

Avon opens store

Continued from Page 1
 gin Booster that ABC TV's 20 Minutes called one of the better aging products on the market.
 One shelf area is devoted to Skin So Soft, a bath oil that discerning consumers realized early on was an excellent mosquito repellent. Sales of the lotion have been brisk, consisting of a major portion of Malinowski's business.

In the back of the shop, Emma's Hair Salon features only Avon products. Sales of Spritz, an Avon styling mist for \$2.59 a bottle, have also been brisk.

"WHAT AVON still exists?" an astonished guest said in the home of one of Malinowski's Livonia customers.

The comment, she said, is typical today because of the extreme shortage in door-to-door sales reps, particularly in high income areas like Birmingham and the Bloomfields or in areas of high crime.

"Places like West Bloomfield are wide open. I get calls from all over, people who want products but who don't have a rep. Somehow they get my name," she said, adding the most surprising call came from a restaurant owner in Romulus.

The firm's newest advertising campaign centers around direct phone sales by calling 1-800-858-8009. Phoned orders from metropolitan Detroit are forwarded to an area manager who passes them along to sales reps. If none are available, she places the order with Glamour and Gifts.

Malinowski and Allen continue to service clients door-to-door but both urge customers to utilize the shop in hopes of one day discontinuing in-home sales entirely.

IN 1886, David McConnell, a door-to-door book salesman in New York who gave female customers promotional bottles of perfume, realized the perfume was more popular than his books.

He founded the California Perfume Co., named for the romantic notion of a state he had never seen. By the turn of the century, McConnell had in his employ a staff of professional perfumers who were busy manufacturing products that were advertised in monthly issues of Good Housekeeping.

From those humble beginnings grew Avon that in the first quarter of 1989 netted \$704 million. The firm employs more than one million sales representatives both here and abroad.

Early start bodes well

Continued from Page 1

could provide a considerable retirement nest egg at no cost to her.

BUT A weakness we see in Woods' low cash reserves. When possible, she should bolster these reserves. We would suggest a target range of \$3,000 to \$5,000 in a money market account. By adding \$100 to \$200 per month to this fund, this goal could be reached within a couple of years.

Woods' modest portfolio is in reasonably good shape. But her individual stocks are not well diversified. She should re-evaluate her holdings

and liquidate shares where appropriate.

Proceeds might be allocated to more stable assets, such as treasury notes or high-quality corporate bonds. This would also provide her with some additional diversification.

BY PREPARING early and taking the steps necessary to meet goals set, Woods should be satisfied with the performance of her assets. She is well on her way to meeting her priorities of a good education for her son and a comfortable retirement for herself.

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DATE: Tuesday, July 25th TIME: 7:30 p.m.

PLACE: Merrill Lynch Office 32255 Northwestern Highway Farmington Hills

SPEAKER: Roland Meulebroeck, Merrill Lynch Vice President/Financial Consultant

RSVP: Pat Allen at 737-6248

This advertisement is neither an offer to sell nor a solicitation of an offer to buy limited partnership units. The offer is made only when accompanied by the applicable Prospectus, which will be made available upon request. Read it carefully before you invest.

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business people

John J. Fallon of Rochester has been appointed power train general manager for the Chrysler Motors Corp. Fallon will be responsible for managing the Power Train manufacturing organization, which includes six plants. Previously, Fallon was the plant manager of the Trenton engine plant. He joined Chrysler in 1985.



Fallon Bayer

Frances (Palise) Bayer, CPA has been promoted to senior accountant for Rehmann Robson & Co. Bayer works in the accounting, auditing and tax areas of the Farmington Hills office. She graduated from the University of Michigan with a BBA in Professional Accounting, and has worked with the firm for 3 years.

M. Joseph Kluesener has been appointed vice president of sales and marketing for Wilson Automation Division, Newtec, Inc. Kluesener comes to Wilson Automation from Cross Assembly Systems, The Cross Company, where he held a variety of sales and sales engineering positions.

Dr. Karl Kristen of Birmingham has been named medical director of Mt. Carmel's Dept. of Radiology and Nuclear Medicine. Kristen has been a department radiologist at Mt. Carmel since 1986. A graduate of Wayne State University's School of Medicine, he interned at Detroit Receiving Hospital and completed his residency at Henry Ford Hospital.

Bradford B. Hiltch of Troy has been appointed vice president in the

industrial division for Farmbarn/Stein and Co. Hiltch joined Farmbarn/Stein and Co. in 1985 to specialize in industrial leasing and sales.

Eugene F. Shenisky of West Bloomfield was appointed supervisor of product change for the engine group of the Jeep/Truck division at Chrysler Motors Corp.

Patricia J. Lewis has been appointed as an account executive at WXON-TV in Southfield. Lewis will cover the Ohio and Toronto territories in addition to her local responsibilities.

Terence G. Patterson of Troy has joined Anthony M. Franco Inc. public relations counselors, as account executive. Patterson was formerly a communication consultant with TPP&C, a Towers Perrin company.

Tina Blaklan-Burns has been promoted from executive administrative assistant to assistant media buyer at the Berline Group in Birmingham. Blaklan-Burns was previ-



Kluesener Kristen

ously with the American Group in Farmington Hills, where she was supervisor of the computer department.

Cynthia L. Bellestri was recently appointed to the position of bank officer at LibertyState Bank & Trust. Bellestri is branch manager of the



Hiltch Shenisky

Commerce Township branch. She has been with Liberty State Bank & Trust since 1982.

James C. Bulger has been named regional manager of the Vendor Products Group of Bank Commercial Credit Corporation of Troy. He joined DDC in 1988, after serving as a marketing representative for American Equipment Leasing Co.

Theresa M. Hercher of Bloomfield Hills has been named director of operations at PR Resource Center, Inc. Hercher is a 1979 honors graduate of Oakland University.

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