

Oldies pay off well for disc collectors

By BETTY MASSON

Collecting LPs, 45s and 78s isn't like collecting diamonds or Oriental rugs.

For one thing, phonograph records cost a lot less. And while gazing at a diamond or a rug may be stimulating to some people, a growing number find listening to a record they've searched high and low for is a lot more fun.

Oriental rugs are said to improve with wear; records don't.

The diamond market isn't too difficult, so much a carat; but trying to establish a price for a record can be terribly confusing.

There are similarities. Supply and demand and condition of the goods are factors in pricing. Just now, Elvis Presley and the Beatles are most in demand. There seems to be no rush to buy records by Cassis.

Most record collectors are not in it for the money. They collect the discs for their own enjoyment. It's a fairly inexpensive hobby — until you get into all the stereo equipment needed to give best results to your collection.

RECORD-COLLECTORS range from 19-year-old Stuart Shapiro of Southfield, who had a great idea three years ago and now has record collectors beating a path to his door, to Francesco DiBlasi of Livonia, conductor of the Oakway Symphony.

DiBlasi has an extensive collection of classical music and two stereo sets to help him in his work.

Young Shapiro saw his interest in records grow into a profitable business, when three years ago, he decided to hire a hall and bring together buyers and sellers.

In his first venture, he attracted 30 dealers, at \$10 a table, and 175 customers at 75 cents admission.

Late in January of this year, he drew between 50 and 60 dealers, at \$15 a table, and more than 650 patrons, at \$1.25 a person, to his "Recordvention."

What made the attendance even

more surprising to Shapiro was that it was the second recordvention in a month at that location, Sans Souci Hall, on Nine Mile Road west of Middlebelt in Farmington.

Still another show is scheduled for Saturday, Feb. 17, at the same place. The hours are from 9 a.m. to 6 p.m.

Shapiro also holds "conventions" for comic book and baseball card collectors in the Farmington hall as well as in Royal Oak, in the American Legion Hall, 12 Mile and Rochester roads.

IF YOU ARE MORE interested in selling than buying, Shapiro says please don't call him and ask him to quote prices.

He suggests that you make a list of the records you have and take the list to discuss with the dealers at the convention.

If you have more than a box of records, you must rent a table, although often several friends get together to rent space.

Some of the regular dealers operate record shops during the week, and they come from all parts of Michigan, as well as neighboring states.

For others, it's a weekend occupation that grew out of a large collection, and it can be a somewhat dangerous one. Some dealers are apt to buy as many as they sell.

Dealers also sell books listing prices for records, but Shapiro thinks these are not much consulted here. One dealer said that while record collecting is popular in the Detroit area, prices are not as high as on the West Coast.

THERE ARE many variables involved in pricing. For instance, one Elvis Presley Christmas Album is listed at \$4; another, almost identical but with a different number, is listed at \$100.

One Elvis record, a 45 at that and originally offered as a giveaway bonus with an RCA Victorola purchase, is list-

ed at \$300. Other Presley recordings went for as little as \$4.

So it all depends on imponderables. Shapiro pointed out the curious case of the Beatles, who issued an album of "Yesterday and Today" with a lurid cover. The four form Liverpool wore butcher smocks and were surrounded by raw meat and toy doll parts.

Today, the album with this cover is listed at \$275-\$300, but the same music, with a different cover can still be purchased, brand-new, at regular prices.

We saw other Beatles albums, such as "Live from Sam Houston Coliseum" or "The Beatles' Greatest" at \$10.

Shapiro figures that he has a good representative collection of contemporary music. He has about 900 45s and about 400 albums. Collections of 400-500 albums are not unusual for serious collectors, Shapiro says.

A WIDE RANGE of price guides are available at conventions and record shops for \$7.95. Different guides cover different types of music, like rock or country and western.

There are also magazines for collectors. One of these, "Goldmine," is published in Fraser by Brian Bukantz.

Shapiro himself publishes a newsletter on record collecting. It goes out to persons on his mailing list before each convention. You can get on the mailing list by filling out a form at any convention.

To learn more about upcoming conventions, you can reach Shapiro at 23500 Coach House Road, No. 108, Southfield, 48075.

The recordvention, though, is a good place to fill out your collection, whether your interest is rock and roll, jazz, original movie sound tracks, musicals, old-time radio stars or big band sounds.



Stuart Shapiro

We saw one dealer with six large wooden boxes jammed with big band music. Glenn Miller, Wayne King, Maynard Ferguson and the like, at prices from \$2 on up.

Right now the emphasis is on youth, and such listings as dixie, rock, '70s soul, blues and jazz, early '60s, '50s artists, Chicago, Motown, and disco. The artists most available run from Alice Cooper to the Grateful Dead and a myriad of others.

A group called Naz, for instance, whose records did not sell five years ago, now finds its used records worth \$15.

THERE SEEMS to be a growing market for picture discs — vinyl recordings with full-color pictures on them. Although the sound quality is reputedly not as good as the regular records, the records seem popular.

One dealer had quite a collection, with prices ranging from \$7 to \$20.

Classics are in short supply at most of the recordventions, but whenever you can find them, recordings of 101 Strings, Mantovani, Kostelanetz, Roger Williams and the like run around \$2 a record.

There is also classical rock by Emerson, Lake and Palmer, Styx or the Electric Light Orchestra.

Show tunes and original sound tracks were in fairly good supply, and prices were usually at \$3 or \$4.

O&E taps sales manager

J. Kevin Curley has been named national advertising sales manager for Observer & Eccentric Newspapers.

The announcement of the appointment was made by George Hagan, director of advertising and promotion for the company.

Hagan said there are a variety of reasons for creating the new position:

- A national advertising staff can deal more effectively with clients that represent regional and national advertisers.

- National advertisers actively seek out newspapers whose readers are af-

fluent and well-educated, a practice known as target marketing.

Hagan said the O&E Newspapers have 68 per cent penetration in the affluent suburban markets they serve, which makes them attractive to national advertisers.

He pointed out that according to a survey conducted by Market Opinion Research, Inc., 73 per cent of adults with household incomes of \$25,000 and over are O&E readers; 87 per cent of O&E readers own their own homes, and 72 per cent of college graduates in the market area read the O&E newspa-

pers. A national advertising staff will give the newspapers the ability to better serve their readers by expanding the amount and scope of advertising.

Curley was previously employed for 12 years by The Free Press, where he was in retail advertising sales for six years and in national advertising sales for the other six years.

He is a graduate of Notre Dame University.

A resident of Troy, the 33-year-old manager and his wife, Karen, have a son, Matthew.



J. Kevin Curley

Existing home resale market booms locally

First returns for the 1979 existing home market show a booming start for the year.

The West Wayne Oakland County Board of Realtors report that listings and sales for the month showed a two percent gain over last January.

The dollar volume for listings, reflecting the increased number, inclusion of more newer homes and rising property values, showed a 34 percent year-to-year gain. The dollar volume of January sales, reflecting similar fac-

tors, climbed 27.8 percent above a year ago.

The average sale price for January in the WWOCCR statistics was \$50,144, a 25.2 percent rise from the \$40,039 showed last year.

Communities providing the greatest number of listings in WWOCCR multi-list system during January were Livonia (179), Westland (149), Canton Township (140), Dearborn Heights (115) and Detroit.

BUSINESS PEOPLE

VICTOR L. OLESEN, executive vice president and Detroit regional manager of McCann-Erickson, Inc., has announced the election of **JACK FRANKS**, **HARRY GRUSCHE**, **DAVID LUBECK**, and **ALEC MORTON** as senior vice presidents of McCann-Erickson, Inc. Franks is creative director of the Detroit regional office. He joined McCann/Detroit in 1972 as associate creative director, was named co-creative director in 1977, and became creative director in June 1978. Grusche is the management supervisor on the GMC Truck & Coach account, as well as management coordinator on General Motors Overseas accounts. Grusche joined McCann/Detroit in 1969 as an account executive, worked for McCann-Erickson International in Germany for three years and rejoined the Detroit operation in late 1973. Lubeck is the management supervisor of the Buick Motor Division account. Lubeck joined McCann/Detroit in September 1974 as account supervisor. Morton is the management supervisor in charge of new business, as well as management supervisor of The Detroit News, radio station WCAR and Skytrends.



Franks Grusche Lubeck



Morton Wetzel Mollica

Appointment of **JOHN J. (JAY) WETZEL II** as assistant chief engineer for powertrain and chassis has been announced by Stephen P. Malcoe, Pontiac Motor Division's chief engineer. Wetzel, who has been Pontiac's director of quality control since March 1, 1978, replaces Russell F. Gee, who recently became chief engineer for engines and components at Chevrolet Motor Division. Wetzel began his Pontiac career in 1953 as a test engineer. After holding several engineering assignments,

he was named assistant staff engineer for experimental in 1973 and became staff engineer for engine emission systems in 1976. He resides in Bloomfield Hills.

Broker/Manager STEVE MOLLICA, Realty World-Kimberly & Associates, Drayton Plains, has been appointed chairman of the Multiple Listing Service (MLS) and a director of the North Oakland County Board of Realtors. An 11-year veteran of the real estate and investment profession, Mollica has taught a real estate appreciation course for the Walled Lake School system and currently teaches a course on Guaranteed Sales Programs for Realty World-Michigan Region brokers in conjunction with Broker/Manager Russ Schlosser, Realty World-Heritage.

Michigan National Bank of Detroit has announced the elevation of **THOMAS A. CUSICK** to group vice president. He continues his responsibility for the bank operations center for the Michigan National South-East Michigan Region. A native of Dearborn, Cusick received his B.B.A. from the University of Detroit and is also a graduate of the Stonier Graduate School of Banking at Rutgers University. He resides in the Birmingham area.



Cusick Fridenberg Swisher

The appointment of **EBEN FRIDENBERG** to the position of assistant control states manager for Hiram Walker Inc. has been announced by Roy W. Stevens, president. Fridenberg is a veteran of 29 years with Hiram Walker and has served successfully in a series of sales and marketing positions. In his new position, Fridenberg will assist Jules Sullivan, vice president and control states sales manager, in directing the sale and promotion of Hiram Walker brands throughout the eighteen control states. He will be headquartered at the company's Farmington Hills offices.

Sperry Vickers has named **PHILIP MARSHALL SWISHER** to the position of chief development engineer at its World Headquarters in Troy. Swisher most recently served as assistant chief development engineer and has held various engineering management positions since joining the company in 1966.

FRANK J. SOAVE, president of Cavanaugh & Soave, Inc., a mason contracting firm headquartered in Troy, has been re-elected to his second one-year term as president of the Masonry Institute of Michigan. The institute is the educational, technical service and promotional arm of the state's masonry construction industry. Other 1979 officers elected

by the organization's Board of Trustees were: vice president — Edwin E. Viall, president of Jones & Simpson, Inc., Flint; secretary — Roy Seelbinder, president of Roy A. Seelbinder Construction Co., Troy; treasurer — Francis Costella, president of Monte Costella & Co., Southfield; assistant secretary — Geuze (Joe) Forte, president of G. Forte Co., St. Clair Shores; assistant treasurer — Dwight Lewis, president of Rohm Fireproofing Co., Oak Park. At the institute's annual meeting, member mason contractors re-elected Viall to a new three-year term on the board of trustees. Others re-elected to the board were John W. Hart, president of Leidal & Hart Mason Contractors, Inc., Livonia; and Albert Hazewinkel, president of Hazewinkel Bros., Inc., Grand Rapids. Also elected to a three-year term was John Gleason, president of Clarence Gleason, Inc., New Hudson.

WILLIAM E. ROBERTS SR., president of Seed-Roberts Agency, Inc., Birmingham, has been appointed chairman to the Detroit PACER Panel of CNA Insurance for 1979. PACER is an elite group of independent property/casualty insurance agents who represent CNA Insurance and advise the company management in the areas of underwriting, pricing, claims and other services. Chicago-headquartered CNA is one of the nation's largest multi-line insurance carriers.

STEVEN E. FLOYD has been appointed account executive in the marketing services department of Rockwell International Corp.'s Flow Control Division. In this position, Floyd will be responsible for the preparation of trade exhibits, product samples and other communications projects. Floyd's previous experience in advertising was as a member of the marketing communications staff at Elliot Co., where he was responsible for trade shows and photography.



Floyd English Carr

RICHARD BOLLES ENGLISH is the new vice president and general manager of the Mechanical Contracting Division of Artic Air, Inc. English is a nationally recognized contracting executive who is moving to Southfield from Chicago to assume his new position.

The Rochester law firm of Bebout, Peters, Cox, Hughes and Cadieux, has announced a new associate, **TERRY CARR**. Carr of Rochester comes to the firm from Boyne City. There he was engaged in the general practice of law as a partner at the firm of Conkle, Varman and Carr. Carr spent three years as a judge advocate in the U. S. Marine Corps, serving as defense counsel, prosecutor and military judge.