

# BUSINESS PEOPLE

**JOHN G. BARRY** of Rochester was named market manager for Sperry Vickers' truck, bus and lift truck market.



Barry

**JOHN P. HOELLER** of Farmington Hills has been promoted to vice-president, general manager of Hudson's Northland store.

Hoeller joined the company in 1972 as assistant to the vice-president, operations.

**JOHN A. EDWARDS** of Birmingham has been elected a senior vice-president of Campbell-Ewald Advertising.

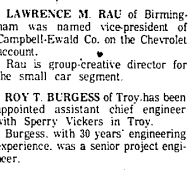
Edwards rejoined Campbell-Ewald in 1975 as vice-president and senior accounting supervisor.

**JACK R. ALLEN** of Birmingham has been promoted to general manager of WWJ-TV.



Allen

**EDWARD S. GLICK** of West Bloomfield Township was named assistant vice-president, district manager of Perry Drug Stores, Inc.



Glick

**BERT A. SWANSON** of Birmingham has been appointed field sales supervisor for Bombardier Corp. in Michigan, Indiana and Ohio.

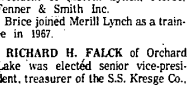
Swanson joined the Bombardier distributor organization in 1966 with Heath International, Inc.

**LAWRENCE M. RAU** of Birmingham was named vice-president of Campbell-Ewald Co. on the Chevrolet account.

Rau is group-creative director for the small car segment.

**ROY T. BURGESS** of Troy has been appointed assistant chief engineer with Sperry Vickers in Troy.

Burgess, with 30 years' engineering experience, was a senior project engineer.



Burgess

**WILLIAM L. PICKETT JR.** of West Bloomfield Township has been named vice-president, university relations for the University of Detroit.

**LAWRENCE J. MUSCARELLA** of Birmingham was appointed general superintendent of production at Chevrolet's Detroit Gear and Axle Plant.

He joined GM in 1942 at the Chevrolet Division axle plant in Buffalo, N.Y.

**GERALD D. BRICE** of Bloomfield Township has been elected a vice-president of Merrill Lynch, Pierce, Fenner & Smith Inc.

Brice joined Merrill Lynch as a trainee in 1967.

**RICHARD H. FALCK** of Orchard Lake was elected senior vice-president, treasurer of the S.S. Kresge Co., Troy.

Falck had been senior vice-president of sales and general merchandise manager.



Falck

**KENNETH M. WISBRUN** of Troy has been promoted to second vice-president of Manufacturers Bank.

Wisbrun is a tax consultant in the trust department.



Wisbrun



Troy's new Design Center is a shopping mall for professional shoppers. The Center is a showcase for wholesale-priced goods which an ordinary designer's office would find difficult to accommodate.

## Design Center lures professional buyers

A Troy investment company is hoping that retailers will become addicted to shopping in a mall as other consumers are.

Design Center, 1700 Stutz Drive, Troy, is planned to appeal to persons in the interior design industry, according to Marvin Danto of Danto Investment Company.

"We sell to the people who sell to the public," Danto explained.

"There are more fabrics, wall coverings, floor coverings under one roof than any other place in Ohio, Indiana, Michigan and Ontario," Danto said.

The fabrics are housed in a 252,000-square-foot mall, with 4,000 feet devoted to showrooms.

"We opened one building two weeks ago," he said. "The entire mall is on 19 acres. It'll be a four-year project."

The project will fulfill a need for persons who are in the interior design business, according to Danto.

"DESIGNERS CAN'T FIND things," he explained. "They start screaming and squealing when they come into the showrooms."

"I couldn't believe how excited they are," he said.

The showrooms are open only to wholesale buyers.

"We post on the doors that we are open to the trade, only. It's stated in the lease, that our stores can't sell retail."

"That would destroy the whole thing. It's a merchandise mart for the trade," he explained.

"It's the first time it's been done in this area. It used to be done in Grand Rapids, but not on the scale that we plan for this project," Danto added.

The showrooms allow interior designers, architectural firms and others to exhibit their wares to clients in spacious surroundings beyond that of an office.

"An architectural firm doesn't have the room to show all its fabrics. A decorator's studio doesn't have the room, either," he said.

Danto's idea for the Design Center grew out of his experiences as chairman of Englewood-Triangle, Detroit. He is also past president of the National Home Furnishings Association.

THE CENTER, designed to show off the "cream of the crop" in the latest furniture and decorations, was built with the professional in mind.

"The design of the building is neutral—there's a basic color. It's designed in such a way so it wouldn't get in the way of the statement the products make," he said.

The exterior of the center also has a carefully neutral tone.

"It's built with a masonry product which looks like handcrafted tile. The color was specially ordered—it's a putty tone with matching mortar."

"The eight-inch tiles make the building look like a handcrafted ceramic product," Danto said.

The area was landscaped to look like a quiet campus lawn.

The Center will cost \$10 million to build and, so far, Danto has invested \$1 million in the enterprise.

Troy was chosen as the site of the project because of its central position.

"Troy is a fantastic business center," Danto said. "There are many architectural firms here."

The hotels, restaurants and shopping centers in the area will be convenient for out-of-town visitors Danto expects the Center to attract.

The business opened in December.

"We're just getting orders, now," she reported.

The process works on photographs, lithographs and prints, according to Mrs. Nadeau.

When the pictures are transferred to canvas, they assume a textured appearance of a painting.

"There are 19 licensed dealers of the Art-Fac process in the United States, one in England and one in Saudi Arabia," Mrs. Nadeau said.

HER FATHER-IN-LAW, a long-time camera enthusiast, operates the main gallery in Virginia and processes the orders.

Mrs. Nadeau, working from her home, acts as a sales representative in the Farmington area for the family concern.

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# Method converts camera to canvas

Deana Nadeau hopes that the next time someone in Farmington gazes at a portrait of a loved one in their home, he'll see an oil painting instead of a plain old photograph.

Mrs. Nadeau and her husband, Robert, are trying to convince persons who have a favorite color photograph to take advantage of the Nadeaus' method of transferring photos to canvas.

"The process brings photos to the canvas. We enlarge the color photo to the desired size. Then we take the cellophane-thin emulsion that is the photo and separate it from the paper backing," Mrs. Nadeau said.

A vacuum press is used to bond the emulsion to the canvas.

The three step method was introduced about one-and-a-half years ago, when her father-in-law, Roger Nadeau of Virginia, bought the license for the process.

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"They last as long as an oil painting would," she said. "But you should keep them out of direct sunlight. Any picture fades in sunlight."

Not only does the customer have an enlarged picture, but a painting with a personal meaning, according to Mrs. Nadeau.

"More and more people are choosing to enlarge their photos. It's more personal, more meaningful for them to decorate their home with them."

Besides helping her husband's parents with their new business, Mrs. Nadeau, 28, is a free-lance television writer.

HER HUSBAND, 30, is a sales manager for United Airlines.

## Ms. Mulcahy brushes up on insurance policies

Deborah Mulcahy of Farmington Hills, an agent for the Farm Bureau Insurance Group, recently completed a four-day school to broaden her knowledge of the company's special products and insurance programs.

Conducted at the Farm Bureau Insurance Group's Home Office, Lansing, the school included sessions on the company's life insurance and property-casualty programs.

The Bureau has 340 agents and about 50 field claims adjusters. The Group serves more than 125,000 policyholders in Michigan.

business

Thursday, February 10, 1977

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ROBERT JOHNSON

## Johnson is managing Music Hall's business

Robert Johnson of Farmington Hills has been appointed vice-president of business management and finance of Detroit's Music Hall Center for the Performing Arts.

Johnson, a General Motors Corp. financial executive, will take charge of all business procedures, all physical operations of the theater and all day-to-day financial activities, including disbursements and specific fund-raising responsibilities.

His appointment to the Music Hall staff's newest position is the result of realignment of responsibilities in the organization.

Johnson's impressive General Motors background will bring to Music Hall the efficiency and financial credibility so often lacking in artistic and cultural operations," said Ruth Glancy, chairwoman of the board of directors of Music Hall.

"HIS SUCCESS with special consulting assignments for the New Detroit Committee and Gov. (William) Milliken's efficiency task force give him credentials in public service as well," she said.

Johnson, a native Detroit, joined General Motors as a traveling auditor in 1946 and subsequently had various supervisory positions on the comptroller's staff.

In 1965, he was promoted to resident comptroller of the Allison Division, military vehicles operation. He spent time in Germany on the main battle tank program.

He returned to the financial staff in 1968 and became director on the corporation controllers staff.

The following year, he was promoted to the position of comptroller of the Diesel Division of General Motors of Canada, Ltd., and as assistant comptroller of General Motors of Canada, Ltd.

## European auto makers order assembly line

Automatic Production Systems (APS) of Farmington Hills has received an order valued at more than \$2 million from three major European automotive producers, according to Robert Secombe, general manager of the firm.

The order was placed by the Society of French and Italian Motor Companies, which includes Fiat, Alfa Romeo and Renault. Under the terms of the contract APS will design and build an assembly line for the production of small diesel engines for both cars and light trucks.

The new assembly line will use eight non-synchronous carousel conveyors and one powered roller conveyor. The line is being installed at a manufacturing plant now under construction in Foggia, Italy, 200 miles southeast of Rome.

The assembly line will turn out three engine sizes, ranging from 50 to 146 horsepower.

APS WILL ship the major portion of the assembly line system in less than a year. When completed, the system will take an engine block from the machining area and transfer it through various assembly operations until it is completed and ready for final hot testing.

This is the second major diesel engine assembly system contract received by the APS division in the last three years. In November, 1975, the final section of an 800-foot-long, highly automated, V-8 engine assembly line was shipped from APS' Farmington plant to the Soviet Union's Kama River truck assembly plant, about 600 miles east of Moscow.