Studied approach sets groundwork for family's success

By MARY GNIEWEK

Louis C. Bosco arrived in America in 1919 as a teenage immigrant with his family from Vasto in central Italy on the Adriatic Sea. Three years later, at age 19, Bosco owiged his first barber shop at the corner of Woodward and Philadelphia in Detroit.
Today, the second generation of Bosco in the U.S. own ¾ of the 12 Mile/Orchard Lake roads business area in Farmington Hills because of Louis Bosco's early real estate investments and foresight.

co's early real estate investments and foresight.
With an insatiable appetite to learn (Bosco received his college education second hand, he says, by driving his two brothers to Wayne State each day while they recited leasons) and bouncing ideas off businessmen-customers during streams. Pacea pursued his dream. haircuts, Bosco pursued his dream

haircuts, Bosco pursued his dream. His dream was to be independent, to have freedom, and "to live like a millionaire without being one." Because a favorite Hearst newspaper columnist, Arthur Brisbane, reported real estate was "the coming thing." Berco put his ideas and barber shop cipital into action. [1] learned he biggest lesson in the importance of a good location during real control of the biggest lesson in the procession, "said Bosco, now "tipone of the biggest lesson in the procession," said Bosco, now "tipone on the biggest lesson in the procession," said Bosco, now "tipone on the biggest lesson in the procession," said Bosco, now "tipone on the biggest lesson in the procession," said Bosco, now "tipone on the biggest lesson in the procession," said Bosco, now "tipone on the biggest lesson in the procession," said Bosco, now "tipone on the biggest lesson in the procession, and began the biggest lesson in the procession in the p

76 years old. When rent on his little shop nearly depbled. Bosco moved his five-man operation down the road to Woodward and Hague, a commercial strip that featured a drugstore, restaurant, shops and a street car stop.

"I MOVED ONE block north, doubled my space for cheaper rent, and

business went up 17 percent," he re-

business went up 17 percent," he re-calls.

That first lesson became a guide that made Louis Bosco 8r.'s real estate ven-tures a lifelong success story. In later years, when Bosco heard from a pa-tron-friend that property at the Orc-hard Lake/12 Mile intersection was for sale and that an expressway would cut through the area, he jumped on the idea.

saie and that an expressivaly would cut through the area, he jumped on the idea.

That was in 1959. With a larger barber shop at 7 Mile and Livernois doing a healthy business and a couple of small real estate ventures in Detroit, Bosco invested in the northwest corner of Orthard Lake and 12 Mile, purchast of the small real estate ventures in Detroit, Bank & Trust shortly afterward for \$60,000.

The land quickly paid for itself when an acre was sold to Detroit Bank & Trust shortly afterward for \$60,000.

Though Bosco recalls he intercention was "little more than the corner gas stations and foresees upon a principle of the state of the small principle of the state of the sta

ment includes:

• The northeast corner which house?

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a few commercial stores and eight offrees, most notably the Roman Terrace
restaurant process of the state of

'In spite of the slow economy, I'd rather be sitting here at 12 Mile and Orchard Lake than elsewhere. Business people know this location, they want in.

– Louis Bosco Jr.

cent committed and will house about 25 shops in 67,282 square feet.

• The southwest corner, which awaits redevelopment once the com-

The southwest corner, which waits redevelopment once the commercial strip is complete.

Today, the senior Bosco doesn't own any of that development. Through estate planning, he transferred ownership to his two sons, Louis-Ir., 44, an attorney with offices above the Roman Terrace, and Donald, 40, a former teacher at Birmingham Groves High School.

Bosco Sr. may be out of the picture, technically, but he's still looking for new business challenges daily.

"You'd never guess by looking at him that he's 76 years old." said his son, Louis Jr. "He's so enthusiastic."

Bosco Sr. still owns and 80 percent interest in a 10-seat barber shop in the Cakland Mall in Troy and recently formed a corporation through his attorneys on to import for market an Italian table wine which is sold in his other son's store.

The second generation of Boscos grid involved in real estate in 1983, the year Louis Jr. graduated from the University of Detroit Law School. There are

other partners in the joint ventures.
"My father always says he has been lucky, but we're the lucky ones," Louis Bosco Jr. said.

"IF HE DIDN'T have the foresight or the capital to buy this property 20 years ago, we wouldn't be here today." Bosco Sr., a widower, lives in Bir-mingham with his son, Donald. Bosco Tr. lives in Southfield with his wife and family, including two daughters who attend Our Lady of Mercy High School in Farmington Hills.

A worldwide traveler who has criss-crossed the globe more than once, Lou-is Bosco Sr. is optimistic about eco-nomic survival.

"This nation has too much on the ball to fall by the wayside," he says. "If any nation survives, we will survive."

Adds his on, Louis: "In spile of the slow economy, I'd rather be sitting here at 12 Mile and Orchard Lake than elsewhere. Business people know this location, they want i'm rere sold here," Bosco Sr. says. "I'm the luckiest man walking on two feet."



Louis C. Bosco stands between his two sons, Louis Jr. (left) and Donald under a store sign proudly proclaiming the family name. (Staff photo by Randy Borst)

New development ends for small city

City Manager Robert Deadman characterizes commercial growth in Farmager as "awfully quiet."

Unlike neighboring Farmington Hills, the much smaller city of Farmington (population estimated at 11.035 is the 1980 U.S. Census) is nearly built of capacity. The only thing going this year rould be redevelopment," according to Desidman 17 hat includes redevelopment of the 17 hat includes redevelopment of the 17 hat includes redevelopment of the 18 hat shopping center at 10 Mile and Orchard Laste Road which is approaching its 30th birthday, and two new stores which moved into the rear half, straight of the 18 hat was a superstant of the 18 hat was a su

Unlike its neighbor Farmington Hills, the much smaller city of Farmington (population estimated at 11,035 in the 1980 U.S. Census) is nearly built to capacity.

ment on School street slated to open Nov. 1 is a taxpaying — not tax abatement building. It's sponsored by the Department of Housing and Urban Development.

"Nearly 70 percent of our tax base is generated through residential types of property," Deadman said. "The remainder is from industrial, office and non-residential uses."

INSIDE BY LOUISE OKRUTSKY

HALLOWEEN IN THE HOSPITAL
gain to be own unch fun for the patients in the
and the town unch fun for the patients in the
and the town of the following the Farmington AAA
fiftier recognize that and are doing something to
dierr up all the bed-bound trick or treaters at
Batsford General Hospital, Farmington Bills. The
topstumed visitors will show up Friday morning to
guess out treats and holiday decorations. (And an
appropriate salute to the children's ward at
Batsford from IA: Boooooo-ooooo.

A SERIES OF health screenings for seniors Bit be conducted beginning at 9 am. Nov. 7 in the other ing Place at Mercy Center, 11 Mile and Middlebelt. The Farmington Parks and Middlebelt. The Farmington Parks and Ecreation's program for seniors makes available the following tests: height and weight, blood ressure, amenia and blood chemistry, hearing, thermal bleeding, oral hygiene and glaucoma. There will be presentations on health care, the program called, "Health Care: A Long Life Affair," a calling 474-611s, etc. 286 or 292. rogram called, "Health Care: A Lo calling 474-6115, ext. 286 or 292.

THE WOMEN OF North Farmington
Gonsor a luncheon and fashion show starting with
Settalis at 11:30 a.m. Nov. 6 in the Farmington
Goliday Inn, 10 Mille and Grand River.
Servations should be made by Nov. 3 by calling
all at 553-860.

INTERESTED in the Spanish
2-20 o.m. today

PERSONS INTERESTED in the Spanish inguage and culture will meet at 7:30 p.m. today building J. room 360 on the Orchard Ridge Empus of Oakland Community College. Dr. Eighte Braun, professor of Spanish and transmitted at the campus will conduct the meeting Espanish. The public is invited. Special guests at Oila meeting inclode Maria Eugenia AyBar and Anna Mattide AyBar, visiting from the National Riversity of Tocuman of the Republic of Frigentina. Their paintings and Ilthographs are on diplay. For additional information call the campus \$1737-0400, ext. 447.

THE FARMINGTON Association for Educational Enrichment will meet from 8-10 p.m. Oct. 28 in North Farmington High School's cafeteria, 13 Mile east of Farmington Road. The planning session will lock at the group's programs for the coming school year.

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HEART ATTACK victims are needed to help combat the condition through research.

The University of Minnesota is looking for persona 28-64-years old who have had only one heart attack in the past five years. Such person are asked to call the University of Minnesota Ryperijademia Study collect at 612-376-4494 for more information. The university group is studying the nation's number one kaller, alther posicies us. This scrooks and retted fatal disease which annually account for 53 percent of all deaths in the U.S. The National Heart, Lung and Blood Institute is conducting a program to determine whether lowering blood cholesterol levels reduces the risk of heart attack.

ELECTION TIME is speeding toward us and the Southfield and Farmington Democratic clubs have rescheduled their candidates night for 7-9 p.m. Oct. 28 in the VFW Hall at 24222 West Nine 1 Mile, one block west of Telegraph. State, county and local candidates have been invited to

TAKE HEART harried mothers and fathers: the Farmington Parks and Recreation Department has an after-school program for students from kindergarten through eighth grade. There will be a weekly open gym until Dec. 17 in the Shiawasses Recreation Centeri. Kindergarten through second-graders use the gym from 4-5:39 p.m. Mondays. Third through fifth grade uses it at the same time on Tuesdays and sixth-through eighth-graders use the gym from 6:30-8 p.m. Wednesdays. There is a 25 cent charge for each session.

Organized and supervised games of kick ball, basketball, frisbee tag, volleyball or tumbling are some of the activities that will be available.

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OAKLAND Senior Citizen Discount Program identification photos will be taken from 230 a.m. to 1.230 pans and 2.330 pans control 2.330 pans c

