce Department is warning Michigan residents not to participate in a chain letter scheme involving United States Saving Bonds because of the risk of seven-year jail penalties and a \$10,000 fine.

The penalties apply to convictions for offering or selling any form of participation in a pyramid or chain promotion, department officials said.

Reports indicate that such a scheme is going on in Michigan. If U.S. mails are involved in the fraud, that would be an additional violation.

The scheme is similar to the old chain-letter approach, only it involves bonds instead of cash. Apparently some persons are being asked to pay for a list of names, then buy two bonds and sell the list to others.

Alexander Hamilton Life Insurance Co. of Farmington Hills, a subsidiary of Hamilton International Corp. of Farmington Hills, has received approval from Wesley Kinder, California insurance commissioner to transact business within that state.

The approval from California marks the 45th state in which Alexander Hamilton has received acceptance. As in most other states, the company's line of insurance products will be sold through a network of agents and brokerage firms.

Two Farmington area residents have been granted certified public accountant certificates by the Michigan State Board of Accountancy.

Thomas Miller, 2745 Gateway Drive in Farmington Hills and Jaan Hartsock, 22070 Grand River, Farmington, recently met the educational and experience qualifications of the Michigan Accountancy Law. They also passed the uniform CPA examination which is given in all states.

Eva E. Uckerleke has been appointed assistant manager of the Sherwin-Williams Store, 2280 Middlebeck Road in Farmington.

A Keego Harbor resident, she is a graduate of Eastern Michigan University with a degree in interior design.

Michael Mesa Madbak, 2790 Gate Wayne in Farmington, has received an award for outstanding sales and service in the public as an insurance representative with Combined Insurance Co. of America.

Madbak won the Initial Award in the Clemen Stone International Sales and Management Achievement Club, which is named after the company's founder and board chairman.

The Combined group of life companies specializes in non-canceled labor accidents, health income-protection and life insurance. Last year the group paid benefits in excess of \$126 million.



1976 CHEVETTE...

Metropolitan promotes 5 officials

Metropolitan Savings of Farmington has promoted five to assistant vice president positions and named a new vice president, according to Roger Richards, president.

JOHN McDEVITT, of Ann Arbor, was elevated from assistant vice president to vice president of the commercial loans department. He has had extensive experience in the commercial mortgage field, performing in management position with Citizens Mortgage Corp., Mathew-Phillips, a mortgage subsidiary of Gulf Oil and was formerly president of Metstar, Inc., a management consulting firm.

JULIA MILLER, of Farmington Hills, was promoted from assistant controller to assistant vice president. She joined Metropolitan as an accountant in 1972 and received her first promotion in 1974.

Prior to joining the association, she was in the accounting field for more than eight years and held positions in the retailing and travel industries.

She is a Case Tech graduate and attended both Wayne State University and Wash Institute.

She is also a member of the Financial Manager's Society of Detroit.

STUART ROSEN, of Southfield, was named assistant vice president of finance and systems.

He joined Metropolitan in 1974 and was with another savings and loan firm for two years in the finance and systems area.

Rosen received his bachelor of arts degree in accounting from Eastern Michigan University.

He is a graduate of Eastern and currently is enrolled in the school's banking school, majoring in economics.

He attended the Mortgage Banking School, University of Maryland, and completed courses in corporate finance.

BRINDA PERRY, of Grosse Pointe, a new assistant vice president, was hired in 1975 as manager of the mortgage servicing department. She is a graduate of Michigan State University and has been in the mortgage field for several years.

Ms. LULA JOSEPH was elevated from branch manager to assistant vice president.

She started her career with Metropolitan in 1968 as a teller and progressed to manager.

She is a graduate of Case Tech, attended Wayne State University and the Savings and Loan Institute of Detroit.

She is a member of the Detroit Real Estate Broker's Association, the Board of Directors of the Bagley Community Council and is contributing editor for the "News and Views" community paper.

CHARLES BERWICK, of Warren, is the new assistant vice president in charge of the new collection department.

He joined the association in 1975 and has more than 14 years experience in the consumer finance industry.

He is a graduate of Grand Rapids Junior College and attended Western Michigan University.

Metropolitan Savings Association is headquartered in Farmington Hills. It is Michigan's 6th largest Savings and Loan with more than \$900 million in assets and 13 offices in the Detroit area.

New system is money saver

Water Saver Systems, Inc. of Farmington, now offers a money saving cooling unit for farces used in melting metals.

The job of cooling two special electric furnaces in a vacuum can be done usually with only 20 cubic feet of water using a process perfected by the Michigan based metal processing firm.

Previously, the cooling method used 37 million gallons of water yearly at a water and sewer cost of nearly \$2,000 per month.

Water Saver Systems designed and installed the water cooling system on the vacuum furnaces. Both the 20-cubic-foot and 600-pound furnace, are being cooled with only 210 gallons of water which are constantly recycled.

The unique system circulates the water continuously under pressure automatically and cools it in a sealed, closed-loop fashion at the rate of 180 gallons per minute to keep furnace temperatures at proper levels.

A dry factor of the system allows the water in the system to be sealed for re-use without discharge. This is by a special arrangement of the system that Water Saver's engineers designed to make it operate safely and corrosion-free.

Water Saver maintains that without this method of stopping corrosion, the steel build up would occur so fast that the equipment would be out of commission in a few weeks.

Most firms use cooling systems that are costly and production disruptive. Water Saver officials say.

These systems pass city water once through the equipment and sewer discharge. These firms also claim the cooling systems of their equipment.

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