

# Hill and Dale opens season with holiday plans

By Lorraine McClellan  
staff writer

Nationwide memberships in garden clubs have dropped. But Michigan is holding its own in that area, and Hill and Dale Garden Club, with its limited-to-100-members roster, still has its perennial waiting list.

The club opened its 1981-82 season this month under the presidency of Katie Wemyss, who announced there will be field trips, workshops and study groups that ran the gamut from flower show schools to conservation conferences on the year's agenda.

But the most intensive efforts for now are going toward the workshops leading up to a Christmas Package, a holiday fund-raiser. The club decided upon the event late in spring to beef up the budget to maintain the group's garden-therapy classes, the club's foremost project.

"CHRISTMAS Package describes it well because it is a mixed bag," said Flo Holzkecht, one of several chairwomen and many members who have worked throughout the summer putting the fund-raiser together.

Christmas Package opens with a boutique of all handcrafted items, made with natural materials, on the morning of Dec. 3 in Glen Oaks Country Club. Luncheon follows the browsing and shopping hours, and after that there will be a fashion show.

Tickets at \$12 go on sale in September with a limit of 320 guests.

"The workshops just keep going," said Elaine Gunderson, one of Mrs. Holzkecht's co-workers and immediate past president of Hill and Dale.

"As long as the ideas for new boutique items keep coming in we'll work right up to zero hour."

Workers for the garden-therapy classes has never been hard to come by for club chairpersons. The classes that began more than 20 years ago in one classroom will reach 320 students with multiple handicaps in the 1981-21 school year. The budget that provides for the classes has increased accordingly.

IT IS A mandate for membership in Hill and Dale that the member make some contribution to the garden-therapy classes in each school year. This could run from collecting materials necessary for the monthly sessions to going into a classroom and giving a lesson.

June Pihl is the chairwoman of the classes this season. The classes not only are enjoyable for participants but they also have an educational value, imparting some horticultural knowledge, and have an aesthetically pleasing end product.

With the high criteria they set for these classes and their other projects, Hill and Dale members have brought themselves national recognition.



RANDY BORST staff photographer

Hill and Dale Garden Club members spend some time in Farmington Community Center's terraced gardens before the first meeting of the season gets officially under way. From left, are Judy Arnold, Katie

Wemyss, Elaine Haskell, Penny Stairs, June Pihl and Janet Gould. Mrs. Wemyss is president of the club for the coming season, and Mrs. Stairs is her vice president.

# Old sheet music inspires a booming new business

By Corinne Abatt  
staff writer

Since May, Carole Master of Birmingham has moved full tilt into the international business world.

It began when Master opened a booth at the national stationery show in New York in May to introduce her unusual line of 36 greeting cards.

So far, all are inspired by old sheet music covers which are a part of Master's collection. The covers are printed in full color on the front of the card and the music (and sometimes the lyrics) are on the inside. These are meant to be a background pattern for a written message. However, Master has found

that some people hate to write over the musical notes, so she may eventually leave one side blank.

Through that first show with some 13,000 buyers attending, Master got distribution in Canada, Britain and many parts of the United States. She's particularly proud of her showing because, as an unknown quantity, she was competing with the big timers of the industry. But from her booth, decorated like an old-time boudoir, she picked up a commendable share of the action.

"They're going very well in the United Kingdom. They're very happy with them. It takes a special market, somewhat cultured, sophisticated and conservative," she said smiling at her appraisal and adding,

"Even so, they're doing fantastically well in New York City. They're being sold in France, Switzerland, Australia and they're weakest around the Midwest."

Master, born and raised in Montreal, moved to Birmingham from West Bloomfield about a year ago.

Trained as an artist, both painter and photographer, she said, "I'd had these precious sheets for years and thought it would be wonderful to be able to use them."

Once the greeting card idea began to take shape, she went to New York City to look around to be sure her idea wasn't already in use. Satisfied that it wasn't, she began to plan and organize her business. Among the people whom she began to work

with was Harry Muenker, president of Meteor Photo.

SHE OCCASIONALLY takes liberties with the covers, but only those which she said would improve the card graphically. In general, she said, the art work on the old sheet music covers is "fantastic. It's hard to find such terrific art work these days."

And while the art work, often more like a complete painting than simple graphic art, is appealing with its soft colors, nostalgic scenes and use of flowers and people, Master said, "I feel the titles are the communication."

She said, "I'm Sorry I Made You Cry" is a very popular card, for instance. "Do It Now" is another that attracts a lot of attention along with "Somebody Else Will If You Don't." There is a gentle innocence present in all of the cover art which seems as far removed from today's life as button books and long kid gloves.

As a tribute to her father, who died not long ago, she included a small photograph of him on "Here Comes My Daddy Now," which came out in time for Father's Day.

In place of a photograph of three men on the cover of "M-O-T-H-E-R," Master put a rather charming photograph of herself, someone who happens to be a mother. More precisely she's the mother of University of Michigan student Susan, Neil, about to enter his freshman year at Wayne State, and Mitchell, 14. She credits her children for being a good part of the inspiration behind the project.

Susan, studying in France for the summer, will represent her mother at an international stationery and card show in England before she returns to Ann Arbor this fall.

She calls Susan "my silent partner." Sons Neil and Mitchell have also been involved in the business.

Printing is done by John Pfeiffer in Hamtramck. In fact, she said it was people like Pfeiffer and his wife, her children and those with whom she consulted from the very beginning who encouraged her idea and supported her initial efforts.

For a business novice like herself to launch an enterprise, Master said, "You must be creative. You must have the confidence to go ahead and you must be able to sell your product and yourself."

She now has 28 sales reps across the country to whom she sends regular newsletters about her company, a lot more confidence than she did just four months ago and great optimism about the future.



Carole Master will have the photographs of sheet music she's holding ready for the Christmas holidays.

The three old sheet-music covers are now part of Carole Master's "Bottom Line" collection. All illustrate the quality of the art work as well as the charm of the long-ago era. All of the covers-turned-greeting-cards send a message.

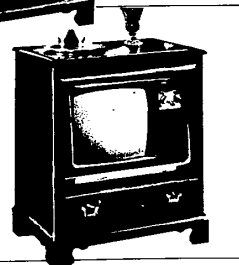


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