

Village kids and seniors may get bus

By CHERYL CHODUN

Lathrup Village senior citizens and young people may soon have a city recreation bus for special trips and outings.

Last week, city council approved a request by recreation leader, Gary Egerer, to submit a bid of up to \$1,500 on a used Birmingham School District bus.

Egerer said various service groups, senior citizens clubs and the Lathrup

Yortheatre have donated \$1,050 towards the purchase and renovation of the bus. The Lathrup Village Association said it might add another \$300, Egerer said.

"I think we may be able to purchase the bus for less than \$1,500," Egerer said, leaving the balance of the money for painting the exterior and making minor repairs.

Egerer added that the 1970 model bus has been properly maintained and satisfactorily passed a recent state safety inspection.

The recreation commission, which consists of eight Lathrup residents, recommended that the council approve the bus purchase.

Egerer said the bus would be used in the youth program for trips to Kensington Park, Detroit Tiger ballgames, Greenfield Village, concerts, the zoo, ski trips and other outings.

Seniors plan to use the bus for monthly dinners, plays, shopping trips, city tours, concerts, and trips to museums. Egerer added that the bus

could also be used for all resident trips such as Meadowbrook, the Fisher Theatre and summer picnics.

"There will be a charge per person for each trip to cover the costs of gas and the driver, but we're not expecting to make any profit," Egerer said. "We just want to break even."

City administrator, Jerald Stone said he felt there were financial risks involved, but added, "You don't really know if something will work unless you try it."

BUY!



COOKS IN ONLY 7 MINUTES

MARCH 30 ... APRIL 8

BOAT SHOW

Presented by
SAIL BOATS, INC.
FORTUNE MARINE, INC.
BILL MCMACHEN
SEA RAY, INC.
NATIONAL BOAT LAND, INC.
GRAND RIVER BOAT SALES



ORCHARD MALL
Orchard Lane at the
West Bloomfield Plaza

Market whiz offers MDs a deal

By JACKIE KLEIN

"Doctors would rather spend more time practicing medicine, and maybe playing golf on Wednesdays, than getting involved in mundane business matters or boring shopping expeditions."

That's the contention of Jay Murray, a Southfield insurance man who created Physicians Personal Service Co. based on the premise that doctors do best sticking to their own professions.

Murray, who considers himself a combination guidance counselor and business manager, operates a complete financial service for physicians.

"We offer all types of personal, professional and business assistance for new and established medical personnel," said Murray. "In 1976 and 1977, our research project proved that not only movie stars and athletes benefit from personal services, but doctors do, too."

Murray goes into area hospitals where he distributes literature, offering physicians help with buying and selling practices, simple interest loans, merchandise discounts, travel information, cars, insurance and referrals to lawyers and accountants.



JAY MURRAY

"YOU CAN'T expect a doctor who just came from Tokyo, for instance, to know where Kmart is," Murray said. "One of our services is to suggest to new doctors where to buy a car or whatever else they need."

"Some doctors have pains when the bills start coming in. We're affiliated with major banks in the area, and we can arrange loans in private, and with easier financing rates. We write insurance on loans and work with accountants and tax attorneys for the benefit of the physician."

Murray refers to his business as an extension of hospital services. Through his company, he maintains, physicians can get automatic lines of credit with major banks. The advantage to the company is to write insurance for the medical profession.

Murray, who has been in the insurance business for 20 years, claims ads sent through the mail elicit about a two per cent response from recipients, and usually end up in the waste basket.

"I estimated if I wanted to reach 500 physicians by mail, it would cost \$500 in postage alone," he said. "We formed a contact marketing company, got other firms to advertise and wrapped the ads up in a magazine called Professional Mailbag."

"The magazine is designed to acquaint doctors with products and services that may interest them. We don't endorse the products, but the publication is a part of our effort to support the buyer-seller relationship."

Doctors who read the publication can also find out where to buy a car at "rolled back" prices, where to buy shoes at a discount, who to call for a pool, lawn service, office furniture and even classic auto restoration.

"People are more receptive to a magazine than a flyer from one advertiser," Murray said. "And it's a good marketing tool for insurance. The magazine saves advertisers money on postage alone."

Murray said he wants to be the best professional he can. He has a degree in marketing from University of Detroit where he will soon get his master's degree in guidance and counseling.

"I'd like to be called a medical management consultant," he said. "That has a nice professional ring to it."

attention league officers
\$
BOWL WHERE THE GOOD TIMES ROLL

Still a few select openings for fall. Call your nearest Ark Center.

Ark Lanes 758-1200 Ark West 352-3333
Ark Centennial 776-1555 Ark Sterling 979-5200



echo park school

FALL APPLICATIONS NOW BEING ACCEPTED

VISITORS WELCOME
Kindergarten, Pre-School and Mother Toddler Program

646-5590

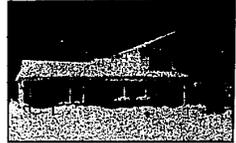
4275 Echo Park Road
Bloomfield Hills



CUSTOM, spacious Contemporary with 60 Oak, Shagbark Hickory, Maple trees, and large reflecting pond. Library or 5th bedroom, rustic fireplaced family room, Gourmet kitchen. House Beautiful! 626-9100. \$154,900.



QUIET ELEGANCE, top Bloomfield Hills area. Neutral decor in large foyer with circular stairs, heated Florida room, rustic family room with fireplace, 4 bedrooms, formal living and dining rooms, etc. 646-6000. \$126,900.



NORTH WOODS on nice, high setting. 4 bedroom, 2 1/2 bath Colonial with bay windows in living and dining rooms, fireplace in paneled-beamed family room, first floor laundry, Central Air, many extras. 626-9100. \$114,900.



LATHRUP VILLAGE Rambler, with custom features throughout, hosts 4 bedrooms, 2 full baths, 2 half baths, formal dining room, huge rear living room, dynamite kitchen, rec room with wet bar 557-6700. \$76,900.



GET AWAY from it all on this quiet 1/2 acre at end of street. You'll enjoy this sharp 2 bedroom home with nice breezeway, fireplace, new furnace, new Central Air, electronic filter. 689-8900. \$44,900.



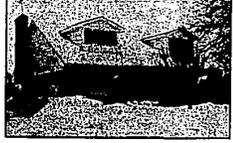
RESORT ESTATE right on Orchard Lake. Magnificent 5 bedroom, 5 bath Executive Ranch with exposed lower level, panoramic views from decks and walls of thermo glass. Enter grounds through impressive pillars to complete circle drive and striking foyer. Living room and huge dining room share fireplace. Superb library opens to 30'x24' family room with fireplace and wet bar. Game room, fireplaced rec room, Central Air and ...! 626-9100. \$345,000.



SIX ACRES of privacy with Builder's own 1974 Ranch. Stone fireplace in family room with deck overhanging walk-out lower level. 4 bedrooms, 2 1/2 baths plus library, large country kitchen, barn. 651-8850. \$125,900.



LAKE FRONT Contemporaries. Both rough-sawn Masterpieces with wood decks off second and third levels and 2-story Driftstone fireplaces. Open floor plans with view of lake all across back. 646-6000. \$154,900, \$159,900.



CHARM of a Cape Cod in Rochester. Comfortable 4 bedroom, 2 1/2 bath home offers family room with fireplace and bookcases, kitchen with built-ins and table space, dining room. Marble sills. 651-8850. \$77,900.



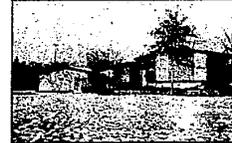
SUPER QUALITY in Southfield's Magnolia sub. 4 bedrooms (2 1/2 Master), bay windows in living and formal dining rooms, modern kitchen, Florida room, finished rec room, Central Air, fenced yard. 557-6700. \$59,500.



PRIZE Bingham Farms Colonial on lovely 1 1/2 acres with in-ground pool and towering trees in fenced yard. 2 fireplaces in family room and beautiful rec room with bar. Nicely groomed. Just listed. 647-5950. \$135,000.



THE BEAUTIFUL RAVINES of Southfield has the home to match. See this spacious Tri-level with 4 big bedrooms, 2 1/2 baths, family room with wet bar, large built-in kitchen, nice carpeting. 557-6700. \$97,000.



IMPRESSIVE SOUTHFIELD, Singer-built home features 4 bedrooms, 3 full baths, powder room, beamed family room, kitchen with pantry, Maid's quarters, super rec room, circle drive. 557-6700. \$92,700.



DUNHAM LAKE Privileges, a mini forest; strong pluses for this Ranch. Spacious, open floor plan with cathedral ceilings in 28'x19' living room. Fireplaced family room, 3 bedrooms, 2 full baths. 626-9100. \$74,900.

Waldorf Preschool sets 9 workshops

The Waldorf Kinder House Preschool is accepting applications for a summer series of arts and craft workshops for ages 3 1/2-7 years.

The summer series will run for six weeks, from June 26-Aug. 4, from 9 a.m. to 3 p.m., Monday through Friday. Minimum time of enrollment is one week.

All of the nine workshops will be conducted by specialty art teachers trained in Waldorf methods. They will

offer sessions in woodworking, puppets, knitting, toy-making, water-color painting, beeswax modeling, weaving, nature crafts and gardening.

Waldorf Kinder House is located at 1645 Fourteen Mile, Beverly Hills. It is a non-profit nursery and kindergarten which emphasizes the artistic and creative ability of children.

Inquiries will be taken by calling the school, 642-0102.

Obituaries

CLIFFORD J. BARNES

Clifford J. Barnes, 81, of Southfield died March 21 in William Beaumont Hospital in Royal Oak.

He is survived by his wife, Martha A. Tucker.

He was a retired tool designer and life member of Westport Lodge No. 340.

Services were held March 24 at Ross B. Northrop and Sun Funeral Home, Detroit. Burial was in Acacia Park Cemetery.

JOE DAVID NAJOR

Joe David Najor of Oak Park died March 20, 1978, at Providence Hospital in Southfield following a short illness. He was 44.

Mr. Najor was born in Iraq Sept. 25, 1933, and lived in the Detroit area for more than 25 years. He worked as a meat cutter at the John R. Supermarket in Detroit.

Surviving Mr. Najor are his wife

Margaret of Oak Park; children Linda, David, Marvin and Darlene; and his mother, Mrs. David Najor of Detroit.

ISABEL E. BERRY

Isabel E. Berry of Detroit died March 21, 1978, at Providence Hospital in Southfield. She was 96.

Mrs. Berry was born June 8, 1881, in North Bay, N.Y., and had been a Detroit area resident for many years.

She was a homemaker and a member of the Wayne County Republican Women's Club and the Shrine Ladies Club.

She was married to Harry D. Berry who died in 1934. Surviving Mrs. Berry are her son, Richard H. Berry of Southfield; step-sons Anthony B. Hawes of Mears, Mich., and James G. Hawes of Hazel Park; six grandchildren, nine great-grandchildren; and one great-great-grandchild.

Funeral services were March 25 at the Sawyer Fuller Funeral Home in Berkley, Mich.

Chamberlain REALTORS

• BIRMINGHAM 646-6000

• BLOOMFIELD HILLS 647-5950

• WEST BLOOMFIELD-FARMINGTON HILLS 626-9100

• SOUTHFIELD-LATHRUP VILLAGE 557-6700

• TROY 689-8900

• ROCHESTER 651-8850