Continued from Page 1

gen Booster that ABC TV's 20 Min-utes called one of the better aging products on the market.

One shell area is devoted to Skin So. Soft, a bath oil that discerning consumers realized early on was an excellent mosquito repellent. Sales of the potton have been brisk, constituting a major portion of Mallnowski's business.

In the back of the shop, Emma's Hair Salon features only Avon prod-ucts. Sales of Sprits, 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 custom-

crs.

The comment, she said, is typical today because of the extreme shortage in door-to-door sales resp, sactuality in slip 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. Somchow they got 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 1-800-820 at 100. Phone of orders from metropolic and the control of the

IN 1836, David McConnell, a door-to-door book salesman in New York who gave female customers promo-tional bottles of perfume, realized the perfume was more popular than bla books.

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, McCompelh and in his employ a staff of professional perfumers who were busy manufacturing products that were advertised in monthly issues of Good Housekeening.

advertised in monthly issues of Good Housekeeping.

From those humble beginnings grew Avon that is the first quarter of 1929 netted \$704 million. The firm employ more than one million sales representatives both here and abroad.

Early start bodes well

Continued from Page 1 could provide a considerable retire-ment nest egg at no cost to her.

ment nest egg at no cost to ber.

BUTA wankness me se le Woods'
low cash reserves. When possible,
she should bolter these reserves. We
would suggest a target range of
\$3,000 to \$3,000 in a money market
account. By adding \$100 to \$200 per
month to this tund, this goal could be
reached within a couple of years.
Woods' modest portfolio is in reasquably good shape. But her individuil 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 carly and taking the steps necessary to meet goals set, Woods should be audistfied 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 Meulebrouck, Merrill Lynch Vice President/Financial Consultant

RSVP: Pat Allen at 737-6248

Financial Consultant: .

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

Mail to: Morrill Lynch, Piorco, Fenner & Smith Inc. 32255 Northwestern Highway, Farmington Hills, MI 48018

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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 Corp. Fallon will be responsible for Including organization, which is leaded six plants. Previously, Fallon was the plant manager of the Tren-ton engine plant. He joined Chrysler in 1985.

Frances (Palise) Bayer, CPA has been promoted to senior accountant for Rehmana 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 Kluerner has been appointed vice president of sales and marketing for Wilson Automation Division, Newcor, Inc. Kluesner 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. Car-mel since 1966. A graduate of Wayne State University's School of Medi-cine, he interned at Detroit receiving Hospital and completed his residen-cy at Henry Ford Hospital.

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

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industrial division for Farbmann/ Stein and Co. Hitch Joined Farb-mann/Stein and Co. in 1985 to spe-cialize in industrial leasing and

Eugene F. Shensky of West Bloomfield was appointed supervi-sor 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 TPF&C, a Towers Perrin company. Tina Blakian-Burns has been pro-moted from executive administra-tive assistant to assistant media buyer at the Berline Group in Bir-mingham. Blakian-Burns was previ-

Roofs

Repaired
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ously with the American Group in Farmington Hills, where she was su-pervisor of the computer depart-ment

Jennette M. Pinha was one of 27 Prudential employees from an 11-state area recognized for providing superior service to customers by re-ceiving the company's Quality Ser-vice Award. Pisha joined The Pru-dential in 1968.

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



Township branch has been with Liberty Trust since 1982.

James C. Bulger has been named reglonal manager of the Vendor Products Group of Dana Dommer-cial Credit Corporation of Troy. He joined DDC in 1988, after serving as a markeling representative for American Equipment Leasing Co.

Therese M. Hercher of Bloomfield Hills has been named director of op-erations at PR Resource Center, Inc.Hercher is a 1979 honors gradu-ate of Oakland University.

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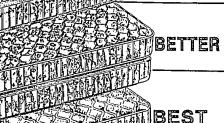


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