

Residents offered more services as firms start, others expand

There've been changes and additions in the business community in the 12 months since the last progress report was issued as Cass City continued to expand services and modernize buildings.

A new business, New You Health Spa, opened in Plaza West under the management of Lynda McIntosh and co-ownership of Mrs. McIntosh and Clare Comment.

Twenty-four pieces of body conditioning equipment, a sauna, steam cabinet and sun room are among the equipment available for men and women.

Another expansion is under way at Richard's Furniture, TV and Appliance Store. The former Mutual Savings and Loan building is being remodeled and will become part of the furniture store.

The plan is to feature appliances and television in the addition, according to Richard Jones, owner.

Of interest to farmers and industrial concerns is the new business that opened and expanded in Cass City at the corner of Oak and Main Street.

It is Faust Rebuilding

Cass City, which has weathered recessions in the past better than many communities, appears to be showing its traditional strength in the current slowdown.

Several new businesses have opened or are opening and others have expanded.

Basic services have also progressed with the completion of the Hills and Dales General Hospital addition and improvements at the park.

Service. It started with the rebuilding and sale of new electrical and charging systems.

The service is operated by Dennis Faust. In March, Quality Electric, an electric motor rebuilding service and new motor sales opened in the same building. Commercial, farm and home electrical parts and motors are offered.

It is operated by Virgil Faust.

The most recent addition to the business community is

Tri-Agri, Inc., located five miles west of Cass City on M-81.

The new business will sell White farm equipment and is owned by Jim Turner and Phil Hageman.

Another farm related business, Wickes Agriculture, opened its new elevator facilities last September to bring the latest in elevator service to the community.

Brand new with a grand opening yet to be held is the new building housing the

Mutual Savings and Loan Association.

The modern banking facility was added after Mutual had been in the community for 9 years.

During the year Rolling Hills Golf Course expanded and added a bar at its club house.

While the slow down in home construction was felt in Cass City there were several new homes constructed in the

development by Herron Builders, Inc., in the north-

west section of the community.

Besides the building of several new homes the builder proceeded with development of roads and sites in the subdivision.

Although not related directly to the business community there were improvements that made the area a better place for residents.

Two area churches expanded. A new educational wing was erected at the Good Shepherd Lutheran church in Cass City and the Novesta Church of Christ's building program included a new gym and church buildings.

The dedication to the addition to Hills and Dales Hospital was held in June, capping several years of work on the facility.

The addition keeps the community in the forefront as a Thumb medical center and has been one reason that new doctors have moved to the community.

At Cass City Recreational Park a new exercise trail is nearing completion in and adjacent to the woods in the northeast section. It is being built by the Cass City Rotary Club.

Preparing for 4th Festival easier this year

It pays to have experience on your side. Just ask those setting up the second annual Fourth of July Festival.

Even though countless numbers of work hours were donated towards repeating last year's success, there was still less time spent on this year's festival, according to Gloria Ouvry, who coordinated the advertising for the event.

One of the main reasons things seem to be running smoother the second time around is that most of the veterans from last year returned to their same duties and, with a year under their belts, simplified the operation.

No sooner had the floats been dismantled and the displays packed up than the Chamber of Commerce started thinking about this year's festival. Chamber President Tom Herron said they began in November to plan in earnest.

Herron had praise for those returning to work on the celebration and stressed the willingness of everyone to pitch in.

The only problem is there are not enough of them, Mrs. Ouvry pointed out.

"The ones that are involved are doing it happily but it could be done better if we had more," she said.

The festival is the largest project of the year for the Chamber yet only about 20 percent of the members are helping to piece all the individual events into a festival that is better than the sum of its parts, she said.

"It is the same in anything. You have your workers and you have your joiners."

Lack of large-scale participation is one of the reasons the festival will probably not be expanded to three days, she added. There was some talk last year of stretching the event.

The main purpose of the affair is to show Cass Cityans a good time and show outsiders what a good time can be had as Cass Cityans.

Mrs. Ouvry readily admitted one of the prime targets of the celebration is to bring in outsiders in hopes they may decide to move here permanently.

Last year there was an estimated crowd of 16,000 people on hand for the festivities, evidence that the

plan is working, she said.

Even so, advertising in such areas as Saginaw and the far reaches of the Thumb has been stepped up this year.

And what is the main selling point she uses to bring the folks in?

"It's close and it's free."

Despite some of the events that began charging admission this year, Mrs. Ouvry claimed a good time can be had by all for little, if any, cost beyond a tank of gas.

Another point that many folks, particularly those from the city, seem to like about the Cass City festival is its "homemade fun."

"One of the things that impressed people was that there was no carny, with all the rides and everything," she explained.

Though there is little cost to those enjoying the fun there was a cost to the chamber, Herron said.

The organization lost approximately \$4,000 last year and by charging for such events as the tractor pull, festival parking and the beer tent, Herron hopes to build a base on which to fund future festivals.

One of the things Mrs. Ouvry said she would like to see leftover funds used for next year is a fireworks show. The reason they have not had one yet is simple - money.

Most people do not realize how much a good fireworks display costs, she said.

"And if we can't do it right then we're not going to do it at all."

The lack of fireworks is just one of the complaints the Chamber has received surrounding the absence of patriotic flavor during a festival held on Independence Day.

However, Herron admits that is not the primary purpose of the festival. He admitted he would like to bring a bit more red, white and blue-ness to the celebration but lack of manpower prevents it.



TOM HERRON is making a repeat performance as chairman of the Chamber of Commerce's second annual Fourth of July Festival.



GLORIA OUVRY is the assistant chairman specializing in advertising and promotion.



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