

On this Orrefors piece, from a private collection, the child is on one side and the moon and stars on the other. It is a sample of the kinds of glass that will be in the exhibit at the Detroit Public Library.

Swedes celebrate their heritage

The week of Sept. 29 to Oct. 7 is Swedish Heritage Week throughout Michigan with several related special events scheduled in the metropolitan area. Guests at a Detroit-Swedish Council membership dinner at the Detroit Club Saturday will attend a Detroit Symphony Orchestra concert conducted by countryman Herbert Blomstedt. There will also be a Swedish Heritage Week display in the main lobby of Ford Auditorium.

There will be two special church services on Sunday morning. An 11 a.m. service at Faith Covenant Church in Farmington Hills will be in the style of the Swedish immigrant mission service at the turn of the century and a 10:30 a.m. service at Immanuel Lutheran Church, Chandler Park and Dickerson, Detroit will be a 65th anniversary memorial.

Crainbrook Academy of Art Museum, Bloomfield Hills, will be the setting for a 4 p.m. reception on Sunday. Ambassador Tore Tallroth will address the group, the Scandia Women's Chorus will perform and the reception will honor Elv Ekenroth, Count Wilhelm Wachtmeister and Countess Wachtmeister, and other guests.

cooperation with the Jenny Lind Club of Detroit and there will be a collection of Orrefors crystal, on loan to the country as well as private collectors in the Detroit Main Library.

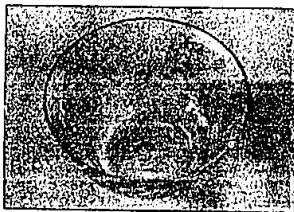
The creation of the Swedish Language Endowment Fund at University of Michigan will be celebrated on Monday, Oct. 1. The Detroit-Swedish Council Inc. was asked to raise \$50,000 in order to benefit from a \$15,000 matching grant that University of Michigan had received.

They hit that figure plus a little more several months ago. One of the major contributors was the Wallenberg Foundation of Stockholm, but contributions, large and small, came in from many different sources.

STARTING IN 1985, a young Swedish teacher will come to Michigan for up to two years of teaching and graduate study. This will allow Michigan students to study under trained native speakers and the young teachers, in turn, will pursue graduate work in a special field.

Ambassador Wachtmeister will be the guest speaker at the Alumni Center in Ann Arbor at 2:15 p.m. Monday and there will be a Swedish film festival for three days that week.

On Sunday, Oct. 7, 2-4 p.m., the Swedish Club will have a smorgasbord at the Finnish Cultural Center of Farmington Hills.



The flowers on this Orrefors glass bowl are hand painted in gentle, natural colors. Similar ones will be in the exhibition at the Detroit Library.

Marketing furniture

Continued from Page 1

Special orders have increased considerably since they made the switch, Cyra Carn said.

The Carns changed locations for a couple of reasons. First, they noticed customers would write down manufacturers' names and code numbers to go comparison shopping.

Second, the rental lease for their retail store ran out; they were concerned about renegotiating a lease at a reasonable price. During a liquidation sale last summer, they came up with an idea that would serve their customers and step up business.

"When we brought our surplus merchandise to this warehouse, we didn't know what we were going to do," Cyra Carn admitted. "We thought we might open another retail store."

"But then, one of our customers asked, 'Why can't we come here (to the warehouse)?'"

THAT WAS THE question which sparked a new marketing concept. During the next year, the Carns devoted their energies to refurbishing the warehouse. "We had a lot of electrical and carpentry work to do," Cyra Carn said.

"We went to furniture shows in High Point, N.C., and Dallas and bought new merchandise."

Their stock includes country, early American and contemporary styles. Brand names include Stratford, Bassett, Hickory Hill and Crestline (for living room furniture); Dixie, Lane and Vaughn (bedroom); Bechtel (chairs); Jasper (woodpieces); and Daystrom (dinettes).

They also reduced their staff — from 12 to eight. Now everybody chips in when there's extra work. "We interchange jobs," Cyra Carn said. "Salesmen will unload furniture or office staff will help customers when we get really busy. We're all committed to the (success) of the business."

Although she's pleased with the overwhelmingly positive response to their new venture, Cyra Carn admits she misses some of the "niceties" such as air conditioning, window displays and accessories.

"This wasn't my dream," she said. "This is something that evolved. It's a trade-off. Even though we don't have any accessories, we're able to give people what they want — great furniture at a reasonable price."

AN EXHIBIT, "Peter Dahl: Fredmans epistles," is prints inspired by the ballads and poetry of Swedish writer, Carl Michael Bellman. The exhibit will continue through October.

There will be two more exhibits in the metropolitan area — a group of rarely seen etchings by Anders Zorn will be at the Detroit Institute of Arts in

cooperation with the Jenny Lind Club of Detroit and there will be a collection of Orrefors crystal, on loan to the country as well as private collectors in the Detroit Main Library.

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