



*A friend to man and beast*

Not long ago, Gary Massey, 8, found a friend on the way home from school. Now that friend, Tag the squirrel, is a permanent fixture at the Massey home on Manning Street. Tag gets along well with the family dog, Dixie, as well as Gary. (Staff photos by Randy Borst)

**Pulte speaks out**

**Builder fights negative image with affordable homes**

By MARY LOU CALLAWAY

One is Ron Smith, president of Pulte Homes of Michigan; the other, Mike Moore, is vice president in charge of construction.

Together, they run the largest home building corporation in Michigan.

"THEY BUILD one hell of a house for the money," said one local developer commenting about Pulte's success. Two reasons for that success are the well-advertised "affordable mortgage" at rates below others and Pulte's patented expandable house design.

The appeal is mostly to couples in their 30s with growing families, said Smith.

The bonus based houses offer unfinished rooms in the two-story models. "We design, we develop and we have our own mortgage money," said Pulte.

"We're trying to sell the best house for the money." But with this success there also have been problems. One, for example, has lasted two years at Pulte's Fox Run

Green subdivision off Farmington Road in West Bloomfield.

"Those problems are almost corrected, according to township officials and Pulte executives.

Some of the subdivision homeowners have complained to the township and the media charging their common and individual problems have been ignored or handled rudely by Pulte.

But Pulte's men point out that subdivision's resale values have doubled. In 1974, a house costing \$53,000 sells today for twice that much.

Now advertising homes in 21 tri-county communities, Smith said company policy is that "We don't discuss

customer problems with anyone but the customer."

SERVICE PEOPLE will respond to letters, not phone calls since calls can be misinterpreted.

"After we get a letter, we contact the owner within two or three days. We sit down and talk over the letter," Moore said.

West Bloomfield Supervisor John Doherty has been critical of the complaints that end up on his desk or are aired at public meetings.

With the backing of the township board, he instituted a moratorium on any new projects Pulte wants to bring

before the West Bloomfield Planning Commission.

"When I can reach Pulte himself, things get done. But some of his people have disdain for the public. But their product is good," Doherty said.

Even the complaining homeowners qualify their criticism saying, "I love my house."

"We do have some honest service problems. We won't run out on them," said Pulte.

Pulte lives in Bloomfield Township but travels constantly to all the other states where the company operates.

Smith lived in Fox Run Green himself until six months ago when he

moved to Bloomfield Township.

Pulte made one prediction during his interview: The current housing slump will last longer than the 1974-75 recession.

"Metro Detroit is scared, but we can't cry the same as some builders because we sell the most space for the money. We're one of the best financed in the country."

Pulte has no development plans to take before the township planning commission right now, Smith said.

Doherty, Pulte representatives and Fox Run Green homeowners are expected to meet for the last time this week to iron out subdivision problems.



**INSIDE ANGLES**

By LOUISE OKRUTSKY

THE POST OFFICE will celebrate Independence Day, July 4, by giving us a holiday from our mail. That bill you didn't want to wait another day. Special delivery service, express mail service and holiday collection service will be provided. Normal service for residential and business mail resumes July 5.

SPEAKING OF THE post office, Angles noted that they delivered a letter to IA which was addressed to "Farmington Observer, Farmington Road south of Grand River." (No! too bad.)

INTERESTINGLY enough, it was the president of Metro Bank who omitted the pertinent portion of IA's address on that envelope. James E. Wibby dropped IA a line to remind it of last year's tie-burning party. IA didn't participate, but it does remember commenting on the program. This year, Wibby sent along a copy of a column by J.F. Terhoffer that appeared in a recent issue of the Detroit News. Handily underlined in the clipping was a brief explanation of the government's instruction to employee to dress comfortably for warm weather because the air conditioning would no longer be set on arctic in government buildings. Male workers were to be allowed to leave their coats and ties and home and (gasp) unbutton their collars.

Women who work for our Uncle Same will be allowed to dress informally with looser skirts and blouses.

Wibby's card points out "It looks like we were a year early with our coatless-tieless program." That's nice JW, but IA noticed you neglected to underline the portion of the column that complained that the chief administrators of government departments were leathes to adopt such an informal dress. After all, being comfortable doesn't necessarily include itself in dressing for success. (IA's waiting to see a bank president working in an open-necked sport shirt. If he does, Angles will pitch in an official IA rattle fan for those hot summer days.)

THE FARMINGTON COMMUNITY Library's Farmington branch has a new collection of Super 8mm sound movies. The collection, which includes movies and cartoons, are shorter versions of the original feature flick. For those who don't have Home Box Office, here are the library's alternatives: "Star Wars," "Grease," "The Sting," "Close Encounters," "Dr. Zhivago," "Superman," "Dracula" and "Airport." For the cartoon lovers in the area, there's "Madador Magoo," "The Rescuers," "Winnie the Pooh and Tigger, Too,"

"Woody Woodpecker: Frankentymied," "The Flintstones: The Great Gazoo" and "Pluto's Playful Pranks."

Library patrons can take a maximum of three films per library card. The Farmington Hills branch also has the films and both branches have silent Super 8mm movies, too. (Quick, the popcorn.)

OAKLAND COUNTY Parks and Recreation Commission and the Northwest Therapeutic Recreation Association (NWTARA) offers a variety of recreational activities for handicapped residents. No disability is too severe for participation in the program. Activities are open to any county resident with a physical, mental, hearing, emotional or visual impairment. Special events include trips to Kensington Metro Park, baseball games, trips to Waterford Oaks wave-action pool and the Detroit Zoo. For more information, call Sue Henge at 474-8423 or the Farmington Hills Parks and Recreation Department, participating in the program, at 474-6115.

IA NOTES that the Farmington Elks had its annual Flag Day Ceremony June 14 at its lodge. Officers dedicated three new flag poles, which will fly the American flag as well as the state and the Elks banners. State Rep. Sandy Brotherton was on hand to give a speech, and a history of the American flag was led by Exalted Ruler Larry Ashmore with assists from other Farmington lodge officers, three Southfield lodge officers and boy and girl scout troops. Joe Heyman was the chairman of the day.

FOR ADULTS WHO want something to do, Oakland Community College is offering its summer semester. Register for class July 2, according to an alphabetical schedule. For those unable to make the July 2 registration, those facilities will be open from 9 a.m. to 8 p.m. July 3. For information, call 647-6200.

WHAT'S PORCELAIN ART? you may well ask. It's not what immediately may come to mind. It has nothing to do with painting your bathtub "decorator orange." Most people would call it china painting. The 11th biennial International Porcelain Art Teachers Convention will be conducted from 9:30 a.m. to 5:30 p.m. July 2-5 at the Renaissance Center. At 8 p.m. July 3, donated porcelain will be auctioned by the DuMouchelle Gallery. Proceeds go to the museum fund. A preview will be conducted from 6-8 p.m. the same day in the Renaissance ballroom.



THE SHAPE OF THINGS TO COME IS EASY. CALVIN KLEIN SEES TO IT with designs for fall that are as nonchalant as they are natty, as fluid as they are fabulous. Yes, it's still a bit early to wear them, but remember that the best fashion is forward-thinking: ahead of its time even as it is timely. We show these fashions worth looking forward to; in the natural fabrics that have become the hallmark of this much-

lauded designer. Collect them, orchestrate them, and be ready for the most fashionable fall of your life. V-neck cable-knit sweater, of lambs-wool/angora/nylon, in butter, plum, blue, linen or red, \$65. Short collar shirt, of softly woven cotton, in a variety of muted plaids, \$35. And classically styled stacks, of brushed cotton, in khaki, navy or slate, \$47. Find them in The Woodward Shops, at Hudson's.

THE WOODWARD SHOPS  
HUDSON'S