

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 Findlay Industries of Findlay, Ohio.

Nippendens Co. Ltd. of Southfield and Hubert Borch, 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.

Dynalite Services Inc. will open a franchise office in Troy. The office is in the Americana Building at 100 E. Big Beaver, Suite 709. The phone number is 680-9760.

Mail Boxes Etc. USA of Southfield signed an agreement with MBE Japan Co. Ltd. for the development of the MBE franchise system in Japan.

Citizens Bank opened a financial center in the Office Center West Building at 371 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 St. Francis Home For Boys in Detroit.

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

Shuhayib Investment Co. and its three affiliate companies — Choice Developers, 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.

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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 a highway, but a feature 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 steadily houses, churches, schools and shopping centers that began buying up all of the available prairies.

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

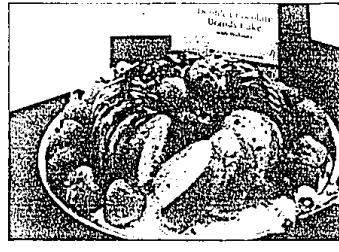
features that can only be traced to a deep-seated belief in Expresswayology.

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, bailed down the overpasses last spring, adding another \$2 million to the cost. Now the bored Oak Park kids have a second supply of shuffleboard and shuffleboard pucks, handy on an expressway. Some of us might have stuck to the chicken-wire tubes that get the kids to school everywhere else.

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

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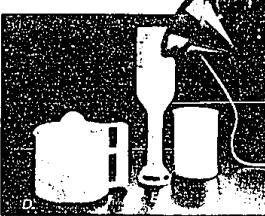
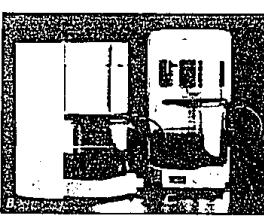
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B. Aromaster 10 Cup Coffeemaker with dial. White. Silver's Price - 29.95.

C. KF800 Combi-Aromaster 12 Cup Coffee/Tea Maker. Features 2 interchangeable brewing systems and digital clock/timer with automatic shut-off. White. Silver's Price - 199.95.

D. Citromatic juicer. Silver's Price - 21.95. E. Multipractic HandiBender with beaker and wall hanger. Silver's Price - 16.95. Aromatic Coffee Mill. White - 49.95. Black or white - 16.95. Aromatic Coffee Mill. White - 49.95. 44 Paper Filters. 100 Count 2.95.

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