

store fronts

By KLAUS SCHERLER



Bringing an added touch of culture to Livonia is the newly-opened L.L. Cazan Gallery on Middle Belt Road. The gallery has a cosmopolitan air. Featured are original oil paintings from Romanian artists.

On display are works from artists Gheorghe Ionescu, Florea Dinu, Ion Muscelanu, and Micaela Eleutheriade.

Take the time to peruse the works in the gallery and chat with owner Lillian Federovici, a native of Romania, who immigrated to America in 1947.

The continuity of style is apparent in the display, nearly all reflecting the traditional, or semi-realism, of the late 19th and early 20th century.

The subject matter is basic, focusing on the moods of Romanian folk, country scenes, and still life.

One of the artists, Gheorghe Ionescu, spoke about his paintings, and of Romanian art in general.

He explains the ample use of vivid colors is characteristic of Romanian art. A glance around the gallery's displays with their kaleidoscopic hues support his statement.

Besides paintings, the gallery offers hand woven rugs from Romania and other imported art objects.

SENIOR CITIZENS have been frequenting the Banzan Sirloni Pit restaurants where each Monday is "their day."

The restaurants on 7 Mile and Farmington Roads, Livonia and on 9 Mile and Beech Daly Roads in Southfield are offering specially-priced luncheons Mondays for the general public with senior citizens receiving a bonus by being given beverages free.

Ray Seghi and Bob Wilson of the Livonia and Bob Seghi of the Southfield restaurant are originators of the idea and note the choice of meals offers senior citizens an opportunity to enjoy inexpensive, yet wholesome, meals while having an afternoon out.

A DECORATING AND CRAFTS boutique is scheduled for April 3 in the Minnesota Fabrics store at Newburgh and Six Mile.



A CONTEMPLATIVE "Nicolas" by Gheorghe Ionescu, painter-in-residence at the L. L. Cazan Gallery.

The class is an excellent opportunity for area home economists to catch up on the latest in patterns and to view makeup items.

Instructing the class, which will be held from 1:30 to 7:30 p.m., is city home economist Alice Setter.

WONDERLAND SHOPPING CENTER on Plymouth Road has elected directors for 1974.

Officers are: Charles Bassin, Land of Hi-Fi; president; Larry Worth, Montgomery Ward, V.P.; F. Fischer, Hughes & Hatcher, secretary; Dwight Huizenga, Wonderland Center, treasurer.

Other members include: Steve Shillig, Kresge, Sarah Weinstein, Children's Fashions; N. Leib, Leib Brothers, Irving Zeitman, Federal, and Ken Epstein, Village Green.

Today's investor Stock options can be risky

Q. A friend of mine has started selling options on his stock. He has urged me to do the same with my stock. He says it's the surest way he has found to make money, with absolutely no risk. Is this really true?

A. There is no such thing as a free lunch, and there is no such thing as a risk-less investment. Here is what happens when you sell an "option" or a "call" upon your stock.

Say you have 100 shares of J.R. Grace, and say it is currently selling at \$28. You sell an option on that stock.

You may receive a premium of \$375 for that option. The person who pays you the premium has the right to buy your stock anytime within the next six months and 10 days at \$28.

YOU ACTUALLY GET \$350 from your broker. He keeps \$25 as his commission.

mission. You also have to turn over your 100 shares of Grace to your broker so he has it on hand in case the option is exercised.



By THOMAS E. O'HARA
Board Chairman
National Association of Investment Clubs

If the option is not exercised at the end of the period, you have had a good deal because you have both the \$350 premium and your stock. That's

what every option seller hopes will happen. However, if the market goes down during the six months, you cannot sell your stock because you have pledged it for the six-month period. If the market goes up sharply and the stock goes to, say \$35, you will find the option has been exercised and you get only \$26 per share (less any dividends paid in the six months). And the \$350 premium.

Your risk is the fact you cannot sell the stock for the period of the option, and your profit is limited to the amount of the premium you receive.

Q. I heard that there was a bill in Congress that provides that \$1,000 of capital gain income would be exempt from capital gains taxes each year. Is there such a bill, and what can I do to help get it passed?

A. This proposal has been advanced by the Stockholders of America, Inc., a group representing individual investors and has also been suggested by the New York Stock Exchange.

THE PROVISION is included in the Stockholders Investment Act of 1973, S. 2802, introduced by Sen. Lloyd Bentsen, Jr., of Texas. Probably a letter to your own Senator and Representative would be the best way of making your own thoughts known on this proposal.

Mr. O'Hara welcomes your questions but will answer them only through this column. He would be pleased to send a complimentary copy of BETTER INVESTING Magazine or information about Investment Clubs to any reader requesting it. Write: Today's Investor, P.O. Box 220, Royal Oak, Michigan 48063.

Teen products emphasize youth

By NANCY STEIN

Love's got a new baby. Love Cosmetics has a new line of baby products called Love's New Baby. One of it's ads reads, "You're a big girl now, but even big girls like to be babied."

They've packaged the product so that it looks and smells suspiciously like the whole line was made by Johnson and Johnson for somebody's baby.

Customarily, the Love Cosmetics Co. has directed its products to the teen market.

THE QUESTION arises, "Why would a cosmetic company, aiming its product at a young lady of some where between 13 and 18, put its product in an infant's packaging and play upon a theme that turns this young lady back to her childhood even before she's fully out of it?"

A call to Tom Gorman, director of

marketing at Love Cosmetics elicited this answer.

"We noticed how Johnson and Johnson has been pushing their baby products in Seventeen Magazine.

"We began to see that there was a gap in the market. A lot of people have always used baby products for cosmetics. People who would use adult products if they had that kind of smell and gentleness.

"WE DECIDED we could interpret that idea into something for our market and do a nice piece of business with it."

Gorman went on to say, "We realize that we'll hardly make a dent in J and J's market, but there is a gap that we think we can fill."

"Our success will depend upon how people receive the fragrance."

-Do big girls want to be babied? Love will know soon. The new line goes on sale here and across the country April 1.



CITY OF FARMINGTON
NOTICE OF MEETING
OF CITY COUNCIL
TO REVIEW
SPECIAL ASSESSMENT ROLL

TO THE OWNERS OF THE FOLLOWING DESCRIBED LANDS:

27-251-048, 27-251-038, 27-274-031

PLEASE TAKE NOTICE that the City Council of the City of Farmington, Oakland County, Michigan, has caused to be prepared a Special Assessment Roll to defray the cost of constructing 7" Concrete Pavement x 31 Ft. with Curb & Gutter and Drainage on the following described street:

PERSPECT STREET from Shawwassee North 417 Ft.

Said Special Assessment Roll is on file with the City Clerk and is available for public examination.

TAKE FURTHER NOTICE that the City Council of the City of Farmington will meet at the City Hall in said City at 8:00 o'clock p.m., Eastern Daylight Time on Monday, April 15, 1974, for the purpose of reviewing said Special Assessment Roll and giving all interested persons an opportunity to be heard in connection therewith.

NEDRA VIANE, City Clerk

Published: April 4, 1974

NOTICE OF HEARING
ON
SPECIAL ASSESSMENT ROAD IMPROVEMENT

CITY OF FARMINGTON HILLS
OAKLAND COUNTY, MICHIGAN

NOTICE IS HEREBY GIVEN that Road Special Assessment Roll No. C83 in the amount of \$208,100.00, for the construction of roads in said City to be located as follows:

STREET	FROM	TO
Stonewood Court	Northwestern Hwy.	Stonewood Court W.
Stonewood Court W	Stonewood Court	Northwestern Hwy.
Franklin Fairway	Thirteen Mile Rd.	N.Y. terminals of Franklin Fairway Sub.

has been filed in the office of the City Clerk for public examination.

NOTICE IS FURTHER given that the City Council will meet in the City Hall, 31555 Eleven Mile Road, Farmington Hills, Michigan, on the 15th day of April, 1974, at 8:45 o'clock P.M., Eastern Daylight Time, to review said Special Assessment Roll and to hear any objections thereto.

THIS NOTICE IS GIVEN BY ORDER OF THE CITY COUNCIL.

FLOYD A. CAIRNS, City Clerk

Published April 4, 11, 1974

Real estate courses set

Real estate license preparation courses are offered in two four-day accelerated sessions by Oakland University's Division of Continuing Education just prior to the May state realty examinations.

The Salespeople License Preparation course is April 15-18. Brokers License Preparation is April 22-25. All sessions are held in the Oakland Center Building on the campus in Rochester.

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- In Quaker Town, West 12-Mile Rd. at Farmington Rd., phone 477-8500.