

## Ex-DJ forsakes rock

# Lee Alan doesn't dance

By CARL STODDARD

His name was Lee Alan and for a while in the 1960's he was one of the top disc jockeys at WXYZ radio in Southfield. He introduced a whole generation of Detroiters to the sounds of the Supremes, Stevie Wonder and others that popularized the Motown sound.

But Lee Alan wanted to do more than sandwich his voice between records and do remote broadcasts from car dealer showrooms.

"I loved it," he recalls, "but I looked around and I always had a fear of waking up one day and being a 50-year-old disc jockey."

"I wanted to be off the air by the time I was 30. I missed it by a year or two."

Today, Lee Alan Reicheld has his wish—in a way. The West Bloomfield Township resident is president of Reicheld Corp., a Southfield-based advertising agency with a national clientele. But radio—and those car dealers—are not far away.

Reicheld specializes in radio and newspaper advertising for car dealers, and does more than 90 per cent of the voices for the various radio commercials the agency produces.

REICHELDER NEVER intended to become a radio personality, but radio nonetheless was an integral part of his life since he was 11 years old. He was that old when he got a job singing at WJR radio for a live program that was broadcast across the country.

After graduating from Cooley High School in Detroit, he went to Michigan State University where he studied broadcasting and worked with radio stations.

When he was 20, he returned to

Detroit and took a job at WJLB. His budding career was cut short by an invitation to join the U.S. Army. Typically, the Army assigned him duties as a supply clerk in Northfork, Va.

"The duty was good, but I didn't have anything to do after five o'clock, so I went around looking for radio towers. I found one, asked for a job and got it."

When he was mustered out, Lee came back to Detroit and worked in several stations before landing a job as the all-night radio DJ on WKBD. A year later he was at WKNH and then in 1961 he joined WXYZ.

HE WAS GIVEN the 7 p.m. to midnight slot and found himself a sort of unofficial spokesman for the early 1960s generation.

"It happened to be just the right shift," he admits. "If anyone was going to know you, that was the time."

Young adults and teenagers tuned in to listen as the voice of Lee Alan introduced them to the likes of Diana Ross, Marvin Gaye, Stevie Wonder and other Motown discoveries.

In 1967, he left WXYZ to begin a broadcasting school. The school, designed to augment fledgling college broadcast programs, grew to the point where Reicheld figured he either had to make a long commitment to it, or sell it. He sold it to Specs Howard.

Reicheld's ambition was to start an advertising agency.

"I've probably gone on the air (as a disc jockey) and done more bad advertising than most agencies in this town produced. I felt there was room for improvement."

He began with a desk, a telephone and a list of names of people he had met while working in radio. Many of the people he remembered were automotive dealers.

Today his company handles the accounts for 164 car dealers, Specs Howard School of Broadcast Arts, a stereo store and the Michigan United Conservation Club.

He is especially proud of his work with the conservation group. Last year, when the organization spearheaded a successful campaign to ban throwaway beverage bottles and cans, his agency developed all the statewide advertising free of charge.

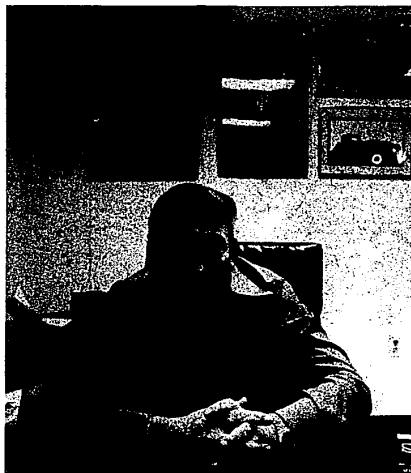
AUTOMOTIVE DEALERS, however, are still the bread and butter for Reicheld's agency. His accounts include dealers from Michigan and from as far away as Fargo, N.D., and Hamilton, N.J.

Each dealership gets an advertising program tailored to local needs and budgets. But many sound very similar. The similarity is deliberate. One doesn't tamper with success, Reicheld says.

In Detroit, one of Reicheld's first accounts was with Dexter Chevrolet in Detroit. The general manager at the dealership told Reicheld he wanted to improve the dealer's sales from a position of 20th out of 45 in the Detroit area to the number one spot.

Reicheld searched through the Yellow Pages for ideas and was struck by the fact that Dexter Chevrolet was the only car dealer on Eight Mile Road. He blended that with the format of an old radio program, Duffy's Tavern, and developed a radio advertisement that is the basis for commercials still heard today.

In addition, the advertisement is the grandfather of countless other car dealer ads heard around the city. Virtually every dealer Reicheld has added to his list of accounts is the only car dealer on some specific road in that location.



Lee Alan is still on the air, but rock 'n' roll no longer pays the bills, says the former DJ who spun the discs through the sixties. (Staff photo by Gary Friedman)

## Cross is guilty

A Southfield businessman accused of shooting a Royal Oak trucking firm owner last year on the Orchard Ridge campus of Oakland Community College in Farmington Hills has been convicted and sentenced in Oakland County Circuit Court.

Charles Cross was sentenced last week to 2½-10 years in Michigan State Prison, Jackson for assault with intent to do great bodily harm less than murder. The charge had been reduced from attempted murder several months ago.

Cross' attorney Clyde Pritchard argued before Judge Francis O'Brien that the shooting of William Luke Jordan in September 1976 was an act of self-defense.

Jordan was fired upon six times with a .357 revolver as he sat in a parked car on Oakland Community College's Farmington Hills campus.

He was hit in the face, the side and the arm during the shooting. Afterwards, Jordan managed to return to a gas station on Twelve Mile and Orchard Lake Road where he had a tire repaired about 10 minutes before the shooting.

Jordan, who owned a Royal Oak trucking firm was sitting on an unloaded Browning Automatic Rifle pointed at the passenger side of the car when he drove into the station.

FARMINGTON HILLS Police found no cartridges in the car and the barrel of the gun had cob webs in it. Cross voluntarily turned himself over to Farmington Hills Police three days after the incident. He was later released on \$100,000 bond by 47th District Court Judge Michael Hand.

## Investment class offered

The Orchard Ridge Campus of Oakland Community College will offer a course in basic investment skills at Birmingham's Seaholme High School beginning Jan. 12.

The course will concentrate on stocks, bonds, options, precious metals, commodities and foreign investments. It will be taught by John Trevelan, a licensed commodity broker and registered representative with the Bloomfield Hills office of Watling Lerchan Company.

The class, which runs for 15 weeks, will meet Thursdays at 7 p.m. Tuition and fees for the class, Section OE 823, are \$48 for area residents.

For more information, call OCC Professors Adams or Bronstein at 476-9400.

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Clothing to Gentlemen  
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Men's from **\$3995**

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**Ad Libs**

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FAIRLANE TOWNE CENTER, Dearborn, Mich.  
FRANKLIN PARK MALL, Toledo, Ohio  
BRIARWOOD MALL, Ann Arbor, Mich.

**Livonia Building Materials**

CLOSED NOON FRIDAY, DEC. 23:  
RE-OPEN 8 AM TUESDAY, DEC. 27

CLOSED ALL DAY FRIDAY, DEC. 30  
FOR INVENTORY: RE-OPEN 8 AM JAN. 3

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Mon.-Fri. 8-5 Sat. 8-12  
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AMF • BRUNSWICK • COLUMBIA • TRIANGLE  
Bags • Balls • Shoes

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**TUES. NITE MIXED**  
9:30 P.M.  
Mini-Season begins 1-10-78

**SUN. NITE DOUBLES**  
Begins Jan. 8 9 P.M.

\*OPEN BOWLING NEW YEAR'S EVE\*

**Bel-Aire Lanes**  
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**Rite CARPET**

Featuring America's Finest Carpet Mills. Largest Selection in the Area. Choose from Lees, Wunda, Wave, Bigelow or Cabot Crafts.

7 Mile at Middlebelt 8497 W. Grand River  
Livonia Mall 476-8300 Outside Brighton Mall 1-227-1314

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For the most interesting ways to keep up appearances.

Somerset Mall • Fairlane Towne Center (Inside Hughes & Hatcher)

**WHERE SERVICE SPELLS THE DIFFERENCE**

**FARMINGTON LUMBER**

474-4015 32800 GRAND RIVER FARMINGTON  
Rite-Aid 476-84

**FOR THE MAN OR WOMAN WHO HAS EVERYTHING...**

**GIVE VIC TANNY.**  
BLOOMFIELD EXECUTIVE HEALTH & RACQUET CLUB  
6420 TELEGRAPH RD. AT MAPLE  
855-2300

**SALE**  
TUE. Dec. 27  
THUR. Dec. 28  
SAT. Dec. 31

**THE NEST**

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**the foam corps**

**Don't Settle For SECOND BEST GET THE INSULATION With the Highest R-Factor of them all - FOAM**

With gas rates going up again this winter, your only way to fight back is to cut your overall heating bill. Foam has the highest R-factor of any insulation and its fluid form fills those heat leaking cracks and crannies that make those bills so high.

• non-flammable • non-toxic

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**SUNSHINE INSULATION CO.**  
FOR FREE ESTIMATE AND INSPECTION **538-1818**

**This Ad Worth \$25 OFF ON ANY SUIT OR LEATHER COAT**

Cut Sew Tailoring  
**ALLIE BROS.**  
20331 Middlebelt Livonia (2 Blocks South of 8 Mile) 477-4434

**Celebrated face. The world-renowned Movado watch: A museum-award winner, a design classic. News, a most timely gift, and highly colorful, too, in burgundy, blue and tan with gold-toned case. Also available in white or black. For him, \$155. For her, \$145. Fine Jewelry Collections.**

**The Spirit of Christmas Present at Jada's Fifth Avenue**

\*Watches can be returned without charge upon your written request to Jada's Fifth Avenue.

Troy, Somerset Mall, Big Beaver at Coolidge: open Monday through Saturday from 10 AM until 9 PM.

**Sebastian's Men's World**

...the stump of a pipe he held in his teeth. And the smoke, it encircled his head like a wreath. He had a broad face and a little round belly that shook, when he laughed, like a bowl full of jelly...

This Christmas make the Santa in you home happy, with a gift from Sebastian's. A fine selection of custom blended tobacco, pipes, accessories and cigars are available.

**FARMINGTON**  
28972 Orchard Lake Rd. 626-0537

**ROCHESTER**  
1414 Walton Blvd. Rochester Hills Plaza 651-9470

week days 10-9 sat. 10-6 open sunday