

BUSINESS PEOPLE

JOHN FROHOCK of Troy, has been named manager of finance and administration at Kolene Corp. Frohock has been with Kolene for the past two years.

SUZANNE KANE of Rochester has been appointed a reporter for a new divisional employee publication for Chevrolet division of General Motors. Ms. Kane joined GM in 1969.

PAUL ZIMMERMAN of Birmingham, has been appointed vice president of the Campbell-Eward Co., advertising agency. Zimmerman joined the agency in 1959 as an art buyer.

JOHN SANTA, JR. of Bloomfield Hills has been promoted to regional sales manager-Ford, LaSalle Machine Tool, a subsidiary of Acme-Cleveland Corporation. Santa joined LaSalle in 1959 as a systems coordinator. Since then he advanced to manager of marketing services in 1971 and vice president of corporate procurement in 1973.

DONALD FURTHER will be employed in the capacity of vice president of Behr Iron & Steel Company's Detroit office located at 1717 West Nine Mile Road, Southfield. Previously employed by the Samuel G. Keywell Co., his experience in the scrap industry dates back to 1961. In a simultaneous move, **JOHN A. GRIFFIN**, currently vice president of the Detroit office, will open a new office for Behr Iron & Steel Co., in the Pittsburgh area.

MR. and MRS. DICK BAIDES, of General Trailer Manufacturing & Distribution, Inc., in Southfield, received the "Recreational Vehicle Dealer of the Year" award for outstanding performance in the sales of RVs. The award was given at Starcraft's annual dealers meeting held recently in South Bend, Ind.

DANNIELLE K. COLLIVER, of Rochester has been promoted to account supervisor on the Kirsch Company account at D'Arcy-MacManus & Mistus Advertising. Starting with the DMAM firm in 1968 when it was known as MacManus, John & Adams, Ms. Colliver recently celebrated her 10th year at the agency. She has worked as a copywriter on such accounts as Cadillac, Kirsch, General Tire/Chemical Plastics Division, and the Metropolitan Detroit Convention & Visitors Bureau. She was promoted to the Kirsch Company as account executive in 1977.

JOSEPH COWLEY, of Southfield, who runs a Shell service station at Woodward and Long Lake Road in Bloomfield Hills, has been named Detroit area Dealer of the Year by the Shell Oil Co. Cowley has been a Shell dealer for about eight years — two at his current location. District management says Cowley has taken a good station at a good location and made it into an outstanding one.

The Troy-based Ex-Cell-O Corporation's board of directors approved a major restructuring program for its top management. The company will consist of 19 operating divisions, reporting to four group vice presidents. Names to the group posts were **ALLAN GEDDES**, **OTTO KERN**, **SEYMOUR S. FEUER** and **E. HUGH JONES**. One new corporate vice presidency was created. It will be filled by **RALPH P. WHITE**, president of the Davidson Rubber Company, one of the largest divisions in the corporation. Two other corporate vice presidents were designated as presidents of their major divisions. **JACK GUEST** will head the aerospace division, and **DAVID W. BEIER, JR.**, will be president of the packaging systems division. Following the merger of McCord Corporation with Ex-Cell-O in January of this year, **EDWARD J. GIBLIN**, Ex-Cell-O's former president, became board chairman and chief executive officer and **E. PAUL CASEY** became president and chief operating officer.

IRV KANDER of Southfield is a new director for the Biscuit & Cracker Distributors Association. Kander, general manager, Independent Biscuit Co., was elected to a three-year term during the group's 35th annual convention.

PHIL MERCADO has been named supervisor of security and land & building maintenance for WXYZ-TV, the ABC owned and operated station in Southfield. Mercado comes to Channel 7 after a 27-year career with the Federal Bureau of Investigation. He spent the last five years in a supervisory position at the Detroit FBI Headquarters. Mercado lives in Rochester.

GREG DAVIS has joined the WXYZ-TV sales team as an account executive. Davis comes to the station from WKBD-TV, Channel 50. He fills the position vacated by Bob Webb, who was promoted to ABC Spot Sales, Los Angeles. Davis began his broadcasting career at WJRT-TV, Flint, in 1974 and was selected salesman of the year for WJRT and the Poole Broadcasting Co. in 1976. Davis lives in Southfield.

NEIL H. WASSERSTEIN has been named director of research and sales development for WXYZ-TV. Wasserstein comes to WXYZ-TV from WABC-TV, New York, where he was assistant director of research. Prior to joining WABC-TV, Neil was market specialist presentation writer with ABC Spot Sales in New York and a product specialist and market analyst for the Arbitron Co. While with Arbitron, Wasserstein helped design their computer system known as A.E.D.

CAROL J. STRONG has been named assistant director of research and sales development for WXYZ-TV. Strong comes to WXYZ-TV from Paramount Pictures in Los Angeles where she was director of research. Prior to that, Carol was research director for RKO Television in New York. She began her career as a senior sales assistant at RKO in August 1973.

BARBARA LOREN SNYDER has been appointed retail marketing manager of WXYZ-TV as retail marketing manager. Barbara will be responsible for the development and promotion of the more effective and efficient use of television as an advertising medium for retailers in the Detroit market. Before forming her own agency, Ms. Snyder was vice president and general manager of the Detroit Shopping News and account supervisor for Grey Advertising. She lives in West Bloomfield.

HENRY G. BEJIAN, of Rochester, has been promoted to regional personnel coordinator for Toledo-based Champion Spark Plug Co. Bejian will coordinate all Champion sales personnel in a region encompassing all of Michigan except the western end of the Northern Peninsula; most of Ohio and Indiana, and three counties in Kentucky. He joined Champion in 1965 as a territory sales manager in central Massachusetts. In 1975, he was promoted to district sales manager in the Grand Rapids area, and later transferred to the Strongsville, Ohio area. He was relocated to Rochester for his new assignment.

Account executive **FREDERICK JACOBS** of Southfield has been named research director of WRIF, the ABC-owned and operated FM station in Detroit. Jacobs will continue to handle some accounts in addition to his duties as research director. **PAUL JACOBS** of Southfield has been appointed account executive at WRIF radio. WRIF's new sports director, **ELI ZARET**, joins the Michael Collins Morning Show (6-10 a.m.) three times a day. His sportscasts will air Monday through Friday at 6:30, 7:30 and 8:30 a.m.

EDGAR O. MILLER has been appointed general manufacturing manager of Ford Motor Co.'s Electrical and Electronics Division. Miller, previously assistant general manager of Ford Tractor Operations, replaces Curtis C. Drouillard who has been named general manufacturing manager of Ford's Transmission and Chassis Division. Miller of Farmington Hills, joined Ford in 1948 in a manufacturing staff position at the Ford Rouge Plant, and held various positions there until 1957 when he was named production control manager of the Electrical and Electronics Division Rawsonville Plant. He moved to Ford Tractor Operations in 1977.

Business

Oakland shoppers flock to new fashion-oriented discount mall

By JACKIE KLEIN

It's tough to put a tag on Lathrup Landing.

You might call the shopping center on Eleven Mile and Evergreen in Lathrup Village a fashion oriented discount mall.

The 12-store, 28,000-square-foot center is a "national neighborhood mall," a kind of yellow brick road where bargain shoppers may walk from beginning to end, get dolled up from head to toe, eat and spend two weeks, according to Paul Stanley of Lloyd and Sumner Advertising Ltd.

The mall, which was completed about three months ago, is celebrating its grand opening and drawing crowds. It's the first large, major commercial development in Lathrup, a community which has historically shied away from retail centers.

Developed by Joseph Steingold, the center is easily accessible from Telegraph, Northwestern Highway and other major roads. Shoppers have been flocking to the mall from several Oakland County communities.

"Tenants feel this is becoming the heart of downtown Southfield," Stanley said. "Employees in huge office centers in the city come here on their lunch breaks. Stores are comfortable and they're managed by owners who lend a personal touch."

THE MALL attracts middle-to-upper-income customers, Stanley said. Merchants claim they don't sell seconds, overruns or last season's models. Since Detroit doesn't have leading clothing manufacturers or a major apparel center, there are few factories close by and samples are hard to come by, tenants say.

Not every shop in the center offers discount prices. Pizza Paisano delivers pizzas, both square and round, and a number of other foods. Customers can pick up quickie dinners or they can be delivered within a five-mile radius.

Next door to the pizza emporium is Connie's Plaza Salon, specializing in hair care for women and men. Connie, who designed the beauty shop herself, also retains face makeup consultants. Brands features jeans, slacks, shirts, sweaters and blazers for guys and gals with a 20 to 60 percent discount on current season's merchandise.

Music 'N' Things offers records, tapes, gifts, custom invitations for social occasions and more. Next door is Cinderella's Castle, with items for the youngest set.

Mark Nicken, owner of Nick's Kicks women's shoes, explained his operation also concurs with the philosophy of the center.

"WE'RE COMPETING against Birmingham," Nicken said. "We're geared to sell merchandise that doesn't cost \$150. But better prices don't mean less quality. We cater to all customers whether they drive up in a Cadillac or an old klunker. Our store, like most

others in the mall, is comfortable and casual."

The owner of Leslie Ann Cleaners has 35 years experience in the business and is always on the premises. He offers pick-up and delivery service.

Quality Optical has a full line of designer frames at competitive prices starting at \$24.88. Owners say they have more than 1,000 frames from which to choose.

Shoppers can have a corned beef sandwich in Sol's Delicatessen before stopping next door in LaSalle discount catalog showroom. Jewelry, appliances, stereos and cameras are always 50 percent off.

Owners of the Cotton Mill say they have a white sale everyday with something for every room in the home at a savings of 30 to 50 percent.

Shoppers, according to Stanley, will have enough money left to spend in Pace Setter Fashions, the first store which opened in the mall. The store, according to owner-manager Gary

Shiffman, features the latest women's designer clothes for less. Minimum discount is 40 percent.

SHIFFMAN SAID he, his mother, Lois and Rosalie Gould are shoppers but Pace Setter is their first business venture.

"We had to give tickets to customers, for the grand opening, who stood in line to try on clothes," Shiffman said. "When we first opened, we were sold out in two days and had to close so we could get more merchandise."

Pace Setters has posted a blackboard which gives dates when certain designer fashions are due to arrive. The store provides coffee, cheese and comfortable chairs for husbands and boyfriends who go along on women's shopping tours.

Lathrup Landing has been promoted as "a landmark in shopping center history." The center, in fact, is a landmark in the history of tiny Lathrup Village.



Bargain shoppers can walk from beginning to end, Eleven Mile and Evergreen in Lathrup Village. (Staff photo by Gary Friedman)

Regional center study

Developers see smaller projects

The Twelve Oaks Mall in Novi may be one of the last large regional shopping centers in Michigan.

That's the consensus expressed by major industry developers in the February edition of Shopping Center World, a trade magazine.

"The major metropolitan areas, especially Detroit, have had their fill of shopping centers, at least of the regional variety," says Victor Chase, author of the magazine article.

Chase arrived at that conclusion after surveying major developers about future construction plans.

Among the sources contacted by Chase in researching the article were Ramco-Gershenson President Joe Gershenson; Ray House of Schostak Brothers and Co.; Stuart Frankel of Frankel Development Co.; and senior project manager Daniel Swannick of Dayton-Hudson Properties.

None of the major developers reported plans for additional regional shopping centers — those centers with a minimum of one million-square feet of retail space.

Instead, they suggested that most shopping center developments will be "community-size" projects that range from 50,000 to 500,000 square feet.

The Twelve Oaks Mall opened in August 1977 and contains about 1.3 million square feet of retail space.

The center features four major tenants — Hudson's, Lord and Taylor, Penney and Sears.

There are plans for an eventual 165 specialty shops.

THE PRIMARY REASON for the prediction that Twelve Oaks will be the last of the large centers in the state is the saturation of the market, Chase reports.

In addition to Twelve Oaks, two other regional centers have opened in the area in recent years — Fairlane Town Center in Dearborn and Lakeside Mall in Sterling Heights.

Gershenson says the three regional centers should take care of the population's needs with respect to a regional center for the foreseeable future.

House agreed that the "larger primary markets are pretty well developed," according to Chase.

The market for additional regional shopping centers was eliminated with the construction of the Twelve Oaks Mall in Novi, located on the fringe of development along the I-96 corridor extending from Detroit to Lansing.

Dayton-Hudson now is investigating the potential for an additional center just outside Lansing.

Shopping centers in Novi and Lansing could eliminate the need for a regional center in the Brighton-Howell area.

AN ADDITIONAL reason for the slowing de-

mand in regional centers is the current status of the money market.

The prime interest rate currently is hovering around the 12 percent level and major developers are expected to wait until it declines.

A couple of interest points on a \$20 million development equates to \$400,000.

Related to the interest rate are concerns with the economy in general. It is doubtful that major department stores will make expansion plans if the economy experiences a downswing.

The prediction that major developers will concentrate their efforts on medium size projects appears to be exemplified by the activities of Ramco-Gershenson.

The Southfield based firm is attempting to take advantage of the traffic generated by the regional centers by constructing smaller centers in the same general area.

FOR EXAMPLE, Ramco-Gershenson currently is building a 240,000 square-foot center across from Lakeside Mall in Sterling Heights.

That center will be anchored by a Montgomery Ward store at one end and a Service Merchandise catalog store at the opposite end.

Ramco-Gershenson has plans to construct an identical center across from the Twelve Oaks Mall in Novi.

Jock heaven

Club combines everything under 1 roof

By SUSAN TAUBER

All workouts and no play make a physical fitness advocate a dull person.

Those who do their exercises at Hampton Acres Recreation Club in Avon Township won't necessarily have that problem.

The club, scheduled to open in September, will have 33 different health and recreational activities for members. These will include two body shaping health spas, 14 racquetball courts, a one-half mile jogging track with an incline, two outdoor tennis courts, indoor and outdoor pools, lounge, rooftop terrace, and large television screen.

"Hampton Acres Recreation Club will have a combination of everything under one roof," said general manager Stewart Van Buskirk. "Our motto is, 'Save your gas. One stop for everything.'"

The 41,000-square-foot club also will offer the community a touch of history. New buildings will be built on to a 17,000-square-foot barn located on the property of Hampton Golf and Recreation Club.

The barn was part of the area once owned by Perry Seed Co. The company used the area as an experimental seed farm in the 1920s.

Van Buskirk, a designer, builder and promoter, is working on the new facility with James Dewling of Troy. Dewling is general manager of Great Oaks Country Club in Avon Township and club president for the five-year-old Hampton Golf and Recreation Club.

"WE'VE WORKED out joint use for members of the existing club and the proposed new recreation club," said Van Buskirk. "Those who already belong to the golf club will have privileges in the health club."

The general manager, who will have a staff of 65 plus 16 others in management working under him, said he got the idea for the extensive health and recreation development from area residents.

"I kept hearing people say how much they would like a club like this. So I decided to do something about it," he said.

The undertaking of a project this large doesn't seem to phase Buskirk.

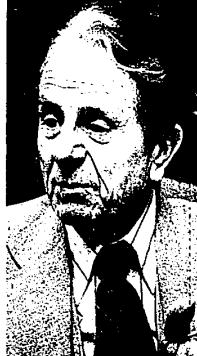
"Club" then size are common. After watching various promotions, I found out the successful clubs are the more spectacular ones, as long as they are properly managed," he said.

Ultimately, the club will serve 1,000 to 1,600 members daily except on Christmas Day and New Year's Day.

"Most of the facilities will be open 18 hours a day so we can serve those who want to exercise before they go to work and those who want to work out later," said Buskirk.

Though there will be plenty of entertainment at the club, it's concept centers around health.

One won't have to be an exercise fiend, however, to have a reason to join Hampton Acres Recreation Club. There are social memberships, racquetball memberships, and full membership for singles, couples, families and commercial organizations.



VAN BUSKIRK: "Our motto is 'Save your gas. One stop for everything.'"