

marketplace

Stone, August, Baker Communications Cos. of Troy will handle marketing communications and advertising for Champion Home Builders.

Paul Corrigan, President of Corrigan Moving Systems, was awarded a \$9 million booking award by United Van Lines.

Hall Industrial Publicity Inc. of Troy and its subsidiary HIP Advertising Service will handle public relations and advertising agency for Commonwealth Oil.

Nippardson Co. Ltd. of Southfield and Robert Bosch GmbH of Germany formed a joint venture company in Anderson, S.C. to manufacture automotive fuel pumps. The name of the joint venture company is Associated Fuel Pump Systems Corp.

Dynalene Services Inc. will open a franchise office in Troy. The office is in the Ameritech Building at 100 E. Big Beaver, Suite 709. The phone number is 688-9760.

Citizens Bank opened a financial center in the Office Center West Building at 3771 Pontiac Road, Auburn Hills, to serve the Rochester/Auburn Hills area. The telephone number is 377-1060.

Hedge & Co. Inc. of Southfield was named the advertising and public relations agency for Findlay Industries of Findlay, Ohio.

Falbaum & Associates Inc. of Birmingham will handle public relations for St. Francis Home For Boys in Detroit.

Shoubayb Investment Co. and its three affiliate companies — Choice Development Corp., Choice Properties Inc., and Choice Marketing Inc., have formed The Choice Group. The office is at 755 W. Big Beaver Road, Suite 2106, Troy. The telephone number remains 362-4150.

Expressways are pretty much a Detroit invention, one of those things that started here and had to go to California to get famous, like Tom Hayden, Diana Ross and shopping malls.

Not every city actually wants to be known as the birthplace of something like the expressway, but I figure we ought to take what we can get. Ultimately the invention of the expressway will be understood as having had at least as much impact on American history as stealing land from the Indians.

These concrete canyons have, in fact, become a surrogate religion — the kind that gets explained in pamphlets handed out in airport terminals.

The basic tenets of Expresswayology are simple: building more expressways will "improve" traffic; the good life is always at the far end of the expressway; the expressway will be great for business development; things will get better, if only we build more expressways.

I suddenly realized they are about to finish I-696, an expressway that



auto talk Dan McCosh

was started about the same time Howdy Doody was the hottest thing on TV. To some, it might seem like just another expressway, but to a believer in Expresswayology, it has kept the faith.

IT'S BEEN great for the economy, since the expressway planners started when it traversed mainly empty farm land, bided their time until it was solidly houses, churches, schools and shopping centers, then began buying it up at exorbitant prices.

This is good for the economy. In fact, if expressway planners were in charge of taking land from the Indians, the Indians today would be richer than the Japanese.

In its final form, I-696 it has some

features that can only be traced to a deep-seated belief in Expresswayology.

For example, the Expresswayologists spent \$2 million on three 600-foot long tunnels in Oak Park. The tunnels cut underneath three parks with brick-paved paths and two shuffleboard courts.

The Oak Park kids, who are not Expresswayologists, burned down the overpasses last spring, adding another \$2 million to the cost. Now the bored Oak Park kids have a ready supply of bricks and shuffleboard pucks handy on an expressway overpass. Some of us might have stuck to the chicken-wire tubes that get the kids to school everywhere else.

My mother was one who never quite understood the new theology. When the John Lodge opened she set forth on a highway that let you go barreling along within 10 miles an hour of the top speed of the old Chevy.

This was more or less her style anyway, even in pre-Escort days. But then she missed her exit.

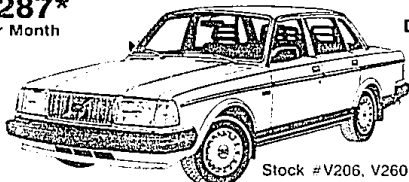
Quickly realizing her mistake, she stopped, reversed in an effort at correcting the error and backed into a squad car that had mindlessly blocked her path. For a long time after, Woodward Avenue was good enough for her.

Still, there is scientific evidence that this is indeed an improving. A chart of a study conducted by the Southeast Michigan Council of Governments points out that nearly every road other than I-696 will have less traffic and be a lot easier to get around on. I-696 itself will immediately become a monumental traffic jam with a lot of slow-moving targets for those shuffleboard pucks.

VOLVO 1990 LEASE SPECIAL

\$287*
Per Month

**ZERO
DOWN!**



Stock #V206, V260

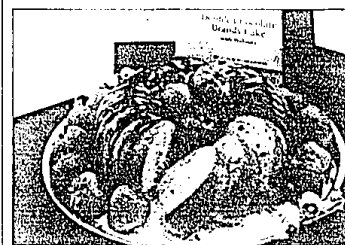
240 DL

Suburban Volvo

IN THE TROY MOTOR MALL

643-0070

The pulse of your community The pulse of your community



Unforgettable 2 1/2 lb. cakes with a spirit all their own... the virtually delicious proof is in the tasting. Each is packed in a sealed tin to insure freshness long after the holiday season.

Your choice of Silver's own Double Chocolate Brandy with Walnuts or Chocolate Raspberry Liqueur, Jameson Irish Whiskey or Stock Amaretto dell'Orso® - 25.00 ea.

G. H. Mumm & Co. Extra Dry Champagne Cake - 10.00

Celebrate the savings - 20% off all orders of four or more 2 1/2 lb. cakes.

The Perfect Ending To Any Meal...

Mini Liqueur Cakes... the perfect treat for drop-in holiday guests. Each gift package contains four 4-oz. cakes. Choose the Myers's Dark Rum, Stock Amaretto dell'Orso®, Tia Maria and Jameson Irish Whiskey Sampler - 15.00 or the Mumm's Champagne - 18.00 or 12 each in Quartet - 18.00.

Mail and phone orders welcome. All major credit cards.



Silver's
GIFTS • OFFICE PRODUCTS • FURNITURE

151 W. Fort of Shelby, Detroit • 963-0000 Tel Twelve Mall, Skid • 356-2000 Brownwood Mall, Ann Arbor • 662-1400

No Deposit. No Return.



Idle dollars can't work for you. Michigan National Bank offers a variety of ways for your money to make money. From money market savings accounts to certificates of deposit and more, you'll find Michigan National interest rates very competitive.

And with Michigan National's Lifetime Services™ you can design your own financial program to qualify for checking free of monthly service charges.

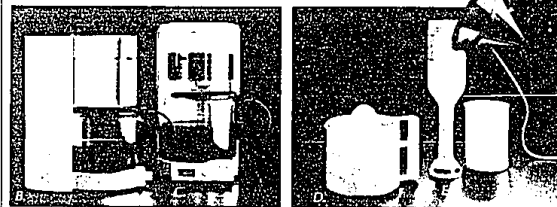
For more information, stop by any branch.

**Michigan
National
Bank**

We're doing what it takes.™

Member FDIC

Presents Perfect... Braun Kitchenware.



The aromatic brewing system, automatic drip-stop, swing-out filter baskets and tuck-away cord storage are standard features on all of these fine Braun coffeemakers.

A. Aromaster 12 Cup Coffeemaker with small quantity setting. White or black. Silver's Price - 49.95. 12 Cup Plus Coffeemaker with timer. White. Silver's Price - 69.95. Permanent Gold Filter. Silver's Price - 14.95.

B. Aromaster 10 Cup Coffeemaker with dial. White. Silver's Price - 29.95.

C. KF800 Comb-Aromaster 12 Cup Coffee/Idea Maker. Features 2 interchangeable brewing systems and digital clock/timer with automatic shut-off. White. Silver's Price - 119.95.

D. Citromatic Juicer. Silver's Price - 17.95.

E. Multipractic Handblender with beaker and wall hanger. Silver's Price - 21.95.

May we also suggest these other Silver's Priced gifts: 10 Cup Coffee Grinder. Black or white - 16.95. Aromatic Coffee Mill. White - 49.95.

#4 Paper Filters. 10 Count 2.95.

Multipractic Deluxe Food Processor - 149.00.

Mail and phone orders welcome. All major credit cards.

Silver's
GIFTS • OFFICE PRODUCTS • FURNITURE

151 W. Fort of Shelby, Detroit • 963-0000

Tel Twelve Mall, Skid • 356-2000

Brownwood Mall, Ann Arbor • 662-1400