

## Is press anti-business? -Times chief

"How can the press be anti-business when it's a business itself—and often a big business?"

Answering a question with a question was Arthur O. Sulzberger, 51, president of The Times Co., owner of the prestigious New York Times, 13 daily papers in North Carolina and Florida, a television station, Family Circle magazine and a book publishing enterprise.

Sulzberger told the Detroit Economic Club that newspapers are taking a "more analytical, skeptical approach to business news. The day of printing a handout and editing with a shovel is over."

BUT THE TIMES publisher had advice for business people who fear what appears to be a strident tone among young reporters, in particular, and a tendency to think of "profit" as a dirty word.

"Get out front. Business news is made by people. Business leadership is public leadership," he said, citing a survey showing that 93 per cent of the American public recognizes Walter



ARTHUR O. SULZBERGER  
"More analytical"

Cronkite, 67 per cent labor leader George Meany but only three per cent GM Chairman Thomas Murphy.

"Stop talking in the inside lingo of business. The language barrier concerns us at The Times," he said, referring to the complexities of stories on employee safety, tanker technology and accounting changes.

"Go looking for complaints," Sulzberger advised, citing a magazine survey which showed consumers found most of their complaints were listened to and half or more satisfied.

Make contact with college campuses. "The strongest anti-business feeling is on the college campuses. It cannot be solved by taking an ad in the college paper."

THE PRESS is actually "anti-dulness, anti-secrecy," he said. Business and the press are "both pro-consumer, pro-profit and pro-freedom."

Bypassing the traditional press conference before his speech—at which television reporters ask for a synopsis so they won't have to cover the entire thing—Sulzberger talked instead to students from Our Lady of Mercy High School in Farmington Hills, Detroit Institute of Technology and Eastern Michigan University, along with high school members of Junior Achievement.

To the question of whether young people are turning away from reading to television, Sulzberger admitted "there is some loss of readership in the household-forming group you have to have."

But publishers are doing a nationwide study on young readership, and Sulzberger said the Times is fighting back, not by sacrificing hard news, but by special sections on Wednesday (cooking) and Friday (weekend entertainment).

"Once they see TV is just a headline service, then they get hooked on newspapers," Sulzberger said.

A reporter and foreign correspondent himself before taking the reins of the family business at the age of 36, Sulzberger was asked if President Carter's direct acceptance of calls from the public would replace the press conference.

"It was gutsy... but there was some degree of gimmickry. People asked about what was on their minds, but not with the perceptive questions a trained reporter would ask if he had followed the story."

## Area man is new leader of dental frat

Dr. Jack Lawson, a native Detroit and a graduate of the University of Detroit School of Dentistry, was installed as president of the Alpha Omega Dental Fraternity at its 68th annual convention recently held in Vancouver, B.C., Canada.

Lawson, who served last year as president-elect, began his career with Alpha Omega as an officer in the undergraduate chapter at the University of Detroit School of Dentistry.

He has served in the Detroit alumni chapter and in the international organization both as regent and international secretary. He is the founder and producer of the Detroit Alpha Omega theatrical group, which has raised thousands of dollars for Alpha Omega projects. Lawson received his Bachelor of Arts degree from Wayne State University. He lives in Sterling Heights.

# The big guys beat him, but couldn't stop him

By JACKIE KLEIN



JAMES COLE

A former Mobil station dealer, caught in the crunch of major oil company takeovers of independent service stations, and the growing trend of pump-it-yourself gas facilities, is fighting back.

James Cole for nearly two years has been operating a Mobil station in Southfield. The oil company plans to tear down the structure and replace it with a self-serve gas and repair facility.

"I'm tired of trying to win the battle with Mobil, so I'm going to open my own professional auto service center March 21 on Eight Mile west of Evergreen in Southfield," Cole said. "I don't want to be a gas station operator all my life."

Cole makes no bones about the fact that he resents the Mobil takeover of the station he ran on Telegraph and Swanson. He claims he wasn't informed of the move until he read about it in the paper. About 50 per cent of Mobil stations nationwide are converting into gas-and-go operations, he said.

"Motorists are being adversely affected by the new marketing concept of big oil companies, which is to close auto repair bays and convert stations into gas-only outlets," Cole said.

"ACCORDING TO a national survey, 60 per cent of consumers would rather go to their nearby service station for repairs than to auto dealers. The growing trend of taking the service out of traditional service stations is creating a need among car owners that must be filled."

Professional Auto Service Center, Cole's new enterprise, will provide dial-a-mechanic facilities, pick-up and delivery of crippled cars, quick tune-ups and a check-up of 110 parts of every car that's serviced.

"I plan to hire certified mechanics who can service at least 20 cars a day in 12 repair bays in the 6,000 square

## business

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foot center," Cole said. "We'll be offering speedy, general car care with the emphasis on serving business persons in the Southfield area."

"We'll provide high-speed, computer wheel balancing and front end alignments as well as every conceivable auto service need. We'll give discounts to senior citizens and community organizations and we'll be open six days a week for the convenience of all motorists."

Cole, a 28-year-old Novi resident, was born in Dublin, Ireland. He's a graduate of Birmingham Groves High School and received an associate degree in business administration from Oakland Community College.

HE EARNED a bachelor of business administration degree from Eastern Michigan University where he majored in marketing. He did post graduate work in Michigan State University. Henry Ford Hospital and Honeywell Institute of Informational Science.

Cole worked as a supervisor at Henry Ford Hospital. He left after two years "for personal growth in business areas."

He was service and resident relations manager for 11 mobile homes for Chateau Enterprises Inc., a mobile sales and land development company in Rochester. He resigned after two years.

"It appears I've set a two-year goal in every position I've held," Cole said. "In each case, my personal growth was restricted by changing company policies. I need change to a more progressive enterprise to broaden my experience and business knowledge."

"I believe there's definite community need for the auto service garage I'm planning to open, and I expect the business to expand. Independent gas station dealers are tired of fighting with major oil companies, and I hope I'm the guy who found a solution."

**'Motorists are being adversely affected by the new marketing concept of big oil companies, which is to close auto repair bays and convert stations into gas-only outlets.'**

—James Cole

## He takes a total approach to retail designs

By JACKIE KLEIN

Total responsibility is the key to the creative success of Jon Greenberg and Associates (JGA), top international award winners for store design, according to Greenberg.

The total responsibility concept, according to the president of the Southfield-based firm, is providing original architectural designs and plans, handling store construction and fixturing and decorating interiors.

"In many instances, I've even assisted clients with lease negotiations," Greenberg said. "Full service store planning saves the owner time and money because it eliminates the need for subcontractors to get the job done."

JGA was established in 1972 by Greenberg, 51, and his wife Addy, the firm's color coordinator. The couple built the company into a national corporation with a staff of 20 in five years.

Last year, JGA won first place in Visual Merchandising International competition for design of the Alcovest store in Meadowbrook Village Mall, Rochester.

ANOTHER INTERNATIONAL award for planning and design of a specialty store up to 10,000 square feet was given to the firm for the Alcovest by National Association of Store Fixture Manufacturers-Institute of Store



Designer fashions are attractively displayed in Claire Pearone women's specialty shop in Troy. The Somerset Mall store was recently renovated by Jon Greenberg and Associates to accent today's style collections in a contemporary setting.

Planners. JGA recently received this award for Here and Now shop in Fairlane Town Center, Dearborn.

"Design has to be functional," Greenberg said. "The purpose is to

help retailers make more money with store fronts that are attractive and inviting. Designs may be nostalgic contemporary or a mixture of both depending on the merchandise."

Fashions and shopping habits are constantly changing and successful retailers change their store environments accordingly. If a jeweler is featuring gold, let the surroundings glitter. Drug stores don't have to be institutional-looking. They can be inviting like other shops in a mall.

Greenberg doesn't believe in fixed window treatments. He attempts to create an open look that flows through the store and makes a definite statement about what's inside.

Store fixtures mean inflexibility, he said, so Greenberg designs moveable walls and fitting rooms that adapt to different merchandising seasons.

Greenberg, a graduate industrial engineer, said "creative side" emerged along with the establishment of shopping malls in the Detroit metropolitan area.

"I WORKED for a large store fixturing manufacturer for about 20 years," Greenberg said. "I directed store planning and fixture designs for national and regional chains and independent retailers around the country."

"I was involved in equipping supermarkets with self-serve dairy, meat and frozen food departments. I wasn't really enjoying this profession, and I believed I could offer retailers a unique design approach for new stores or redesign of existing stores."

JGA recently completed revamping Claire Pearone women's shop in Somerset Mall, Troy. Other clients are Himelhof Bros., J.L. Hudson Co., Southland Mall, McCauley's Inc., Perry and Sherman drugs, a California parent company for Neiman-Marcus, Bergdorf-Goodman, Gold Place, Harry's Big and Tall, Gornbein Jewelers and Turquoise Kiva.

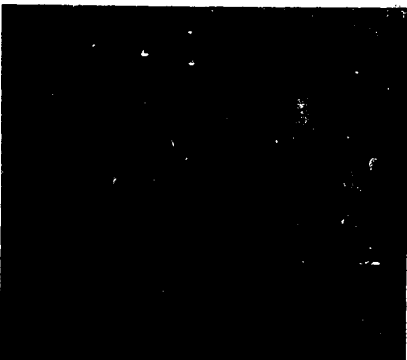
The firm serves clients in New York, Pennsylvania, New Mexico and San Francisco. JGA staff members include top store planners, all specialists in areas of design and related work, Greenberg said.



Drug stores don't have to be cold and impersonal, believes Jon Greenberg, who designed this new Sherman Prescription shop in Farmington Hills.



The new Himelhof's in Dearborn's Fairlane Town Center is an example of the open, airy, flow-through store design treatment preferred by Jon Greenberg and Associates.



This exterior view of the new youth-orienting store and Now shop in Fairlane Town Center, Dearborn, was designed by Jon Greenberg and Associates to create a warm, friendly feeling and a contemporary retail space.

JON GREENBERG