

SPRING  
2008

# The Pool Doctors Newsletter

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[www.poolandspadoctors.com](http://www.poolandspadoctors.com)

## Home Services

### The Pool & Spa Doctors

*2 Locations to Serve You*

#### **White Lake:**

124 E. Colby Street

Whitehall, MI 49461

Phone: 231-894-9002

Toll Free: 1-800-552-4498

Fax: 231-893-2533

#### **Muskegon:**

960 W. Sherman, Suite D

Muskegon, MI 49441

Phone: 231-759-3371

#### **Email:**

[HomeServ124@verizon.net](mailto:HomeServ124@verizon.net)

## HAPPY 40TH ANNIVERSARY HOME SERVICES!



For those who were wondering, the Ruby is the traditional present for a 40th Anniversary. We're not expecting this precious stone as a gift, but wouldn't turn one down either. The real gem is Home Services of White Lake itself, and all who have been involved in it's story.

In celebrating our 40th Anniversary, we would like to take this opportunity to tell a bit of our history and the special people that were, and still are, the backbone of our company. The often used phrase "We are Family" has been around for a long time. It denotes strength and unity and has been used by many businesses and sports teams as a "philosophy" or means towards achieving success. It literally was a "We are Family" decision with the Bell family that led to the inception of Home Services in 1968.

Al Bell, his wife Ann, and Al's mother Mary (Bell) Stevens were troubled by the many run down homes and businesses in the White Lake Area. With other family members and friends, they decided to join forces and start a new business. Their partnership, to be named Home Services of White Lake, would work in the restoration and renovation of these properties. The company was incorporated in October of 1968, allowing other family members and friends to become involved. Al's sisters, Betty, Virginia, Phyllis, Carol and Laura all played a role at the start. Through the years, many sons and daughters of the founding members have worked here also. Some still are! This is a story of two families, as starting from a very early age, the Lombard "boys" began working for Home Services. Mike starting at age 13, and Bruce at 11. The "family" tradition continues with both having their sons and daughters work for us.

In short order, the company expanded into many areas and was definitely a "can do" and "go to" business! The initial venture into home repair and renovation quickly grew into home and business cleaning, fire damage clean-up and repair, lawn service, painting, car washing and detailing, janitorial supplies and more! The variety of services we performed demanded a dependable distributor. Haviland Consumer Products of Grand Rapids became our main source for these needs. When Haviland began carrying a line of pool chemicals and supplies, Al jumped at the chance to become a Distributor. When we began selling pool supplies, our customers also approached us to work on and service their pools. Thus began our "internship" as "The Pool Doctors". 40 Years later, we are so very proud of the amount of knowledge and experience we have acquired and the thousands of customers we have assisted! We would like to take this chance to mention the people that "are Home Services today, and their years of experience. Mike (38), Bruce (36), Al and Ann's daughter Susan (20), Al's brother Bob (22), Steve (12) and Virginia's son John (12). Working summers in Muskegon is our wonderful Lori (20). If you add it up, that's 160 years! We are pretty sure that none of our local competitors can beat that! Speaking of anniversaries, we would be remiss to not mention that our beloved founders, Al & Ann Bell are celebrating their 50th Wedding Anniversary this year. From all of us at Home Services, Happy Anniversary Al & Ann!

Please check our 40th Anniversary special on the backside of the newsletter!  
We look forward to seeing you, and working with you this coming season!

# 40th Anniversary Special

Here's a 40th Anniversary gift for you, our most appreciated customer!

**ONE DAY ONLY - ANNIVERSARY SALE**

**Saturday, May 3rd**

**Take 40% off your total order**

**\*\* Coupon is required and applies to select in-stock items.**

**Excludes pumps, filters, solar covers, clearance or  
on sale items, deposits and service work.**

**Hours: Muskegon - 9:00 am - 5:30 pm**

**Whitehall - 7:30 am - 5:30 pm**

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