

Thursday, July 3, 1980

market place

Manufacturing Systems Inc., a Troy-based machine tool distributorship, opened its new southeast operation serving the metal working industry in Virginia, North Carolina and South Carolina.

DESPITE the recent upturn in the existing home market, listing in all price ranges remain strong, according to the Western Wayne Oakland County Board of Realtors which covers a 1,600-square-mile area of Wayne, Oakland and Livingston counties. Listings are up through May with 17,720 homes entered in the board's multi-list service compared to 16,005 for the same period in 1979.

DETROITBANK Corp. has received approval from the Federal Reserve Bank of Chicago to acquire ISB Financial Corp. and its subsidiary, Industrial State Bank and Trust Co. of Kalamazoo. A 30-day waiting period (starting June 9) is required by federal law before ISB can become a wholly-owned subsidiary of DetroitBank Corp. ISB has assets of more than \$151 million, total deposits of \$133 million and stockholder's equity of \$7.7 million as of March 31.

WARNER Amex/Van A-nem Cable Inc. has appointed Grossman & Associates Inc. of Lathrup Village as its advertising and public relations agency. The newly formed subsidiary of Warner Amex Cable Communications Inc. will seek cable franchises in southeastern Michigan.

FLORISTS' Transworld Delivery Association (FTD) has expanded its international headquarters at 29300 Northwestern Highway to 85,366 square feet of office space on 5.60 acres. The original four-story, glass building is linked to the newly remodeled structure, formerly the Trio restaurant, by an interior landscaped atrium. FTD employs 260 and is headquarters for 19,000 U.S. and Canadian florists and 25,000 florists around the world. It was founded in Detroit in 1910.

DESPITE major economic indicators pointing downward, the recession will only eventually impact segments of the electronics industry, leaving capital goods markets strong in the 80s, according to William Yvisaker, chairman of the board of Gould Inc. "Less vulnerable to a recession that some fear could be as deep as or even deeper than the 1974-75 downturn, the electronics industry particularly industrial products tied to improving productivity, reducing costs or conserving energy — remains healthy. The electronics industry as a whole has begun the 80s on a promising note. But it will take expanded research and development, increased capital expenditures and dedicated, flexible management to sustain industry growth during the cyclical downturn and to capitalize on the explosive growth opportunities expected in this decade," he said.

THE \$12 million sale sponsored by 13 area General Motors dealers June 19-21 at the Pontiac Silverdome resulted in the sale of 688 cars and 139 trucks. The sale was organized around the concept of providing all the elements necessary for a car buyer to make a purchase — 29 financial institutions, GMAC, four auto insurers and even a secretary of state office — at one location. "We don't know what to make of it," said C.M. Shelton, chairman of the event and president of Shelton Pontiac-Buick in Rochester. "We would have been ecstatic to hit 20 percent sales. One dealer dropped out at the last minute, so we really only had about 1,300 vehicles on sale. Of these, we wrote up orders on 827. A sale of 63 percent was beyond any of our expectations."

BUSINESSES wishing to submit items for participation should send them to Ron Garbinski, Observer & Eccentric Newspapers, 1225 Bowers, Birmingham 48012. Please include a contact name and telephone number along with the release.

Developer still attracts buyers during recession

By LETHA D. WILLIAMS

Recessionary times have all but stifled the building industry, but one local developer is trying to combat those resulting economic troubles.

Paramount Homes of Michigan, with main offices in Birmingham, is actively working to attract buyers. Using service techniques that went out with 40-cents-a-gallon gasoline and nickel candy, Paramount is selling homes.

A builder and developer, Paramount Homes is involved in subdivisions in Avon Township, Troy, Farmington Hills, Novi and Riverview. The primary four bedroom, 2½ bath homes range in price from \$85,000 to \$250,000.

"A home is something that has kept up with true inflation," said Paramount Homes President Robert Pollack.

Admitting the area is in a "temporary recession," Pollack said his company is not waiting for times to improve. Instead, he's always searching for ways to attract and satisfy new buyers.

Paramount Homes' most recent offerings include low interest rates, a unique cooperative arrangement with real estate agents and a professions and decorating service.

"We honestly believe that you must be satisfied with a Paramount home," Pollack said, adding the customer conducts a walk-through inspection before final closing.

"INSTEAD OF promising somebody that we'll do something, we do it prior to the time they move in and we get a happy customer," he said. Pollack said most Oakland County home buyers are more sophisticated than in other areas.

"They've been through the building process once," he said. "They've been there, and they know."

Most of the Avon Township buyers, he said, tend to be professional people such as physicians, attorneys or university professors.

"I look at Avon as an outgrowth of Bloomfield Hills," Pollack said. "I think of (the) Rochester (area) as living in the country with the conveniences of the city."

Paramount Homes handles primarily spec homes for buyers who need immediate housing. But Pollack said the company will build for a customer, contingent on that person first selling the present home.

"We recognize most of our buyers have to sell their home in order to buy ours," Pollack said. While the homes' price tags are high, Pollack emphasized low-interest mortgages are available.

With a 30 percent down payment, the buyer can obtain a 10½ percent rate. With 20 percent down, a customer gets an 11 percent rate.

"BUT IT'S first come, first served," Pollack said. "There's a limited



POLLACK: The building business in the tri-county area is in a recession, "but we're not down and out." (Staff photo by David Frank)

amount of money left for this."

And when the home is built, the customer has to be satisfied, Pollack said. That philosophy continues right down to the interior decoration.

"Our customers get a free consultation with our design center when it's time for color selections," Pollack said.

It's a unique service, including a three- to five-hour consultation with Paramount Homes' interior decorator, P.J. Cummings. She designed the interior decorations for the models customers are shown.

But the Paramount Homes service currently receiving the most attention is the new broker cooperative program. Avon Township's Beverly Furnari directs it.

Under the program, authorized local estate agents register their clients with Paramount Homes' sales staff. When the sale is consummated, the agent also receives a commission.

"It's just started and already it's getting results," Mrs. Furnari said.

"We feel instead of competing with the broker in the marketplace, we should all be working as a team," Pollack said.

The advantage for buyers who participate, he continued, is that they qualify for below-market interest rates not available to the general public.

"THAT'S THE KEY," Pollack said. "It works."

Paramount Homes is working on a preliminary plat for a parcel the company owns on Adams Road, north of the Clinton River in Avon Township. Pol-

lack said it will take 18 months to develop the plat and obtain the township board's approval.

"We are the type of builder who understands the concerns of the community, and in most cases, we go along with their wishes," Pollack said.

"We're proud of what we build," he continued. "We're proud of what our subdivisions look like, and we feel we're an asset to the community."

He said the key to a quality subdivision is architectural control. Shape and color variations are important considerations, Pollack said.

"We try not to put the same bricks next door to one another," he said.

Avon's Supervisor, Earl Borden, said the township has had no problems with Paramount Homes.

"They are good people to deal with," Borden said. "We've had good working relations with the people at Paramount."

POLLACK predicted the Avon area will continue to grow, with new subdivisions on available land.

"In Avon, we're not truly in a recession," Pollack said. "Neither is Paramount Homes."

"I think Avon's got no spin appeal, as it should have," he continued. "It has a fine school system, a fine township board and people in the community who care."

He admitted the building business in the tri-county area is in a recession. "But we're not down and out," Pollack said.

business people

The Michigan Credit Union League in Southfield appointed MAURICE N. PHILLIPS as director of public relations and special projects. Phillips, a resident of West Bloomfield, has held several marketing positions with MCUL since 1960.

BARBARA GOLINSKE was promoted to personnel director of the Michigan Inn, Southfield. Ms. Golinske began working at the Michigan Inn in 1978 as an assistant in the personnel department. She is responsible for screening, hiring and orientating new employees of the hotel.



NIEMIEC TEEGARDEN SEIGEL

NORMAN V. NIEMIEC of Birmingham was appointed staff engineer for product evaluation planning at the General Motors Corp. Truck & Coach Division.

JAMES C. TEEGARDEN of Troy was named account executive in the Detroit office of Denyon & Eckhardt Advertising Inc. He moves to K&E from McCann-Erickson Inc.'s Detroit office, where he was an account executive for three years.

Chrysler Corp. appointed MICHAEL H. SEIGEL as director, systems and information processing. Seigel, a Rochester resident, is responsible for directing computer systems and operations.

EDWARD A. DZIUBA of First of Michigan Corp. was appointed senior vice president of sales. Dziuba has been employed with first of Michigan for 10 years and is manager of the West Bloomfield office.



KIMBERLY DANKOVICH SWEK

GARY KIMBERLY was named general manager of Norbrook Inc., a subsidiary of Kent-Moore Corp. He began his career with Kent-Moore in 1963 as sales engineer, and was named sales manager in 1972. He lives in Southfield.

JOHN DANKOVICH was appointed to staff engineer-fleet sales at General Motors Corp. Truck & Coach Division. Dankovich, of Birmingham, joins the sales department from product engineering, where he was staff engineer in charge of special equipment options.

JOHN J. SWEK of Troy was promoted to second vice president and consumer banking officer at Manufacturers Bank of Detroit. He is assigned to the consumer loan department and is responsible for auto lease, the bank's new indirect leasing program.

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St. Joseph Mercy Hospital launches building campaign

St. Joseph Mercy Hospital of Pontiac has launched a \$27.5 million, three-phase building campaign.

The first phase will include the construction of a new one-story residential mental health treatment facility adjacent to the hospital on Woodward Avenue. Completion is slated for October 1981.

This will consolidate all of the hospital's psychiatric care and substance abuse programs and add two new programs providing psychiatric treatment for adolescents and acute alcoholics.

Phase two is the expansion of the ambulatory and intensive care units. This four-story addition will provide major structural and program improvements. It is scheduled for completion in August 1982.

Outpatient services will be expanded and a new emergency department built on the first floor. The second floor will

have expanded ambulatory surgery services and an expanded intensive care unit. The third floor will have expanded coronary care, neurology and cardiac rehabilitation units.

On the fourth floor there will be an expanded and improved pediatric intensive care unit. This is a regional service provided by St. Joseph Mercy and is used by other area hospitals.

The fourth floor also will accommodate all of the educational functions of the hospital.

PHASE THREE centers around renovation of the existing hospital structure which will continue through 1983. Areas affected include surgery, physical and occupational therapy, radiology and obstetrics/gynecology.

More than 180,000 square feet will be added to the hospital facility.

The building campaign committee is seeking \$1 million in voluntary contributions to fund the project. The balance of the funding will be obtained through a tax exempt bond issue through the Michigan Hospital Finance Authority by the Sisters of Mercy Health Corp.

More than \$2 million has been pledged so far including \$50,000 from the employees division of the hospital, \$75,000 from the hospital's medical staff, \$100,000 from the hospital boosters, \$150,000 from the Charles M. Bauer Foundation, \$100,000 in equipment from the Burroughs Corp., \$200,000 from the community division of the building campaign committee, \$200,000 from the Men of Mercy, \$300,000 from General Motors local salaried employees, \$10,000 from five UAW Locals, \$500,000 from the volunteers at the hospital known as the St. Joseph Mercy Hospital Auxiliary and \$750,000 from General Motors Corp.

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