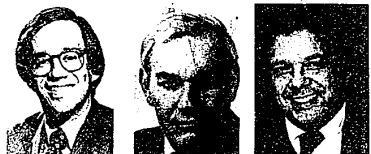


BUSINESS PEOPLE

RONALD M. COBURN, M.D., has associated with the medical practice of Henry Spiro, M.D., Southfield. Coburn is the co-founder of a specialized intraocular lens implantation technique, developed in 1977 at Lynn Hospital, Lincoln Park. Both physicians are board certified in ophthalmology with practice specialties in ophthalmological and cataract surgery. Dr. Coburn serves on the medical staffs of Dearborn Medical Center, Harper-Grace Hospitals, Strath Hospital, Oakwood Hospital and Lynn Hospital.

Industrial Fuels Corp. of Troy announced the appointment of three new officers to the Michigan-based coal marketing and mining firm. **WHITE BOURLAND**, named vice president of mining, will be responsible for all mining activities for the company. **BRUCE WORK** assumes the position of administrative vice president with specific responsibilities for the company's sales and marketing activities. **LAWRENCE J. MAHON** has been named vice president.

GEORGE P. STOE of West Bloomfield, has been appointed regional sales manager for the Mill Products Division of Howmet Aluminum Corp., Southfield. Stoe joined the company in 1959 as an inside sales representative at the Mill Products Division headquarters in Lancaster.



STOE HEIDEL BUCK

CHARLES M. HEIDEL of Birmingham, Detroit Edison Co. executive vice president-operations, is the new president of the Michigan Electric Association (MEA). MEA was organized in 1904 to provide Michigan investor-owned electric utilities with a vehicle to exchange information and ideas. Heidel joined Detroit Edison's engineering design department in 1947.

J. GERALD BUCK was appointed sales manager of Maple Associates, Realtors, West Bloomfield. He brings to the firm 10 years experience in sales and sales management as well as an extensive background in education.

EUGENE A. CAFFIERO, formerly president and chief operating officer of the Chrysler Corp., is the new president and chief executive officer of the De Lorean Motor Co.

Michigan Mutual Insurance Co., and its affiliates, Associated General Insurance Co., and Associated General Life Co., have announced the election of two new board members. **LESTER M. FREIDINGER** of Bloomfield Hills, former executive vice president of The Stroh Brewery Co., in Detroit, and **E. L. COX**, executive vice president of Michigan Mutual. Freidinger joined The Stroh Brewery Co. in 1967 and is a member of that company's board of directors and serves as a consultant. Cox, who was vice president and manager of the company's Michigan region before being named executive vice president, has been with Michigan Mutual since 1952.

PAUL J. MEHL has been named president and chief operating officer of Hubbard Associates in a re-alignment of executive staff at the 63-year-old industrial and commercial real estate firm located in Troy.

Michigan National Bank of Detroit has announced the promotion of **PETER E. McLELLAN** of Troy to vice president of the trust division. McLeLLan joined the bank from the U.S. Trust Company of New York. McLeLLan's current duties as manager of the Southfield office include personal and corporate trust administration and estate planning assistance.



McLELLAN BUELOW HIGGINS

SID BUELOW has been elected executive vice president and treasurer and **LARRY B. HIGGINS** vice president-engineering for the H&H Tube and Manufacturing Co., Detroit-based brass and copper tubing mill. Buelow has been employed by H&H since 1948 in various capacities, most recently as vice president, purchasing, and treasurer. He has been a director since 1975. Higgins of Farmington was formerly manager of machinery maintenance and equipment, was elected a director in 1978.

ROBERT W. MASSEL has been appointed assistant brokerage manager in the Southfield branch office of Occidental Life Insurance Co. of California. A veteran of more than 12 years in the insurance business, Masel joins this Transamerica company after 11 years as an agent with Mutual of New York in Troy.

JEAN A. BURNES has been named food and beverage manager at Stouffer's Northland Inn. Burnes transfers to Northland Inn from a similar position at Stouffer's Somerset Inn in Shaker Heights, Ohio.

Rochester's **JOSEPH W. PERKINS**, a veteran of 14 years experience in sales and marketing, most recently in the contract furniture industry, has been appointed national sales manager of Baxter Corp. Perkins was with Fisher Scientific for 22 years as a laboratory planning specialist in the laboratory case work division headquartered in Pittsburgh, Pa., and in other sales and marketing positions before joining Baxter.



PERKINS MADDEN MASON

THOMAS E. MADDEN of Rochester has been elected vice president of Barton-Malow Co., Oak Park-based general contractors. A past director of the Concrete Improvement Board, Madden is president of the Rochester Retirement Residences board of directors.

PHIL MASON of Birmingham has been elected president of Advertising One, a new full-service advertising agency based in Southfield. The new agency handles both broadcast and print advertising and sales promotion projects on an assignment basis. Mason was formerly president of the Ad Work advertising agency. Prior to that he was creative supervisor on the Cadillac account at D'Arcy-MacLennan & Matus and held creative positions with J. Walter Thompson, Benton & Bowles and Visual Services.

Miracle Mile Campaign under way to change shopping center's reputation

Miracle Mile Shopping Center in Bloomfield Township has begun a campaign to attract shoppers and turn the center's reputation around.

The new owners of the 19-year-old shopping center at Telegraph and Square Lake roads are launching an aggressive marketing and public relations campaign, according to mall management.

Plans for Miracle Mile include a new facade, pursuit of shops to provide more rounded tenant mix, revival of the mall's merchant's association and regular promotions and activities.

Miracle Mile was purchased in August by Lowell Associates, 8800 Dix, Detroit, from Don M. Casto of Columbus, Ohio. Property manager for the mall is Dee Rademaker of Mid-America Management Corp. of Flint.

"I am finding more and more that Miracle Mile has a bad reputation to overcome as far as security is concerned," said Ms. Rademaker. "We feel we've got the problems under control. However long it takes to overcome a bad reputation — that's what we're facing now. There is not a security problem now."

UPCOMING PLANS for the center include installation of a chain link fence along the rear of the center and the closing next spring of Friendly Road, which runs behind the center, she said.

"This will greatly reduce security problems. No one can sneak out the back way because there will no longer be a back way."

"The problem stopped but we had to do something visual because people still carry in the back of their minds those negative feelings," Ms. Rademaker said.

Ingress and egress to Miracle Mile will be from Telegraph Road.

Major reconstruction of Telegraph Road in front of the center hampered store operations during the past year, according to the mall manager.

The first mallwide promotion under the new owners was held last month to celebrate the re-opening of Telegraph Road and improved access to the center.

"We are planning a parking lot promotion every month next summer," Ms. Rademaker said. "That type of activity is going to be primary so people know we're open and that we've got great shops."

"Merchants are bannings together. There's a different attitude. You can feel the difference in atmosphere from August to now," Ms. Rademaker said.

ARCHITECTS ARE currently working on the drawings for a new facade for the center, according to Ms. Rademaker.

Preliminary work for the renovation included a survey by the owners of renovated shopping centers in Ohio and Pennsylvania, she said.

"The owners are also pursuing a more rounded tenant mix," she said. "They're trying to get in a drugstore, hardware store and family restaurant."

Currently 40 tenants are in Miracle Mile. These are: Bonded Weather Construction; Brummet Insurance Agency; Certified Security; D.B.M. Waterbed; Department of the Treasury; Detroit Optimetric; Doug Brown and Associates; Evola Music; Evans's Deli; Firefly Shop; General Adjustment Bureau; Hansen Travel Service; Rich Rags; Jack Stevens Big and Tall Shop; Kay and Kay Woodpaneling; Kelly Services; Kennedy Opticians; Toy Town; Leed's Furniture; Lion Store; Sally Brent Cleaners; Lou-More Jewelers; Michigan Motor Sport;

(Continued on page 2D)



Miracle Mile Shopping Center at Square Lake and Telegraph has begun a campaign to change its image and attract new shoppers. (Staff photo by Dick Kelley)

'It's sought after' Developer: Everyone wants a Bloomfield Hills address

Construction is expected to begin after the first of the year on a new three-story office building in Bloomfield Hills.

Called the Village Professional Building, the 58,300 square foot structure will be located on the south side of East Long Lake Road, east of Woodward Avenue.

Four Birmingham-Bloomfield area professionals are developing the building on a 4.5 acre site. The building is the first step in a planned 15-acre development which will eventually include three office buildings offering 160,000 square feet, according to a partner in the project.

"There is not a market any stronger than this in the state of Michigan," said Michael E. Thomas, general partner in Village Professional Building Limited, site owners.

"There is no office space available in Bloomfield Hills. In the City of Bloomfield Hills there is not 150 square feet available, literally."

"There is incredible demand," agreed Louis M. DesRosier, limited partner in the project and building architect. "Everyone wants that Bloomfield Hills address for business. It's certainly sought after."

Other general partners in the venture are Jay Cooke and Gene Thomas. Cooke, Michael Thomas and Gene Thomas own the remaining 12 acres where future development is planned during the next six years.

General contractors and lessors are Thomas & Cooke Construction Co. Inc.

WORK AT the building site began in December.

Twenty percent of the building space has been leased to certified public accountants, attorneys, architects and manufacturing representatives, Thomas said.

The building will be approached from Long Lake Road and will look out

over a natural wooded setting and a stream.

DesRosier said the main entrance will feature an atrium with a glass-walled elevator.

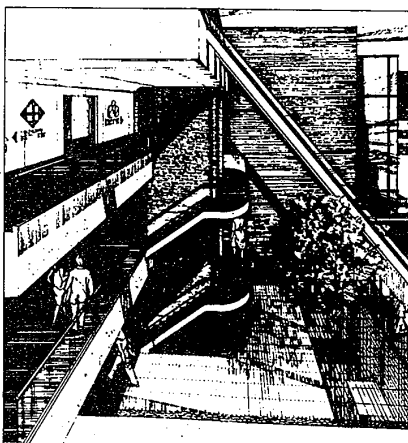
Stairways wrap around the elevator and stair, and lobby hand rails feature continuous structural glass.

A slanted glass skylight faces west and the building is enclosed in bronze reflective glass.

Conventional brick will be used on towers at each end of the building and the sides of the central core, DesRosier said.

"The structure is heavily insulated and employs the latest in energy-saving mechanical systems," the Bloomfield Hills architect said. "The windows are held three feet above the floors to

(Continued on page 3D)



This artist rendering shows what the new Village Professional Building, a 58,300-square-foot structure, will look like on the inside when completed sometime next year.

market place

FIRST Federal Savings of Detroit has announced a plan designed to encourage potential home buyers who may have put off purchasing an existing house, or contracting to build a new one, in the hope that mortgage interest rates will decline in the coming months. First Federal will issue a letter of agreement to its mortgage borrowers who are approved for a conventional single-family loan or close such a loan within the term of the loan offering, agreeing to reduce the interest rate on the loan if, on the six month anniversary date of the loan, the Association is then offering a lower rate on a comparable loan with the same loan to purchase price ratio. The rate will be reduced to the lower rate as of the first day of the seventh month following closing. This plan is being offered until Feb. 1, 1980 by First Federal in an effort to stimulate home sales and new home construction.

THE Michigan National Corp. has received approval from the Federal Reserve Board for affiliation with the Litchfield State Savings Bank, Litchfield, Michigan. The bank presently has offices in Jackson and Hillsdale counties. The affiliation is expected to take place Dec. 31 following the statutory 30-day U.S. Justice Department review period. Michigan National is a consumer oriented, multi-bank holding company comprised of 19 banks with more than \$5.3 billion in total assets and approximately 300 approved banking offices serving more than 150 communities across the state.

IF YOU think it's too early to think about taxes and filing tax returns, think again. With less than a month left in 1979, there still may be time to reduce or defer your federal income tax. The Michigan Association of Certified Public Accountants says to ask yourself the following questions which may help save important tax dollars. What is the condition of home? Do I have a favorite political candidate? Do I support a dependent parent who receives social security benefits? How is my 1980 income likely to compare with 1979? Am I eligible to set up my own self-employment plan? Did I, or could I, realize significant capital gains or losses on securities investments this year? Can I take advantage of income averaging? How about my 1979 charitable contributions? Where are all my receipts, cancelled checks and other records?

ROBERT Hellendale, president and chief executive officer of Great Northern Nekosoa Corp. will address the Financial Analysts Society of Detroit Dec. 19 at noon in the Veterans Memorial Building Room 814 in Detroit. He will discuss the outlook for his firm and the paper industry in the 1980s. Reservations can be made through Robert Swaney at 953-5060 up to noon Monday.

THE LANDMARK 220 Merrill Building in downtown Birmingham has been converted into the administrative offices of Snyder, Kinney & Bennett Real Estate, Inc. and its affiliated companies, Snyder, Kinney & Bennett Gallery of Homes, Shepard Gallery of Homes in Rochester and Hitchcock Gallery of Homes. The four companies have 12 real estate offices in metropolitan Detroit. Snyder, Kinney and Bennett has grown from three sales counselors in 1973 to 12 offices and 240 salespersons today. The new administrative center will house the training center, relocation department and condominium development departments of the company.

CORRECTION: An article in the Thursday, Dec. 6 business section entitled "Condo conversion plan may harness growing trend" stated that under the new condominium law, an owner can convert an apartment with two units or less. It should have read "two units or more."

U.S. Rep. Carl Pursell, R-Plymouth, will comment on the route the American economy is taking at the Congressional Action Forum sponsored by the Greater Detroit Chamber of Commerce Dec. 18 in the Detroit Plaza's Kent Room. His remarks at the noon luncheon will include comments on a balance budget, the development of alternative energy sources and tax indexing. Pursell sits on the House Appropriations Committee, the Labor-HEW Subcommittee and the Subcommittee on the District of

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