

business people

L.M. (Lee) Ellis of Farmington Hills has been named Ford Parts and Service Division's Business Planning and Strategy Manager. Ellis joined the company in 1988.

Mark J. Lantz has been named account executive at Simons Michelson Zieve Inc. in Troy. Lantz previously worked at Sarris & Associates as an account executive.

David J. Marczak, an accountant, joined First Financial Mortgage Corp. in Southfield as chief financial officer. Marczak was previously a controller for the Greater Detroit Chamber of Commerce.

Paul E. Goldman of Farmington Hills has been named vice president/director of office building management of Schostak Brothers & Co. Goldman is an eight-year veteran of Schostak Brothers.

Peter Kennedy of Troy has been named assistant vice president, Trust Investment department for Comerica Bank-Detroit. Kennedy joined the bank in 1978.

Maureen H. Smith of West Bloomfield is on the faculty for the May 18-19 CPA Weekend at Oakland University. Smith is assistant professor of management at Oakland University and will conduct a class on "Tax Accrual Workpapers - Where are the Skeletons?"

Richard Loomis has been named director of administration for the 48-store regional Arbor Drugs chain based in Troy. Loomis will be responsible for purchasing, insurance and risk management for Arbor. Before joining Arbor, he served as store operations manager for Dayton-Hudson Co.

James B. Outley has joined VR Financial Group Inc. in Birmingham as vice president of the mergers and acquisitions division. Formerly he was chief financial officer of a New York Stock Exchange member firm.

Sandra Goosen has been named marketing director at Rehabilitation Resources Inc. of Southfield. Goosen will be responsible for design and



Outley



Barnett



Ellis



Kennedy



Tobin



Davidson



Marczak



Loomis



Thurmon



Sonokor

implementation of marketing campaigns, coordination of advertising and public relations and all internal communications.

Irvin Otis of Southfield has been named vice president, industries, and a member of the board of trustees of the Institute of Industrial Engineers. Otis will be responsible for the coordination of the industry division of IIE.

The following persons have been named to new positions at McCann-Erickson in Troy. They are: Colleen Leonard, to art director; John Holoway, as account executive; and Daniel C. Bean, to production clerk.

Gary S. Vasilash has been named creative director of G. Temple Associates Ltd. in Southfield. Vasilash joined the agency in May 1984 as editorial director. Previously he was employed as associate editor of "Chronicles of Culture."

Marilyn Barnett, president of MARS Advertising of Southfield, has been named 1986 Advertising Woman of the Year by the Women's Advertising Club of Detroit.

Patricia D. Sheets has been named an assistant vice president of E.F. Hutton & Co. Inc. in Birmingham. Sheets joined the firm in 1988 as a file clerk.

Frank Campanale of Birmingham has been named vice president of E.F. Hutton & Co. Inc. Campanale joined the firm in 1977. Previously, he worked as an account executive at Merrill Lynch.

F. Troy Barnhart of Birmingham

has been named an assistant vice president of E.F. Hutton & Co. Inc. Barnhart joined the firm in 1983. Previously, he worked as an account executive at Merrill Lynch.

Michael D. Fredericks has been named service manager of the Gibbons Co. Inc.'s Troy office. Fredericks has been involved in unemployment compensation cost control for over 10 years and previously held the position of director of personnel for two major Detroit area retailers.

Pearl Holforty has been named 1986 Michigan Women in Business Advocate of the Year, by the U.S. Small Business Administration. She is a partner with Plante & Moran in Southfield.

Aubrey Tobin of West Bloomfield has been named regional director of Mr. Build Western Michigan Inc.

Thomas Rutledge of Birmingham has been named leasing manager of Oliver Realty of Michigan. His re-

sponsibilities include the leasing of office space in the Prudential Town Center. Prior to joining Oliver Realty, Rutledge was the director of manufacturing for Turdy Corp.

Yvette Menard of Farmington Hills has been named broadcast coordinator/junior producer at Yaffe & Co. She is responsible for booking talent and studio time, meeting production deadlines and broadcast production duties.

Jervis H. Webb, vice president of Jervis B. Webb Co. in Farmington Hills, has been named secretary of the Conveyor Equipment Manufacturers Association.

Thomas W. Grant Jr. of West Bloomfield has been named vice president, management supervisor, at W.B. Doner & Co. Grant joined Doner in September 1984 as associate director. Before coming to Doner, Grant was a senior brand manager at Texize, the consumer products division of Dow Chemical.

Grae W. Moore has been promoted to branch coordinator at the corporate headquarters of Kelly Services Inc. in Troy. He joined Kelly Services in 1983 as a supervisor in the Ogden, Utah, office.

David D. Thurmon of Farmington Hills has reassigned as vice president of finance with Erie Yale Lutz & Associates in Birmingham. Before returning to Lutz & Associates, Thurmon was marketing director and management leader of a portfolio of market rate, multifamily developments at Amurcon Corp. in Southfield.

Paula E. Goldman of Farmington Hills was promoted to vice president/director of office building management of Schostak Brothers & Co. Inc. in Southfield. An eight-year veteran of Schostak Brothers, Goldman has held the title of property manager.

Diane Richey was promoted to branch coordinator at the corporate headquarters of Kelly Services Inc. in Troy. She joined Kelly Services in 1982 as an account representative in Louisville, Ky.

William E. Davidson of Rochester Hills was named Director-Controller on the finance staff of Volkswagen of America Inc. in Troy. Davidson had been plant controller at VW's Westmoreland (Pa.) assembly plant, which he joined in 1979.

E.C. Parton III was named executive vice president of Kan CT Co. and Kane Inc. advertising agency in Birmingham. He will act as chief operating officer, responsible for agency operations as well as client marketing and support services. In 1968, Parton co-founded Arbor Advertising in Ann Arbor, where he has served as president since 1976.

Franklin Ellias has resumed private practice in Southfield after 18 months with a large accounting company. Ellias' telephone number is 332-1940.

Stanley A. Seneker of Franklin was elected a vice president and treasurer of Ford Motor Co. Seneker had been president of Ford Motor Credit Co. and Ford's other finance and insurance subsidiaries since May 1984.

LOWEST TERM LIFE INSURANCE RATES!!!

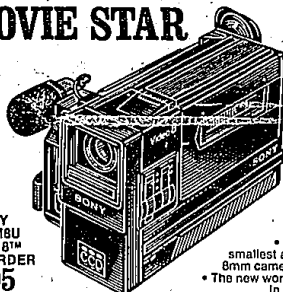
Total First Year Cost:

AGE:	35	40	45	50	55	60	65
100,000	\$111	\$132	\$162	\$254	\$369	\$501	\$757
250,000	185	240	367	522	805	1,265	1,780
500,000	320	430	625	970	1,540	2,385	3,485
1,000,000	590	1,000	1,245	1,720	2,620	4,400	6,895

PAUL V. BAUERS INS. & FINANCIAL SERV. INC.

*Broker Inquiries Welcome (313) 665-7287 A and A+ Rated Companies

BE A SONY 8MM MOVIE STAR



SONY
CCD-M8U
VIDEO 8mm
CAMCORDER
\$995

• The world's
smallest and lightest
8mm camera/recorder
• The new world standard
in home video

Register to Win a Complete Sony 8mm Video System and a Trip to the Bahamas (\$4000 Value) - May 6, 8, 10.

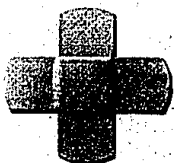
PEERLESS ELECTRONICS
THE SONY CENTER

15039 WEST 8 MILE RD • DETROIT • (313) 342-0500

STORE HOURS: MON. • TUE. • WED. 10-6 • THRU. • FRI. 10-8 • SAT. 10-6

Who Do You Know?

Know someone who wants to deliver The Observer & Eccentric Newspapers?
Call 591-0500 for route details



WE'RE HURTING.

Saving lives can be very expensive. The costs of our disaster relief and other humanitarian programs keep mounting. And we can't afford to come up short.

Please help.

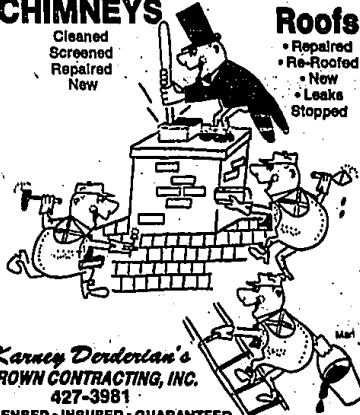
American Red Cross

CHIMNEYS

Cleaned
Screened
Repaired
New

Roofs

• Repaired
• Re-Roofed
• New
• Leaks
Stopped



Karney Dondorian's
CROWN CONTRACTING, INC.
427-3981

LICENSED • INSURED • GUARANTEED
SINCE 1852

Now, The Help You Need To Sell Your Home While Saving Thousands in Real Estate Commissions

Check the "Bottom Line" Difference

Selling Price of your home:	\$85,000	\$125,000	\$165,000
Typical 7% Commission	\$5,850	\$8,750	\$11,550
Cross Carrington Fee	\$495	\$495	\$495
THE "BOTTOM LINE" DIFFERENCE	\$5,455	\$8,255	\$11,055

Most people want just three things when they sell their home:

1. To net the most dollars possible.
 2. To sell in the shortest possible time.
 3. The minimum of disruption and hassle.
- If that's what you want, then you should learn about the Cross Carrington "By Owner" sales system.

Call 642-8080 today for a free brochure.

CROSS CARRINGTON
NETWORK

The "By Owner" sales system

700 E. Maple, Suite 300 • Birmingham, MI 48011 • 642-8080

SMITH
PERSONAL
WORD
PROCESSING
\$499



\$29.95
\$499.99

FINALLY AFFORDABLE
WORD PROCESSING
Your Choice
Rent a Typewriter or
Word Processor for
\$29.95 a month

\$29.95
\$499.99

NEW!
SMITH CORONA
KD 7000

WE SERVICE WHAT WE SELL
1717 STEPHENSON HWY
TROY, MICHIGAN 48063
(313) 689-8000

The only one
to turn to
for up-to-
the-minute
news...

WWJ
NEWSRADIO 95AM

ALL THE NEWS...ALL THE TIME

For Mother's Day

TAKE MOM TO DINNER

(For Half Price)

The Epicure Card allows you to save a full 50% off the food check at 25 of the Best Restaurants in Metro Detroit. Whether you choose the Hillside Inn or The Rhinoceros, Pike Street or The Summit, any of our 31 other restaurants, the Epicure Card will save you money. A full 50% on your food check, each time you try a new restaurant. And if you plan to eat out at least three times during the next 12 months, the Epicure Card virtually pays for itself in savings.

For just \$35.00, You Can Save Hundreds.
To Order Yours, or Learn More about this Special Offer
Call: (313) 258-2818
Epicure Dining Society Inc.