

'Anything That Sells'

Motown Means Money

By SUE SHAUGHNESSY
If you are over 40, Detroit probably means automobiles, but if you're a member of the under-40 group chances are Detroit means Motown.

The Motown sound has swept the record industry and includes everything from "soul music" to hard rock to classical numbers.

Barney Ales, executive vice president and general manager of Motown, says that the com-

pany records all types of music. . . .
"WE LIKE anything that makes money," he explained during an interview in his spacious home located in the Village of Wood Creek Farms in Farmington Township.

Records are purchased by the young. Ales says that the majority of the people who buy records is under the age of 30.

Complete albums are purchased by people between the ages of 24 and 30, while the singles customer is under 24.

Motown is a young company, and its employees are young. Ales is 35, while President Berry Gordy Jr. "is slightly older," according to the general manager.

Average age of the firm's 300 employees is 30 with most falling into the under-30 bracket. Ales says that the firm uses the youth of the employees "as a barometer."

"It's almost as if the young people who are the consumers are now the artists. It is as if the consumer were writing for himself," he explains.

THERE HAS been talk that Motown will record the Detroit Symphony Orchestra, and Ales confirmed that "something will be done" in this area. Detroit Symphony Conductor Sirhan Elshing is already a Motown staff member.

The firm records on six different labels, owns a musical publishing company, and manages several acts. The acts are both American and European and European teenagers tend to think of Detroit in terms of Motown rather than automobiles.

Made last the firm's only business with movie into both television and movies underway. In fact, Motown has just produced one television special and another will be aired in November.

Detroit has been known as a one-industry town, but Motown seems to be doing its part to help change that image.



FIRST HOME -- Barney Ales executive vice president of Motown, points to the original offices of Motown on West Grand Boulevard. The town building on either side were also occupied by the firm. The painting of the buildings hangs in Ales' library in his Farmington home.

(Evert photo)

Elect Sibbold To NBC Post

Nat A. Sibbold, of Plymouth, station manager of WWJ, Detroit, has been elected to the NBC Radio Network Affiliates Executive Committee at the NBC affiliates convention in San Juan, Puerto Rico.

Sibbold was appointed station manager at WWJ on Jan. 1, 1969, after serving as radio sales manager since 1961. He joined the station in 1956 as a sales representative.

In his elected post on the NBC executive committee, Sibbold will represent all network affiliate stations throughout the country and consult with NBC on programming and commercial policies affecting affiliate stations.

Name Thomas 'Mr. Fieldman'

A Livonia man, Harry C. Thomas, was named the National Association of Mutual Insurance Agents' "Mr. Mutual Fieldman" at the group's 33rd annual convention held recently in Washington, D.C.

The award was conferred on Thomas, a representative of Franklyn Mutual Insurance Co., during a ceremony at the Washington Hilton Hotel.

The award is based on his professional conduct and ability, contributions to company and agents' association activities, and participation in civic affairs.

At Seminar

Raymond A. Kowalske, 26347 Meadowview Dr., Farmington, personal sales manager of Liberty Mutual Insurance Co.'s Detroit office, recently attended a sales managers' seminar in the firm's home office in Boston, Mass.



S. WILLIAM TAKAI of 29916 Muirland, Farmington, has been named director of the J. Walter Thompson research department. A research specialist in advertising communication, marketing and economics, he holds a master's degree in economics from Wayne State University and has studied at the University of San Francisco and the University of Michigan. He spent two years in the U.S. Army military intelligence, is interested in conservation and serves as cubmaster of Farmington Cub Scout Pack 48.

GM'S DETROIT DIESEL ENGINE Division in Redford has announced three changes in the sales department. From left, J.D. Read, of Franklin, has been appointed assistant general sales manager in charge of construction; J.P. Knut, of North (center) has joined Detroit Diesel as government sales manager after being in overseas operations; J.F. Albrecht (right) of Livonia has been promoted to manager of fleet sales. A graduate of MSU and GM Institute, Albrecht has been with the division since 1945.



EMIL ALBERTI of 3993 Arnold, Redford Township, has been appointed vice president in charge of estimating for the H.F. Campbell Co., international building firm. With the company since 1958, Alberti was previously employed as a sales engineer.

Accountants Accept Two

Two Livonians have been accepted as members of the Oakland County chapter of the National Association for Accountants.

Joseph L. Mulkien is supervisor for financial systems of Detroit Edison.

Howard B. Levine is with Ford Motor Co. in Livonia.

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Dwyer Receives Quality Award

Robert Dwyer, 31000 Allison, Farmington, general agent for the Lafayette Life Insurance Co., has been granted the national quality award.

The award, one of the Life Insurance business highest honors, was conferred on Dwyer jointly by the National Association of Life Underwriters and the Life Insurance Agency Management Association.

Dwyer is a member of the Farmington Township Recreation Commission, and is a past president of the Junior Football Association. Currently he is serving on the association's board of directors and is finance chairman.

National Can Tells Dividends

National Can Corp. declared a quarterly cash dividend of 20 cents per share on the common stock.

In addition, the board also declared the regular cash dividend of 37.5 cents per share on the convertible preferred stock.

Both dividends are payable Dec. 1 to owners of record as of the close of business on Nov. 14.



ALMONT P. PALMER, 12830 Tecumseh, Redford Township, was appointed steam meter supervisor for the Detroit Edison Co. A native of Detroit and graduate of MacKenzie High School, Palmer began his Edison career in 1950 as an inspector in the steam meter division. He was advanced to instrument man in 1957 and was named acting assistant supervisor of the division last May.

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the business beat



DETROIT DIESEL Engine Division of General Motors Corp. has made three changes in its Service Department. From left: Philip E. Gresock of 18535 Ronnie Lane, Livonia, has been appointed manager of technical service in the home office; he has been with G. M. since 1957. Earl A. Schneider has been appointed Detroit regional service manager, replacing Gresock. Alfred A. Voss, who has been at Detroit Diesel since 1951, has been appointed Atlanta regional service manager replacing Schneider.

Future Shopping Centers: Super-Regional, Vertical

One of Michigan's outstanding realtors and shopping center developers has peered into the future, and what he saw is both interesting and amazing.

It is interesting because the trend he sees developing and amazing because the progress will make such places as Northland, Eastland, Westland, and the various malls out-of-date. Speaking before the Detroit Real Estate Board, Jerome L. Schostak, president of the Schostak Bros., remarked:

"My crystal ball (unfortunately) is as foggy as most, but nevertheless I'll try to indicate what the trends are."

HE THEN listed these findings:

- Regional type centers will become super regional, with three and four and five department stores.
- Shopping centers will be multi-level . . . vertical.
- They will include not only stores but services, offices, recreation facilities and residential high rise development.
- Leasing will be changed so that variables will be included, allowing for the change in costs of construction, real estate taxes and interest rates.
- The "kicker" in financing in the form of equity participation or variable interest rate is here to stay for the foreseeable future.
- The scope of the landlord/tenant work as to construction will be handled with the landlord building the shell and the tenant picking up the balance.
- Rental structure will move upward to compensate the developer for higher costs and to justify the effect of new tax legislation.

AFTER PORTING out these trends, Schostak sounded a warning to those who may be thinking of developing shopping centers. And his warning, in reality, provided the anatomy of a shopping center.

He pointed out that nothing is more important than the selection of a site.

"For example," he said, "look at the pattern set by Sears, in the three regional shopping centers: 'Oakland Mall joins I-75. 'Macomb Mall is at I-94. 'Livonia Mall is off I-96. 'These are not accidents' so went on. "These areas were selected more than 10 years ago with the thought of how many families living within given areas could travel to the sites within a relatively short driving time."

First Instance
The first instance of Congress exercising its constitutional power to declare war was the declaration of war against Great Britain in 1812.

Botruff Promoted

Lawrence R. Botruff, 35915 Dover, Livonia, has been promoted from salesman to hospital representative for Marion Laboratories, a Kansas City pharmaceutical manufacturer.

As a salesman, Botruff earned the company's coveted Marion Ring Award for outstanding sales and territory management.

He is a graduate of Grand Rapids Baptist College and Seminary. He joined Marion Laboratories in 1966.

Consumers Net Income Drops

JACKSON

Consumers Power Co. has reported gross operating revenues of nearly \$531 million for the 12 months ended Sept. 30, 1969, an increase of 5.7 per cent over revenues of nearly \$502 million reported in the previous 12 months.

The company's net income for the year ended Sept. 30, 1969, declined 3.2 per cent to nearly \$63 million compared to more than \$64 million reported in the previous 12 months.

Earnings per share on the average number of shares outstanding, after dividends for preferred stock, were \$2.59 compared to \$2.70 for the 12 months ended Sept. 30, 1968. There were 23,769,500 shares of common stock outstanding as of Sept. 30, 1969, compared to 22,638,070 on Sept. 30, 1968.

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