

# Business

## market place

**D.N. MCNABNAY & Associates**, a newly formed commercial real estate company with offices at 2550 Telegraph in Bloomfield Hills, offers a range of commercial real estate marketing services. The firm also offers real estate consulting, development, management and financing through affiliated companies. For more details, contact the office at 353-0820.

**THE SPREAD** between yields on short-term U.S. Treasury bills and the ceiling interest rate paid on passbook deposits at commercial banks has widened sharply since the middle of last year, according to the Federal Reserve Bank. For example, the rate on newly issued six-month Treasury bills was about 400 basis points above the ceiling rate on passbook deposits last July. This spread increased to about 740 basis points in February. As the spread between these two rates has widened, the rate of growth of savings deposits at commercial banks has decreased.

**BENDIX CORP.** has established an Advanced Technology Center headed by John Martin, vice president and general manager, who also heads the restructured Engineering Development Center. The new center will consider long-range research work that will benefit the entire company while the engineering center works on tactical engineering projects that feed the Bendix operating divisions. The 29-member staff will research ideas and gather information from technical literature.

### MANUFACTURERS

National Bank of Detroit opened a new office in Bloomfield Township at 4055 Telegraph Road in the Bloomfield Square Shopping Center. Michael Caponi of Bloomfield Hills is the officer in charge of the new branch.

**DETROIT ART Services, Inc.** recently completed expansion of its 14,000-square-foot building in Troy necessary due to the company's growth since its start in 1961. Starting with technical writing and illustration, DAS now provides a complete corporate communications service, including advertising, sales promotion and merchandising, service training, industrial publicity, presentations, films and video tapes.

**FARMBROOK**, a three-level, 42,000-square-foot mental building at 2922 Telegraph, just north of 12 Mile in Southfield, is ready for occupancy. The energy efficient building will offer such services as a clinical lab, x-ray facilities, optical, pharmacy, accounting/secretarial services, physical therapy unit and other features. For additional information, call the Beale Group, Inc. at 353-0600.

**FIRST FEDERAL** Savings of Detroit opened a new branch office at 55 W. Long Lake Road at the corner of Livernits in Troy. Tina Hornyak of Rochester is manager of First Federal's third office in Troy.

**BUSINESSES** wishing to submit items for Marketplace should send them to Ron Garbinski, Observer & Eccentric Newspapers, 1225 Bowers, Birmingham 48012. Notices of meetings must be received by the Monday preceding our Thursday publication date. Please include a contact person and telephone number.

## 'Let's share' offers jobs for the blind and handicapped

The building is tucked away in Birmingham. From the outside, it almost looks empty.

But inside a small business operates which is geared to employ the blind and handicapped.

L.S. Blind & Handicapped Sales Co. reaches its customers chiefly by phone offering to sell a range of products which includes bibs, ceiling dusters, ironing board covers, dish towels, pillow case protectors, lint brushes and more.

Some of the company's products are purchased from traditional manufacturers and distributed by L & S Sales. Other items are manufactured and packaged at the Birmingham location.

The L.S. in the company's name stands for Let's Share, said Shar-ron Peruzzi and Leo Devine, who launched the business.

"That's why the whole company was developed to help the handicapped," said Mrs. Peruzzi.

A SMALL sewing room fills one of the corners at the company's office at 580 Elm.

"We never look out a loan for the company. But we did take out a loan for second-hand sewing machines — one at a time," Mrs. Peruzzi said. "Some of the machines are adapted for the blind."

Bibs, terry cloth potholders, golf and bowling towels are turned out.

Silkscreened designs on the terry cloth are handled by the Macomb County Trainable Center, Mrs. Peruzzi said.

"It's our own product. We make and distribute it here. We want to develop more of it," she said of the terry cloth items.

An "everything" bag, or denim tote, is also silkscreened.

"We have people who work in their homes," Mrs. Peruzzi said.

"One handicapped woman makes aprons and snap towels in her home."

"We have a lint mop made by a man whose diabetic on a kidney machine and blind."

Woven placemats and table runners are ordered from the Opportunity Center School for the Retarded in Illinois, she said.

Lint and barbecue brushes are obtained from Industries for the Blind in Wisconsin, she said.

SOME OF the items, such as ironing board covers and oven mitts are ordered from traditional suppliers and only packaged in Birmingham, according to the owners.

"Some of these products are my own, like the ceiling mop. I made them up and designed them," she said.

A goal is to expand the number of locally-produced items as the business expands, Mrs. Peruzzi said.

"Bloomfield Hills Junior High is setting up a program of job training for special education students," she said. "They are interested in making laundry bags for us and we told them we'd be interested in having them do it."

Another part of the office is devoted to a phone center.

The sales force includes six people who work as independent distributors developing customers.

Phone lists of potential customers have been transcribed into braille for those who are blind.

"It's not a full-time job but they can make a nice supplement to their income," said Devine, a Farmington resident.

The company was started in 1975 under the name Blind Product Sales and manufacturing began in 1978, Devine said.



With interests rates on the rise, the housing industry is experiencing difficult times due to many buyers being forced out of the market.

## The 'eagerness' droops as interest rates climb

Where's all the eager home buyers? They're still around but most don't have the money to pay the ever-higher prices for their homes, says Karl Pearson, University of Michigan professor emeritus of business administration and director of real estate education in the U-M Graduate School of Business Administration.

"People find financing too tight and interest rates too high. They no longer see homes as the best hedge against inflation when the inflation rate outdistances the increases in home values," he says.

"They are unwilling to cope with the strain of having to allocate more than a third of their gross income every month for their housing."

Noting a Federal Home Loan Bank Board report that only 15 percent of potential homebuyers can meet today's typical monthly payment requirements, Pearson adds that "two incomes have become almost a prerequisite for first-time homebuyers. Hurt most by high home prices have been people who must sell their homes because of job transfers or retirement. They may get a high price for their present home, but they have to pay a still higher price for their new home, together with a higher rate of interest. Many corporate transferees are turning down promotions, promised them if they move, rather than contend with the high costs involved."

WITH CONVENTIONAL mortgage money difficult to get, home sellers are resorting to purchase money mortgages or land contracts in which they themselves finance the home they sell.

"As on-site construction costs have reached record highs, factory produced shelter has become a viable alternative for builders aiming at buyers now priced out of the market."

"Also, using factory build components reduces the time, financing costs and the number of manhours required to build the home. In some cases, sellers are selling the building, but putting the land under long-term lease, with resultant lower prices," he adds.

Builders complain that they are being subjected to regulatory overkill with its train of increased developmental costs adding 20-25 percent to the price of a home, Pearson explains.

"They contend that they are forced to deal with as many as 28 different categories of regulations, all the way from local building codes to federal environmental controls."

"They point out that the regulatory approval process for home construction may require as many as 85 different steps. They allege that non-elected bureaucrats administer these regulations and act as judge, jury, prosecutor and executioner. The Council on Wage and Price Stability estimates that regulations are adding up to 1 percent to the rate of inflation," Pearson adds.

"HOME BUILDERS cite government regulation as slowing down the production of housing due to the delays they cost in construction. Time is money and the more time it takes to build, the more money it costs."

"In the interim, cash is tied up, unable to earn income. On the funds builders borrow, the interest meter clicks until the debt is repaid. Regulations are duplicated and exceeded from one jurisdiction to another, making necessary extensive revisions and re-applications," he says.

If housing construction continues to decline, Pearson predicts it will send shock waves through the economy.

"The resulting unemployment will not be confined to the housing industry. For every worker laid off by home builders, there will be two additional layoffs in related industries such as building materials, home appliances and furniture."



George Cholo works both a Braille typer and the phone during soliciting. He also records responses on a taperecorder. (Staff photo by Dick Kelley)

## business people

**JOHN DODGE** was appointed director of laboratory, waste treatment and heat treat for General Motors Employee Information Project Center. He began his career in 1957 as an experimental metallurgist in



**DODGE** product engineering. He joined manufacturing operations in 1962 as a laboratory supervisor, later becoming general supervisor and then chief metallurgist. He is a Bloomfield Hills resident.

**LAWRENCE GRAJEWSKI** was named a manager of Ernst & Whinney. Grajewski, a certified public accountant in both Michigan and Ohio, joined the Detroit tax staff in 1978 after spending two years with the national office in Cleveland.

**LEWIS CAMPBELL** was appointed technical director of plant operations development for the manufacturing development section of General Motors. Campbell joined GM as a junior engineer in 1968. He has held a series of engineering and manufacturing supervisory positions, including that of plant manager, at several of Inland's Dayton-area plants. Campbell is a Farmington Hills resident.

**CHARLES OVERYLY** was appointed manager of the Detroit region for General Motors public relations staff in Southfield. Overyly, who

has been manager of employee programs in GM's central office, first joined GM in 1947. He left for a teaching job in the Saginaw County education system, and rejoined GM in 1969 in his present position.



**OVERYLY** **KITZ** **CHARLES KITZ** was named director of business environmental evaluation for the Ford Motor Co. After joining Ford as a product planning analyst in 1962, he has held several positions in the product

planning office. He is a Farmington Hills resident.

**KEITH PITCHER** was appointed assistant manager of the Detroit region for General Motors public relations staff in Southfield. He joined GM in 1973 after serving as a reporter and editor with Automotive News in Detroit, and most recently has been with the public relations staff of GMC Truck & Coach Division in Pontiac.

**E.J. ROBERTS** of Birmingham joined Sales Executives, Inc. as account executive to handle specialized employment requirements. Roberts has hired, trained and developed many field sales representatives as well as marketing and merchandising management personnel.

**JOHN KRUSSMANN** has joined D'Arcy-MacManus & Mastus Adver-

using as senior account executive assigned to the Cadillac Motor Car Division account. Before joining the Bloomfield Hills office, Kraussmann was at J. Walter Thompson.

Andries Storen Reynaert Multi Group, based in Troy, appointed **GILMAN ALLEN JR.** general sales manager. He was formerly employed by Turner Construction Co., where he served as contracts manager.

The American Institute of Real Estate Appraisers has announced two area members elected as 1980 officers. From the Proctor Homer Warren, Inc. in Troy is **ROBERT PEIRSON JR.** as first vice president, and from Everett and Associates, based in Southfield, **E. ROGER EVERETT** as second vice president.

Huck Manufacturing Co. has named **ROBERT KINSSELLA** to corporate director-employee relations.

Kinsella comes to the company from Josten's Inc. where he served as general manager. He lives in Rochester.

**JEREMIAH SUGRUE** was



**KINSSELLA** **SUGRUE** named vice president finance by Holley Carburetor Division of Colt Industries. Sugrue, a Troy resident, joined Holley in 1975 as manager of financial planning, and has been controller for Holley since 1976.