

BUSINESS PEOPLE



Richards
Devo
ARTHUR C. RICHARDS JR. of Bloomfield Hills has been elected executive vice-president of Brooks & Perkins, Inc., Southfield.
Richards joined Brooks & Perkins as a divisional general manager in 1967.

JAMES D. DEVO of Birmingham has been promoted to credit officer at Manufacturers Bank.
Devo joined the bank in 1974.

MICHAEL WERTHEIMER of Farmington Hills has been appointed general manager of the Sals Fifth Avenue Detroit store.
Wertheimer had been divisional manager of sportswear at Famous-Barr in St. Louis.

JUAN A. GANUM of Troy has joined the medical staff of Comprehensive Health Services of Detroit as a specialist in terminal medicine.
Dr. Ganum completed his fellowship in nephrology in 1977 at Wayne State University.

JAMES R. HUTTON of Rochester has been appointed manager of Wickert Works restaurant at the Northfield Hilton Inn, Troy.
Hutton held supervisory positions in Hilton hotels in Washington, D.C., Philadelphia and Lincoln, Neb.



Keck
Verdunk
SHIRLEY F. KECK of Bloomfield Hills has been appointed employment manager of the personnel division of City National Bank.
Before joining the bank, Ms. Keck was employment supervisor at Chatham Supermarkets, Inc.

THOMAS H. VERDONK of Farmington Hills has been appointed senior vice-president for administration with League Insurance Group.
Verdonk has been with League General since 1967 and was in charge of the data processing subsidiary of the insurance group.



Kring
Salo
WAYNE W. KRING of Birmingham has been promoted to senior vice-president at Manufacturers Bank.
Kring, whose banking experience dates from 1946, has been with Manufacturers Bank since 1963, when he was appointed a bank officer.

RALPH W. SALO of Troy has been named assistant controller for planning and accounting with the J.L. Hudson Co.
Salo joined Hudson's in 1973 as manager for business planning.

ARTURO PRADA of Farmington Hills joined the medical staff of Comprehensive Health Services of Detroit.

Dr. Prada is a specialist in internal medicine.

THEODORE A. MCGREGOR of Farmington Hills has been appointed assistant general manager of the industrial chemical specialties division of Detrex Chemical Industries, Inc.
McGregor started with Detrex in 1969 after several years of industrial sales experience.

ROBERT D. MILLER of Beverly Hills has been promoted to central regional commercial vice-president for Square D Co.
Miller joined Square D in 1948 as a field engineer in the company's Pittsburgh office.

Promotion and retirement announcements for residents will be run as soon as possible after submission. Please include the home town of any person whose name is submitted. Send information and black and white photograph (if available) to Business Editor, Observer & Eccentric newspapers, 1225 Bowers, Birmingham 45012.

Gourmet bathers linger in hot tubs

By MARY CONNELLY-SZCZESNY

Marble bath tubs are no longer enough. If you really want to be part of the "gourmet bathing" scene, you have to have your own redwood whirlpool bath.

These tubs of hot water with their massaging action start around \$3,000. But if you're enthused enough to match the spending of actor Tom Laughlin, you can unroll \$24,000 for a sumptuous private spa.

If you think whirlpool baths can only be found in backyards in California and Colorado, you're wrong. The \$3,000 tubs of swirling hot water are selling in Oakland County.

Two businesses selling "Hot Tubs" have opened in Birmingham in recent months. The owners say they're the first to bring the redwood spas to the Midwest.

One Bloomfield Township family has reportedly had its marble bathtub removed to make way for the Hot Tub indoors.

But most are nestled into redwood decks and built outdoors.

A Rochester couple is spending \$13,000 on a backyard whirlpool.

A Bloomfield Hills psychiatrist has group therapy sessions in his Hot Tub.

SIMPLY PUT, a Hot Tub is a redwood tub, usually about six feet in diameter and three to four feet deep, which is filled with water, heated and equipped with jet-spray nozzles.

Heaters, filters, pumps and similar pool equipment contribute to the cost of the whirlpool, as does the surrounding redwood deck.

Proponents advise you to climb into your backyard tub after a hard day, glass of wine in hand, and relax in the warmth of the pulsating water massage.

"You can get in there and drink beer or do whatever you want," said Stephen Landis of High Country Hot Tubs Ltd., 880 Elm, Birmingham.

The standard six-foot tubs can fit four people comfortably and hold a "snug eight," he added, said Roger B. Peters, owner of Hot Tubs, Inc. 870

'It's beautiful in the snow. Just sit there and contemplate nature. As long as you keep your head warm, you're in no danger of catching cold.'

—Stephen Landis

Bowers, Birmingham.
Peters said a whole "environment" can be created around the whirlpools. Landscaped tiers of redwood decks descend to the spa, stereo music is piped in, redwood beams create a "roof." Landscaped curtains are drawn around the tub.

"If you're a tired General Motors executive, the back of your head can feel like it's been hit with brick at the end of the day," said Peters, a 23-year-old Troy resident. "You can come home, mix a bourbon, and lose four hours of the day in there."

BOTH MEN claim that unless winter temperatures are below zero, you can use your outdoor whirlpool year round.

"It's beautiful in the snow," Landis said. "Just sit there and contemplate nature. As long as you keep your head warm, you're in no danger of catching cold. I've done it in 10 degrees."

Landis and Peters say Hot Tubs are far from being as familiar to people as "Big Macs."

But in a year or so, they expect much more public awareness.

The people buying private whirlpools today usually have tried them on the West Coast, where they were first marketed.

"It's mostly doctors, lawyers and people who have traveled and seen it who are buying them," said Landis, a 32-year-old Birmingham resident.

"They've either been in one in a ski resort out west or on vacation and they had one."

"Most of my customers are married couples with young kids," Landis said.

"Basically, they're homeowners in the over-30 market."

"The initial (marketing) push was the swinging bachelor type, but a lot of swinging bachelors really don't have money."

PETERS POINTS OUT, however, that you don't have to be wealthy or own a large lot for one of the Hot Tubs.

"It isn't something where you have to have a \$50,000-a-year income to own one," he said. "It can work like a pool with bank financing."

Peters said he hopes to sell the Hot Tubs to condominium owners because the redwood tubs and decks can be landscaped into confined areas.

Another prime marketing group are people who already own a built-in swimming pool.

"If you have a pool, you can add one of these onto it," Peters said, explaining that existing pool heaters and equipment are used and costs substantially cut.

PEOPLE APPARENTLY are buying the spas for fun and because the water massage feels good.

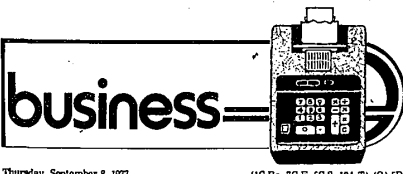
"A lot of people are into tennis and sports, and they know how sore your muscles are," Landis said. "The whirlpool action is relaxing for muscles."

"It's like sitting in a warm bubbly spring."

"Since the Roman days, heated water has been therapeutic, relaxing," he said.

But it took the hippies of the 1960s to rediscover the wheel and bring whirlpool baths into the mainstream of the 1970s culture.

"The people who originally started it were the hippies," Landis explained. "They got an old wine barrel, filled it with water and added a couple of bladders."



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A glass of wine, an attractive companion and a hot tub is all Roger Peters needs for happiness. (Staff photo by Stephen Cantrell)

TODAY, HE said, 500 whirlpool baths are sold each month in the Los Angeles area.

In Michigan, sales are mild. Even so, it takes time for delivery from California, both men said.

So Peters intends to begin manufacturing the redwood tubs and decks to supply this market.

He worked with his brother for seven years marketing redwood decks

before branching off into the Hot Tub business.

Landis and Peters say the whirlpools require less water than pools, heat quickly, use less energy and can be used more frequently than pools.

If you want to try a Hot Tub Peters said he intend soon to set up bamboo curtains around a whirlpool in the front of his Bowers store. Interested customers can take a dip in the spa before signing on the dotted line.

Skier has grip on new handle

While the novice water skier worries about simply getting up on his skis, the expert end competitor have other problems.

And an Oakland County ski instructor and marina owner claims he has a solution to skier's cut, blisters, calluses and hand fatigue inherent with use of conventional ski rope handles.

Dennis Holland, owner of Pine Lake Marina in Orchard Lake, has designed "The Performer," an elliptical shaped, one-piece handle patented after the grip of a golf club.

"The Performer" is round like other handles. Its elliptical shape lays more comfortably in the hand and enables the skier to grip it better and longer with less fatigue," explained Holland, 35, who has taught skiing for 10 years.

"My ski handle, like a golf club, is designed to be held across the fingers, not gripped in the palm of the hand like a baseball bat. In this way, the handle can be gripped with less fatigue because the rope is pulling through a straighter line from the skier's wrists to his fingers."

Holland has a patent pending on his one-piece construction handle which, he says, eliminates the possibility of broken end caps and helps prevent rope cuts and abrasions to the hands.

The design incorporates the handle, end caps and hand protector/rope guides in one piece.

THE HAND protector/rope guides also, according to Holland, keep the skier away from the handle for quicker and more positive regripping after rounding a buoy.

In addition, a new rubber and cork compound has been developed for improved resistance to deterioration caused by the sun, gasoline and motor oil. The cork bar is serrated high-strength, aluminum, and the rubber cover is permanently vulcanized to it to prevent slipping.

"No matter how hard a skier tries," said Holland, "he simply can't torque the rubber off the bar."

Holland reports having sold more than 300 prototypes of his "Performer," in only nine days this summer.

EP and Connelly Ski companies of Washington and World Team Manufac-

turing of California are also selling the design next year under their own labels.

While the foot-long handle will initially be available in only one grip size, Holland plans to offer it in additional sizes later on. The unit is sold in a five-foot handle bridge section ready to attach to a regular ski rope.

Want to sell your house? Manicured lawn will help

Homeowners preparing to sell within the next year would be wise to take steps now to assure that the surrounding lawn will have a well-kept look at time of showing.

Realtors point out that often prospective sellers, enthused about moving, forget the lawn usually gives the first impression of the condition of the property.

They say a lush green lawn suggests to prospective buyers that the entire property has been given proper care. A lawn with bare spots and patches of weeds suggests just the opposite and indicates a lack of care of the soil, which may cause buyers immediately to lose interest.

FALL IS an ideal time to rework an existing lawn to become a valuable selling tool for the home. In the cooler temperature, weeds which thrived during the hot summer become dormant and young grass does not have to compete against them or fight the heat. Even a badly neglected lawn can be salvaged.

Grass seed planted in late summer or early fall also will have time to sprout and provide a good, insulating ground cover for winter.

Renovation or repair starts with property cultivation of areas to be

seeded. A good beginning comes in removing the thatch that has built up from dying grass and clippings. This will expose the soil so that it can be loosened and worked. A sharp-tined hand rake will do that job in small areas, but a powered lawn thinner might be appropriate for larger jobs. It's also a good idea to dig out any weed clumps.

WHERE THE turf has been thinned, gouge the soil with a hand cultivator or rake so that it is loose and holds the seeds. While cultivating, work in some nitrogen-rich fertilizer so the new plants will have a good food supply.

If the lawn has become uneven, low spots should be filled with top soil which might be taken off high spots.

Once cultivation is completed, it's time to plant grass seed, spreading it evenly and carefully. As little as two pounds per 1,000 square feet of seed area can be sufficient.

Seed spread too heavily forces the young plants to compete for available nutrients and none may fare well. Grass will grow from the root structure and sparse looking areas will fill themselves in if properly fed and watered.

THE SEEDS should not be covered

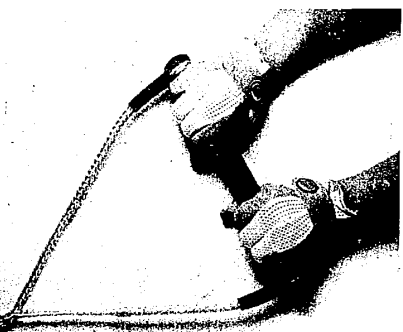
over, but using a broad board to push them down into the soil will help assure proper contact. The next step is to water the seeding, using a fine spray so seeds won't all wash together.

After watering, cover the seeded areas with a mulch—possibly a thin layer of straw or excelsior matting—to keep the bed moist. New grass requires moisture for good germination, so seeded areas should be sprinkled lightly at any sign of dryness.

If you choose perennial ryegrasses for planting, seeds should begin to sprout within a few days. Fine fescues or Kentucky bluegrass may not start showing green for two or three weeks.

Let the new grass grow to nearly twice its customary height before first mowing. After the second mowing, you might consider an additional feeding that will help it reach maturity ready to emerge full and green in the spring.

Getting the lawn in shape is a good idea even if the home will be sold in winter. Unless covered with snow, the dormant grass will show the lawn has been tended and the new homeowner will not be faced with a major renovation project.



Dennis Holland's "Performer" water ski handle sports an elliptical shape and one-piece construction.

Packards line up at mall

Fifteen old Packard cars will be on display at Oakland Mall in Troy Sept. 11-17.

The cars belong to members of the Motor City Packard Club whose director is Don Sommer of Troy.

The elegant vintage cars include a 1930 Packard Phaeton, owned by Sommer. He spent 2,000 hours restoring it. Polly Kelly, also of Troy and one of the few women owners of classic cars, will bring her 1931 Packard Sedan.

The exhibit will also include a 1934 seven-passenger V-12 once owned by the Rockefeller family. Convertibles from 1937, 1941 and 1942 will be on display along with 1941 and 1947 sedans and a 1947 seven-passenger limousine.

Sommer said the Packard Motor Car Co. was started in Warren, Ohio, in 1899. It moved to Detroit in 1904. During its 50-year existence, Packard made some of the finest motorcars in the world. Cars were made for kings, presidents and heads of state. Packard eventually was merged into what is now American Motors.

The 12- and eight-cylinder models, which were built at the plant on East Grand Boulevard, cost eight to 10 times the price of Fords from the same era.

Kresge approves grants

Grants totalling \$175,000 were announced by the Kresge Foundation of Troy last week.

The foundation approved at \$100,000 grant to Milford Reservation Inc. for construction of a \$2 million environmental education center on a 1,646-acre tract in the Pocono Mountains in Pennsylvania.

A \$75,000 grant was awarded to Randolph-Macon Woman's College's Martin Science Building. To receive the money, the college must raise \$225,000 for the \$1.4 million building. A total of

\$1 million has been raised already.

During the past 54 years, the Kresge Foundation has made appropriations of more than \$250 million to institutions in the fields of higher education, health services, the arts, social welfare and the care of the young and the aging.

Construction and major renovation of facilities are the foundation's major concerns. Grants are generally made on a challenge basis to encourage further fund-raising.