

# Council scraps bond election for housing

By STEVE BARNABY  
Farmington editor

Farmington Hills voters can forget about that March 6 trip to the polls.

The city council, at this week's meeting, voted to cancel the election which would have asked voters for approval of an \$8 million bond issue to finance senior citizen housing.

In lieu of the bonding proposal, the council has directed the city's administration to study the possibility of state subsidized housing through the Michi-

gan State Housing Development Authority (MSHDA).

A switch came after the council learned that rents under a bonding proposal built senior citizen housing complex would be "too expensive" for the average senior.

Estimated rents would cost \$360, and be decreased to just more than \$200 with individual subsidies — too high of a price for seniors to pay, according to council sympathies.

Councilman Earl Oppenheimer, the author of the bonding proposal, was absent at this week's meeting. All other council members voted for a feasibility

study which includes construction of low income housing.

Last September the council pulled out of an agreement with the U.S. Department of Housing and Urban Development (HUD) for subsidized low income housing and senior facilities after a public outcry protesting the plan.

The council is eyeing a piece of property at the corner of Freedom and Drake roads for construction of the senior citizen complex.

Although voting in favor of an administrative study, Councilman Alkateeb protested the makeup of those

persons to study feasibility, saying he wanted to see a committee formed of a cross section of council members, residents and members of the housing commission and commission on aging.

"If we don't involve the people, we won't get the support," Alkateeb told council colleagues. "It won't take that long." Application must be made by March 15.

But Alkateeb got little sympathy from other council members. Council member Joanne Smith said there just wasn't time to "set up another bureaucracy."

"We don't have time for a lengthy study. Our new city manager (Larry Savage) has done this type of thing before. It is the administration's job to start the project and to choose the developer.

Savage is due to take his post next week.

"We (the council) are the ones who buy the project," she said.

Council member Joanne Soronen, who supported Alkateeb in quashing the HUD deal last September, protested his committee proposal.

"The preliminary work has to be done by the staff," she said.

"We can always be available for input (from the public) in study sessions or at regular meetings."

Mayor Pro-Tem Keith Deacon, who chaired the council session, said it was important that the administration study alternatives for senior citizen housing so confusion among residents and council members could be avoided in the future.

"In the past, information has come through in a garbled manner. I've been shortchanged. I don't want to see the same mistakes made. I want to know the alternatives," he said.

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### 500 tips keep cops on trail of murderer

Farmington police were flooded with more than 500 tips following the city's first homicide in 15 years last month.

Now the tide is ebbing and Lt. John Santomauro said the newer leads have substance. Enough to make him believe that, with just a little luck, the case will be solved.

The unprovoked attack on Julius Schnoll, a Great Scott employee gunned down during a robbery at the supermarket on Orchard Lake near Ten Mile Road, shook the city Jan. 27.

"What makes this different from other homicides is that it happened here — in Farmington," said Santomauro. "Also, the victim was bound and gagged and offered no resistance. The suspects took the money (\$250) and shot him anyway."

Tips began to pour in immediately, and Santomauro's staff was doubled to handle the investigation and accompanying paperwork. The small detective bureau is now staffed by Sgt. Murray Switzer, detectives Tom Daniels and Pete Amato, officers Charles Lee and Ray Lardie and secretary Joanne Koenig.

"They've been going 18, 20 hours a day. There's a lot of strain," Santomauro said. "We have so much work to do, I haven't thought about what will happen when the tips stop. There's no end to work in the foreseeable future. It will be a long time before we've exhausted all possibilities."

About 90 percent of the tips have come in over the phone, and from as far away as Tennessee.

The department uses tip sheets (redesigned from the model used in the massive search for the Oakland County child killer) to minimize paperwork.

"The officer who takes the information determines whether it is low, medium or high priority. The evaluation depends on the type of information offered and its value in comparison with other tips."

The caseload is divided among the five officers. Each does his own leg work — checking the information, making phone calls until the suspect is cleared.

Santomauro said most of the tips end up in the low priority file.

"Some are vague, others border on the ridiculous. One guy said he saw a



John Hoeller, newly appointed vice president of five branch stores for J.L. Hudson Co., tells what he has in mind on his end of the retail line in the coming year.

### Hills executive tops in retail

By MARY GNIEWEK

John Hoeller projects an aura of success and confidence, the kind that says if you want something bad enough, you will get it.

In his case, that something is being a top flight executive in an expanding retail business. Until last week, the 38-year-old Farmington Hills resident was store manager of Hudson's Northland, the largest suburban retail store in size and volume in the country.

Now he is vice president in charge of five branch stores: Hudson's downtown, Eastland, Lakeside, Fairlane Town Center and Briarwood. He reports directly to senior vice president Dexter H. Ware who reports to Joseph L. Hudson Jr., the chairman and chief executive.

Hoeller shares the number three position at Hudson's with two other store group vice presidents — each has five branch stores under command.

"I say that Hudson's has enjoyed significant growth is an understatement," Hoeller said in an interview last week. "I've been with the company six and one half years. In that time, we've opened six stores."

It was his last day at his North-

land office, a posh executive suite that will be inherited by the new store manager when Hoeller gets his new digs at Hudson's Fairlane.

On his six-foot plus frame, Hoeller wore a well tailored three piece designer suit. Calvin Klein, Christian Dior and Halston (all purchased at Hudson's, of course) are his favorites.

HE PROJECTS AN image that definitely spells "corporate executive." He has a firm handshake, an easy yet authoritative manner and a well plotted time schedule.

"I thrive in this type of industry," he said. "My goals and challenges are closely aligned to the company's. I'm people oriented, which is what this business is all about."

Hoeller is a graduate of Duquesne University in Pittsburgh. He worked for two East Coast department stores before accepting a position at Hudson's.

Hudson's success is paralleled to the growth of the Dayton-Hudson Corp. The nation's ninth largest retail corporation, it is the result of a 1968 merger between Detroit based Hudson's and Dayton's department store of Minneapolis-St. Paul, Minn. Dayton-Hudson is the parent com-

pany of Target Discount, R. Dalton Books and west coast retail stores like Mervyn's, Diamond's and Lippman's.

Hoeller's promotion is tied in with Hudson's continued expansion in the metropolitan Detroit market. A branch is slated to open in Lansing in July. Stores in Kalamazoo, South Bend and Ft. Wayne, Ind. are also on the drawing board.

"The four wall responsibility for each store will rest with the store manager. But they report to us," he explained. "Staff meetings will take up a bigger part of my daily routine."

AS STORE MANAGER, Hoeller spent the first three hours each morning checking all departments for proper merchandise displays, neatness, and to see that employees were at their posts before the doors opened.

"In retail, each day is like opening on Broadway. Before the curtain goes up, the store has to be ready to greet the public."

"In this business, it is most important to keep in touch with the real world. I spent 85 percent of my time on the sales floor. I plan to maintain as much contact as possible."

He flatly attributes his success in the company to "an ability to work with people and a desire to succeed."

A healthy state economy hasn't hurt either.

"Michigan is blessed with a good economy. The per capita income is among the top ten in the nation. That makes for an exciting business."

Hoeller's daily routine (8 a.m. to 6:45 p.m.) leaves little time for social pursuits, but he tries to keep equilibrium with his family. He and his wife, Eleanor, have five children ranging in age from 4 to 16.

"When I have free time, I like to spend it with my family. We're all swimmers. We belong to a swim club."

Dining out at least once a week is a family ritual. Favorite restaurants include the Vineyards in Southfield and two of the way places in Detroit: Benno's in Indian Village (Hoeller recommends the beef Wellington) and Allette's on Porter at 23rd St. for French food and pastry.

The Hoellers are members of St. Fabian's Church. Sons Bill and Matthew attend grade school there. Hoeller also belongs to the Detroit Athletic Club.

### School millage gets approval of voters

By more than a three-to-one margin, Farmington School District voters renewed a 1.75-mill operating tax levy Tuesday.

Voter turnout was light. About four percent of the district's 40,000 plus registered voters cast ballots. Of the 1,735 votes cast, 1,304 supported the renewal, 431 opposed it.

"We are pleased voters supported the renewal, but disappointed that so few people expressed an opinion," said Assistant Sup. of Finance William Pajek.

Turnout for school elections is usually light, but Tuesday's showing was especially so. In the last school millage renewal election two years ago, 2,700 voters cast ballots.

### Mistress benefits get mixed reviews

Just when sociologists are telling everybody marriage is making a comeback, the Michigan Supreme Court decides to award "mistress benefits."

The news is being greeted with snickers and outrage.

The state has "affirmed workers compensation benefits for a woman who lived with a married man at the time of his work-related death, who has since moved in with another man," says a report just received by West Bloomfield officials.

Also reported was the dissenting opinion of the only woman on the su-

### Observer opens Farmington office

In a move to improve local news coverage, the Farmington Observer is opening a new office.

On Monday, the Farmington Observer full-service office will be at 23352 Farmington Road, south of Grand River in the old Bel-Crest Photo Studio. Our new phone number will be 477-5450.

The entire Farmington editorial staff will work out of the new facility.

Also available for reader convenience will be the direct classified phone line which customers may utilize to place and pay for advertisements.

"For months we have enthusiastically planned for this move," said Editor Steve Barnaby.

"By opening an office in the Downtown Farmington Center, we will be able to better serve the residents of Farmington and Farmington Hills."

"We will be at the communities' fingertips," he said.

Joining Barnaby in the new office will be Sports Editor Tom Baer; Suburban Life Editor Loraine McClell; photographer Harry Maube; reporters Mary Gniwew and Louise Okrutsky;

sports reporter Chuck Risak; and receptionist Gail Elford.

"This is only the beginning in a series of moves to improve local coverage," said Barnaby.

In the coming months, the Observer will switch over to an entirely computerized newsroom, increasing the capacity for local news coverage, he said.

"We are light years away from the days when Edgar Bloomer was editor back in 1838 not only in years but in technology. Even the most sophisticated electric typewriter is a thing of the past in today's newsroom," said Barnaby.

But even though the technology may have changed, the philosophy of local coverage still is the Observer's main objective.

"We've got the best of both worlds—modern technology and a one-to-one relationship with the residents."

In the coming week's the Farmington Observer will announce plans for an open house to meet the residents. But don't let that hold you back. When you're downtown drop by and introduce yourself.

inside

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