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market place

**ALEXANDER** Hamilton Life Insurance Co. of America plans an addition that will double the size of its present headquarters in Farmington Hills. Construction is slated for completion in 15 months. In 1979, the company had the largest increase in insurance in force of any life insurance company in America, which moved it from 120th rank to 58th among the nation's 1,900 life insurance companies. Hamilton serves 2 million ordinary and credit life customers and is licensed in 49 states.

**GREAT** Lakes Cash Register Corp. opened new headquarters on Eight Mile in Southfield, combining its Allen Park and Pontiac offices under the 11,000-square-foot building. All 55 staff members will be based in the facility. The company is the nation's largest independent distributor of Data Terminal Systems' electronic cash registers, retail control systems and point of sale systems.

**ECONOMISTS** who help develop government policies often fail to consider the purchasing environment and consequently make the wrong decisions. That's exactly what happened during 1979 and the early part of this year, according to Prof. John Hoagland, a management professor at Michigan State University. "As a consequence, when supply conditions were easing and stimulants were turning into depressants, the government slipped on poorly timed, excessively high interest rates, then credit controls. Furthermore, some of the serious government mistakes which created the steep decline are being modified and that can help lead to recovery." He says a recovery from the recession can begin soon because the purchasing environment has been improving. He adds that there needs to be more recognition of the dominant role purchasers play in determining business trends, price trends and political events.

**PETER** Robinson, sales representative for Product Engineering magazine from Bloomfield Hills, and Owen Leffler of Birmingham, vice president and group supervisor, Meldrum & Feusmith Inc. of Southfield, were honored recently as Industrial Advertising Men of the Year at a Detroit luncheon for their contributions to the industrial publishing and advertising agency business.

**DURING** June, the Sheraton-Southfield Hotel has initiated its Women in Travel program to recognize the increasing number of women who are active in the working world and travel. "The philosophy behind WIT is simple enough. We want our WIT guests to feel comfortable with their surroundings so they can better concentrate on the business at hand," said sales manager Jane Baumann. WIT guests receive a WIT kit, travel bag, discount offers at the hotel and a complimentary wine and cheese platter. For more information on the program, contact Ms. Baumann at 557-4800.

**CORPORATE** Search Inc., consultants in engineering, human resources and data processing, opened executive offices at 3000 Prudential Tower Center in Southfield. It plans to expand to Chicago and Houston by late 1980. Principal officers are Laurie Simon and Stephen Read. Their number is 352-4908.

**NATIONAL** Bank of Detroit will assess an \$18 annual fee per statement for Master Card and/or Visa charge card service effective Aug. 1, 1980, to appear on a customer's September billing. A rise in operating expenses and other costs associated with account maintenance necessitates the fee, bank officers say. The fee will be automatically waived for those customers with a \$2,000 balance on deposit in any one NBD account.

**THE WAYNE** Oakland Bank has reduced new car loan rates to 14 1/2 percent simple interest, two points below the recently approved ceiling of 16 1/2 percent. Terms up to 48 months also will be made available to qualifying applicants.

**ALADDIN** Genie Sales and Service of Pontiac has been named a factory authorized independent installing and servicing dealer. Robert Parker is owner-operator of the business.

# Local mortgage firm now ranks number 2

Tuesday was a day to celebrate for Manufacturers Hanover Mortgage Corp.

As the company relocated in its new corporate headquarters at 2755 Farmington Road in Farmington Hills, it became the second largest mortgage company in the U.S., according to Robert V. Schrader, associate vice president.

Manufacturers Hanover Mortgage acquired the mortgage servicing portfolio of Pennamco Inc. with headquarters in Washington, D.C. Pennamco operates offices nationwide.

The acquisition was approved by the Federal Reserve Board of New York Monday.

Pennamco, a subsidiary of the First Pennsylvania Bank, ranked fourth in 1979 standings of the top 300 larg-

est mortgage companies with a portfolio totaling \$2.7 billion.

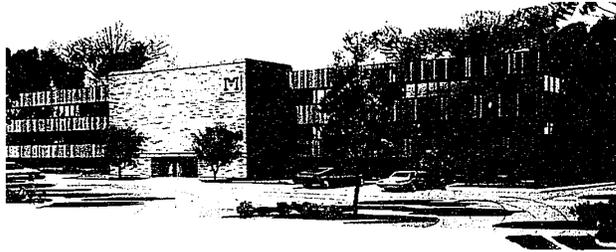
At the end of 1979, Manufacturers Hanover Mortgage's servicing portfolio was \$2.4 billion, ranking it 15th.

The combination moves Manufacturers Hanover into the number two position.

Manufacturers Hanover Mortgages Corp., a subsidiary of Manufacturers Hanover Corp., operates 17 branch offices in seven states.

President William Matzenbach expects to open additional branch operations in 21 cities in 16 states during the next five years.

More than 400 employees relocated Tuesday in the new three-story headquarters at 12 Mile and Farmington Road from the former Northwest Highway and Evergreen facility.



The new three-story Manufacturers Hanover Mortgage Corp. headquarters at 12 Mile and Farmington roads has 105,663 square feet of rental space.

# Wine shop capitalizes on demand for 'top items'

By KEVIN ROSEBOROUGH

Standing in the airy comfort of his new store, Bill George said he has concentrated in stocking "the best" of everything.

George, the owner of the newly-opened Red Wagon Wine Shoppe at 2340 S. Rochester in Avon Township, has justified his intent by amassing a huge collection of fine wine, cheese, snacks and beer.

"I feel I'm a lot better off going with the finer things," said George. "There is a lot of demand for top-notch items."

George's 6,200 square-foot store, built to his specifications as part of the Hampton Corner mini shopping center, reflects his preoccupation with quality. The store is fully carpeted and paneled in smooth Washington cedar.

The secondary focus of George's business, within the general heading of wine, is the product of California vineyards. His shop's south wall is stacked five shelves high with wine from the Golden State.

George estimated he carries approximately 980 different sizes, brands and vintages of California wines. He said he knows of no other shop in the midwest carrying such a large collection.

"California wines are enjoying a fantastically growing popularity," said George, a Troy resident. "I feel California wines they are now making are as good, no doubt, as French wines."

LIKE FRENCH wines, a California wine's district of origin is an important consideration. George is able to instruct customers of the different counties where the wines have been bottled.

His selections include the Grand Cru Vineyards, Robert Mondavi Winery, Chateau Sonoma and Konocet Cellars brands.

In the tradition befitting any wine shop, however, Red Wagon also carries an extensive collection of European wines.

Whether one's pleasure is 1976 Chateau Lafite Rothschild, Pauliac First Growth (\$50) from France or 1976

Johannisberger Erntebinger Spatlese, Von Hesse of Germany (\$8), George is able to assist.

For the curious, George also maintains a small selection of wine from such obscure wine-producing regions as Australia, and Argentina.

In the Red Wagon's rare wine room, a separate collection of the more expensive and unusual ferments is kept under lock and key at a constant temperature of 60 degrees.

The average cost of those wines is about \$50, although there are more expensive bottles. Lafite Rothschild '61 is worth \$300, while a bottle of 1928 Chateau Brane-Cantenac costs \$200.

George boasts that every brand of beer available in the state of Michigan is represented in his large glass cooler. That includes beer from Mexico, Japan and Ireland.

THOSE INTERESTED in purchasing liquor may be surprised to find that the shop has no liquor counter. Instead, bottles of liquor are stacked on a horse-shoe-shaped section of shelving, where customers may browse and serve themselves.

High quality cigars, cheeses, snacks and coffees are also carried at the store. Next to the rare wine room is a humidor, containing a wide selection of imported cigars.

More expensive than Maxwell House coffee is the Royal Hawaiian Kona and Guatemala Antiqua gourmet varieties on sale at Red Wagon. The store features 20 unusual types of coffee.

More than 120 different cheeses are carried by George, who also operates a Red Wagon Wine Shoppe in Clawson. Most of the cheeses are imported.

Joining the standard line of snacking chips and crackers are assorted nuts and dried fruits.

Despite the much-lamented economic woes that plague the state, business for George since his opening two months ago has been "surprisingly good."

"For quality," he said, "people will pay a good price."



Bill George reports booming business at his new Red Wagon Wine Shoppe in Avon Township. (Staff photo by David Frank)

## business people

Cadillac Division of G.M. promoted ROGER FORBUSH of Bloomfield Hills to northeast region manager. Forbush has served as executive assistant to the general sales manager since last year and has held a number of Cadillac central office and zone sales positions during his 20 years with General Motors.

MARGE YEDLIN of Lathrup Village has been named Realtor associate for Earl Keim Realty North.

ROBERT DEWAR of Bloomfield Hills was elected to the board of Detroitbank Corp. to fill an existing vacancy. Dewar is chairman of Kmart Corp. in Troy.

TIMOTHY O'BRIEN was named Atari premium and incentive representative by Market Response Group Inc. of Troy. He will handle sales of video games and home computers for Michigan and Indiana.

SEAN NEALL has joined Barkley & Evergreen of Detroit Inc. in Southfield as account supervisor. He comes from Wells, Rich, Greene in Detroit where he was supervisor for the Ford Motor corporate account.

ROSE GOREN was selected Realtor Associate of the year by the South Oakland County Board of Realtors. She is a Real Estate One associate in the Lathrup Village office.

Chicago Title Insurance Co. in Southfield promoted EDMUND C. MICHALAK to title operations officer. Michalak has been with the firm since 1976 and was underwriting attorney prior to this appointment.



MOTL DALEY DEMPSEY

JERRY L. MOTL of Birmingham was promoted to Michigan division manager for the Cunningham Drug Stores Inc. Motl has been with the firm since 1956, where he began as a trainee.

FRANK R. L. DALEY JR., director of manufacturing development for the GM Manufacturing staff in Southfield, was appointed chairman of the General Motors Warren Public Affairs Committee.

Borg-Warner Corp. in Troy elected JERRY E. DEMPSEY chief operating officer and a member of the company's board of directors. Dempsey retains his title of president. Dempsey will be responsible for the company's manufacturing operations.

JACK L. GRAY was named Detroit office manager for the Spring/Brummer division, Borg-Warner Corp. in Troy. Gray joined the firm in 1972 and has served as a sales representative since that time. Gray will coordinate the division's Detroit-based sales staff and handle all liaison with General Motors.

JOHN M. DICKEY was appointed director of marketing at Providence Hospital in Southfield. Dickey began his career at Providence as administrative fellowship after receiving a master of health services administration degree.

WILLIAM T. O'BRIEN of Bloomfield Hills was honored recently as a group insurance production leader by John Hancock Mutual Life Insurance Co. O'Brien is an office representative for the Detroit-group office in Birmingham.



VAHRENHORST RAU BENKENENDORF

ROBERT H. VAHRENHORST of Rochester was named director of general accounting, general offices for the Fisher Body division of General Motors Corp. Vahrenhorst, formerly divisional auditor, began his career with GM in 1946 as a clerk in the accounting department of the St. Louis Chevrolet plant.

GEORGE M. RAU was named general sales manager for York Automotive division, Borg-Warner Corp., Southfield. Rau is responsible for all U.S. sales operations, including the sale of new products in new and existing markets. Prior to his appointment at York, he served as Detroit office manager for the company's Spring/Brummer division since 1975.

RICHARD C. BENKENENDORF joined Quanex Management Science headquartered in Southfield as executive vice president. Benkenendorf is responsible for marketing and sales as well as branch office operations and the corporate acquisition program.

## date book

ANYONE planning to move into the homebuying market in the next few years will benefit from a free seminar offered by the Western Wayne Oakland County Board of Realtors at 7:30 p.m. Tuesday, June 10, at the WWOCCR Building, 24125 Drake Road in Farmington. The program will last one hour covering topics such as who are Realtors, home affordability, financing methods, qualifying for a loan, the buying and selling process and the role of an attorney. Call the board at 478-1700, for reservations.

PAINE, Webber, Jackson & Curtis Inc. present a forum on pre-retirement financial planning at 7 p.m. June 10 and 17 at the Somerset Inn in Troy. Douglas Frederick, CFP, conducts the program. Call the firm's Troy office at 643-9200, for reservations and more details.

THE FOREIGN Trade Zones Board of the

U.S. Department of Commerce has scheduled a public hearing on the Greater Detroit Chamber of Commerce application for creation of a foreign trade zone in southeastern Michigan. The hearing is at 11 a.m. June 19 at Detroit's U.S. Courthouse, 231 W. Lafayette, Room 859.

THE MICHIGAN Department of Labor will conduct a bilingual worker safety and health conference, June 29 at Holy Redeemer's Church, 1721 Junction St. in Detroit. It will offer workshops on various worker safety subjects in English and Spanish. Admission is free, with lunch at \$4.50. For more details, contact Jose La Luz at 517-393-3131.

U.S. REP. John Conyers Jr. will be the speaker at a Congressional Action Forum of the Greater Detroit Chamber of Commerce at noon Friday in the Crystal Ballroom of the

Book Cadillac Hotel. For more details, call the chamber at 954-4000.

THE UNIVERSITY of Detroit Division of Continuing Education in conjunction with the Automotive Division of the Greater Detroit Section of American Society of Quality Control, will offer a special workshop designed to improve production quality techniques for automotive engineers and managers June 15-18 at the Troy Hilton. Registration and other information can be obtained from U-D at 927-1025 weekdays from 8:30 a.m. to 4:30 p.m.

DESIGNED to assist in the decision making processes of industry and business, a new series of seminars in the humanities for executives will begin June 23-29. The first of the Red Cedar Seminars in the Humanities, with sponsorship by the MSU Lifelong Education Programs, will be at the Kellogg

Center for Continuing Education. For more details, call David Anderson at 517-353-4370.

THE FINANCIAL Analysts Society of Detroit will host its 98th annual meeting at noon June 18 at the University Club, 1411 E. Jefferson. Louis Ganz, vice president of Paine, Webber, Mitchell, Hichins Inc. will be the guest speaker. Reservations necessary by calling Robert Swaney at 963-5060 before noon June 16.

LT. GOV. James Brickley and Detroit City Councilman Kenneth Cockrell will discuss the issue "Should Cities Finance Business" at the Michigan Chapter of the American Planning Association's annual meeting at 2 p.m. Friday in the Joliet Room of the Detroit Plaza Hotel. For more details, contact Lillian Randolph at 964-4000.