

# BUSINESS PEOPLE

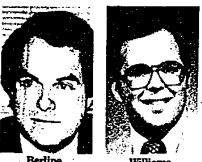


Marvin Berman McAfee

MARVIN BERMAN, a Southfield resident, is now vice president of store operation for the Farmer Jack Division of Borman's, Inc. Berman attended Michigan State University and Wayne State University Graduate School before he began his career with Borman's 28 years ago.

WILLIAM MCAFEE of Birmingham is now associate publisher of National Petroleum News, it was announced by McGraw-Hill Publications Co.

McAfee is a graduate of Yale University and joined McGraw-Hill in 1965.



Berline Williams

JIM BERLINE of Birmingham has been elected a senior vice-president and named regional manager of Batten, Barton, Durstine & Osborn.

Berline earned his degree from the University of Michigan.

THOMAS WILLIAMS of Birmingham has been promoted to bank officer status as an assistant cashier with the Detroit Bank & Trust.

Williams has his degree from Albion College and Northwestern University, and joined the bank in 1975.



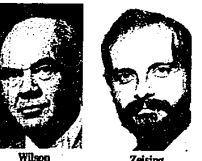
Ganz Denomme

PHIL GANZ of Birmingham has been promoted to media director for Batten, Barton, Durstine & Osborn, Inc.

Ganz has his degree from Michigan State University.

THOMAS DENOMME of Bloomfield Hills is now director of the Sales Planning Office, Marketing Staff with the Ford Motor Co.

Denomme attended Villanova University and the University of Michigan and graduated from the University of Detroit.



Wilson Zeising

SAMUEL WILSON has been named distributor sales manager for Sperry Vickers.

A graduate of Valjeo College in California, Wilson has been associated with Sperry Vickers for 25 years. His home is now located in Troy.

WILLIAM ZEISING of Birmingham has been appointed account supervisor of Plymouth advertising by the it was announced by Young & Rubicam, Inc.

Zeising has been with Y & R since 1975.



Wisniewski Simonson

CHESTER WISNIEWSKI of Birmingham has been promoted to Automotive Sales Manager of the General Tire & Rubber Co.'s Industrial Products Division.

Wisniewski, a Detroit native, has been with General Tire since 1957.

JOHN SIMONSON of Bloomfield Hills has been named a vice-president in the bank investment department of Detroit Bank & Trust.

Simonson, who has attended both the University of Michigan and Michigan State University, joined the bank in 1969.



David Moffet oversees the memories at the Farmington Comic Center. (Staff photos by Harry Mauthe)

## As time goes by Shop recalls good old days

By LOUISE OKRUTSKY

Humphrey Bogart slouches in his trenchcoat under a hazy streetlight. Garbo stares into the crowd, yearning to be alone.

Under the watchful gaze of the movie greats, David Moffet trades and sells bubblegum cards, comic books, records and movies. The Farmington Comic Center on Grand River near Farmington Road, caters to fans who refuse to allow old or new memories to die.

Among the 500,000 piece collection of memorabilia at the store, fans will find various types of artifacts bearing the image of a screen or platter favorite.

Customers who fancy a poster from the Rocky Horror Picture Show over a likeness of Gable are not necessarily young.

"There isn't any basic age. People from 20 to 23 years old are buying comics. And 10-year-olds are buying the Beatles. They never saw the Beatles and they're buying buttons and posters," he said.

While posters of the old favorites from the '40s cost \$2-6, ardent Beatle fans are willing to dish up \$20 for a tray bearing the features of the foursome.

SOMEHOW they overlook the fact that in 1964, the same tray sold for \$1.

In Moffet's world, "I'm 4 Beatles" buttons cost \$1 and original "Hard Day's Night" posters sell for \$100.

A set of Beatle dolls will bring a collector \$20, according to Moffet. Pictures, not music, ironically bring in the Beatle bucks. An original 45 rpm record of "I Want to Hold Your Hand" might bring in \$2-4. If the sleeve is in good condition, a picture of the foursome will bring a collector more money, about \$5-10.

Although a copy of the Beatles at the Palladium poster will cost a devotee about \$2, the original will sell for \$75.

Buyers of rock and roll memorabilia ought to come equipped with larger pocketbooks than those who still swoon when Bing Crosby croons on a record.

For lovers of the music of the '40s, there are some bargains when they buy 78s. Those are cheaper than the early '50s recordings of rock and roll. Records from the '40s will bring between \$50-100 but a rock and roll disc will sell for at least \$100, at times, according to Moffet.

AMONG THE records rock and roll collectors are willing to pay more than a week's allowance for are those released by a company which operated in the southwest. The Sun label recorded early rock and rollers. Among them was Elvis Presley.

During a convention recently, Moffet saw the owner of several Elvis recordings on that label turn down an offer

'Everybody has a hero. And everybody has a wall they want to use.'

-David Moffet

for \$300 for the records. He was sure he could sell the records for more money, according to Moffet.

Elvis memorabilia is still outselling blue suede shoes. But another early rock and roller is coming back into the limelight.

After the release of a new film about Buddy Holly, interest in the singer revived.

"He wasn't a fast mover but after the movie there were a few requests for Holly records. Now we're sold out," said Moffet.

"But we're always looking for more older records," he said.

Although he's surrounded by Beatle artifacts and Grease posters, Moffet confesses a definite preference for the movies and personalities of the '40s.

"There was quality in the movies, then. And if they made a poor movie they were honest about it. They said, this is a B movie," Moffet said.

STARS FROM THOSE movies are the ones whose posters keep on selling while Saturday Night Fever begins to subside.

Bogart, Clark Gable and Bette Davis are still popular with poster buyers.

"They have the most longevity," Moffet said.

"The '40s have a certain magic."

"I don't think they ever left," Moffet said.

Owners of 8 mm movie projector can relive that era by showing prints of the movies from the '30s and '40s at home.

"Psycho," the Marx Brothers and others are available at the store.

The movie trade is carried on at the same counter at which Moffet trades Star Wars bubble gum cards or examines a Beatle button.

For Moffet, who started as an employee in the shop and worked his way to ownership, the customers are part of the attraction.

"It's not like a hardware store where customers do their business and leave. Most customers have a story. Most people who are really into it educate me about the movies as much as I educate them," he said.

MOFFET'S entrance into the world of memorabilia collecting and selling began when he bought comic books as a child. He gave up on the practice for a while but one day decided to take a peek at the thin books to see how much they changed. He was in college and he soon was hooked on the books.

After hanging around the Farmington Comic Center, the owner gave



Nishan Kasbarian browses through a book section which concentrates on movies and movie makers.

## Restaurant helps clubs raise funds

The Magic Pan Creperie offers lunch, dinner, brunch and a way for groups to earn money.

Its new Twelve Oaks restaurant has attracted an audience for local groups that want to raise funds.

The Farmington Hills Junior Women's Club sold out their benefit before its scheduled luncheon and fashion show in the restaurant. The proceeds went to New Horizons of Oakland County.

The Community Living Centers in the Farmington area also were boosted by the restaurant when volunteers sold all the tickets before the day the dinner was scheduled. Flowers were sent to the Creperie management in thanks for the help.

The Novi Lions Club joined the groups coming to the restaurant when

they previewed crepes and desserts sold by the restaurant.

Managed by Kenneth J. Trapasso, the Twelve Oaks Magic Pan is the fifth of the chain in the Detroit area. The others are located at Fairlane Town Center, Dearborn; Somerset Mall, Troy; Lakeside; Sterling Heights and Renaissance Center, Detroit.

Trapasso is originally from Utica, New York. He joined the corporation two years ago in Boston and has been in the Detroit area for 18 months, most recently as manager of the Lakeside restaurant.

TRAPASSO offers one of the restaurant's recipes for the home. The basic crepe is made of one cup of all-purpose flour, 1 1/2 cups of milk, 3 eggs; a

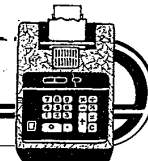
pinch of salt; oil or melted butter for frying the crepes.

Sift the flour and salt together into a mixing bowl. Add milk and mix together thoroughly. Add eggs gradually and beat thoroughly until the mixture is smooth. The batter will have the consistency of heavy cream. Let batter stand for at least one-half hour before using.

Brush a hot crepe pan with butter or oil. Pour in about 1 1/2 to two tablespoons batter, depending upon the size of the pan. Tip the pan to coat it with a thin layer of batter. When the crepe is golden brown (about one minute) turn it and brown the other side. Continue cooking crepes, adding oil or butter to the pan when needed. Makes 12-14 crepes, six to 6 1/2 inches in diameter.

business

Thursday, September 28, 1978



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