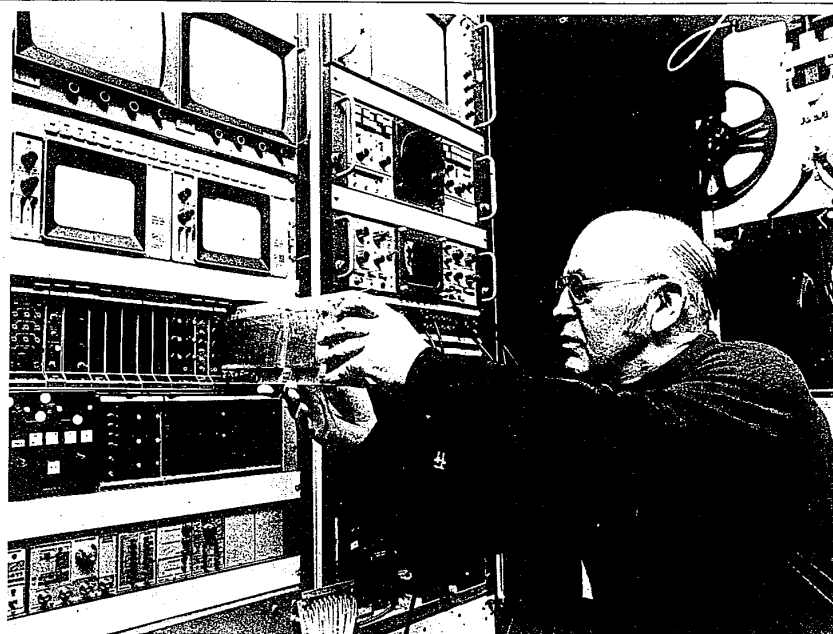




Production coordinator Terri Lobdell pauses in front of the board which controls production quality. (Staff photo by Randy Borst)



Ray Mallon, Magnetic Video's chief engineer checks out the production equipment before another assignment. (Staff Photo by Randy Borst)

Movies via videocassette

This firm allows Patton and Dolly into viewers' homes

By LOUISE OKRUTSKY

million to own Magnetic Video.

million videocassette players sold.

Stacks of videocassettes which could make up a movie fan's list of favorites stand ready for shipping in Magnetic Video's Farmington Hills store room. "The King and I" jostles "Patton." Together they stack up against "Hello Dolly."

But the concern doesn't concentrate on selling a novelty item to a few movie buffs. It's parlayed its method of transferring movies from the master reel to videocassettes so well that 20th Century-Fox last February paid \$7.2

To Magnetic president Andre Blay, it's symptomatic of the direction in which the fledgling industry is moving.

"It's been predicted that this will be a gigantic business. And the capital required to be one of the top five major companies was beyond our powers to generate. It became a question of how we want to be a big fish in a small bowl," Blay said.

The key to such optimism on the part of persons in the videocassette field stems from the prediction that by the end of the '80s there will be about 30

million videocassette players sold. IT'S WITH such widespread popularity and the accompanying dollar power that Blay and Magnetic Video hope to get an edge on profits and against movie pirates who sell illegally obtained prints of films.

The pirates do accumulate enough business to pose a threat in the emerging industry, according to Blay. "Right now, they can undersell us."

Pirates can bribe a movie theater projectionist or a television studio technician for use of the master print.

Once it's copied, they can sell tapes of the movies which moviegoers are standing in line to see.

"Look at 'Superman.' Three days after it opened, there were videocassettes of it available," Blay said.

The pirates have a jump on the legitimate videocassette industry. Usually the release pattern allows theaters to have the film first. Then cable television, home videocassettes legally sold, television and syndicated play follow for the film.

In dealing with the film industry for

rights to recent movies, the industry is still growing.

Blay sees the prospect of releasing a videocassette right after a movie's theater showing as one way the industry could capitalize on films with a short run.

NON-CLASSICS such as the recent "Dutchess and the Dirtwater Fox," starring George Segal and Goldie Hawn can earn extra income through the sale of videocassettes shortly after their commercial run.

That way the sale of cassettes can

capitalize on publicity for the theater run, Blay said.

Customers for Magnetic's cassettes have their choice of purchasing them from an outlet such as Highland Appliances or joining the company's Video Club of America which issues catalogs of its new acquisitions.

Cassettes from Magnetic range in price from \$35 for five Heckle and Jeckle cartoons, to \$75 for a 148-minute run of Hello Dolly.

The average Magnetic mail custom-

(Continued on page 4A)

THE INSIDE * ANGLE

By LOUISE OKRUTSKY

RUN, RUN, RUN has got to be Bill Benton's motto these days. The plucky Farmington Hills City Hall finance department employee placed 27th in a field of 2,100 runners in the recent Detroit Free Press International Marathon. The West Bloomfield resident was clocked at 2:30:12. Not bad considering the first-place runner was paced at 2:15:12. Of course, Benton earns a few Angles' ★ ★ ★ ★.

DETROIT'S CENTRAL HIGH SCHOOL Class of 1939 is conducting its 40th-year reunion at 8 p.m. Nov. 17 in Roma's of Bloomfield. Music will be provided by Ralph Yamron and a buffet dinner will be served. Tickets are \$16 per person. For ticket information call 968-0219 or 957-8998 or 958-0628. Persons can also send a self-addressed envelope and a check or money order payable to Central High School Class of 1939 to Eva Markovsky, 23100 Beverly, Oak Park, Mich. 48237.

CONGRATULATIONS TO James H. Dargusch of Farmington Hills who recently completed 25 years with the R.T. French Co., makers of French's mustard. Dargusch was flown to the firm's national headquarters in Rochester, N.Y., where he was admitted to the company's Pennant Club. The company also presented him with a watch. Dargusch is a divisional sales manager for the firm, which produces, in addition to mustard, instant potatoes, packaged gravies and sauce mixes. (A noticed the headquarter's address: One Mustard Street — ain't that cute?) Good luck, J.H. Dargusch.

CONGRATULATIONS ALSO GO OUT to William Bowditch of Farmington Hills. Bowditch joined the Naval Air Reserve 31 years ago on April 25, 1948. He served in the enlisted ranks as an aircraft engine mechanic and plane captain on fighter aircraft, torpedo bombers, attack aircraft and patrol planes such as the P2V and S2V. In 1960, while serving with a VP731 patrol squadron, he was promoted to Chief Petty Officer and flew as an aircrewman qualified as radar operator, radio operator and second mechanic on the P2V patrol bomber. In 1966, he was promoted to Warrant Officer I. He was one of the original members of Patrol Squadron 83 based at the Naval Air Facility at Selfridge Field. Bowditch has been married for 27 years to Audrey June Koskella. They have three sons, Brian, Kevin and Mark. The family is active in Prince of Peace Lutheran Church in Farmington Hills. He is an administrator in vocational education in the Warren Consolidated Schools. He is co-author of the welding book, "Modern Welding." He is active in the scouts and has served as Scoutmaster. In his church he has served as chairman of the Board of Elders, Chairman of Stewardship and Finance,

Chairman of the Board of Trustees, Sunday School superintendent and usher. He has coached Little League tee teams in Farmington Hills. (Wow, he doesn't let any grass grow under his feet, does he?)

STUDENTS WHO HAVE THE writing bug can try their hand in Lawrence Institute of Technology's annual writing contest. The competition is sponsored by the humanities department of the Southfield school. It's open to students of high school English in the Detroit area. There are three categories: poetry, short stories and essays. The first, second and third prizes are \$50, \$25 and \$10. Deadline for entries is Nov. 26. Winners will be notified by Jan. 7. A statement must be included in the entries from a member of the contestant's high school English faculty confirming the originality of the student's work. For further information call the English department chairman at each high school or Dr. Victor Angelescu, chairman of the humanities department at LIT, 355-0200.

BLEH, BLEH, BLEH Faster than Frank Langella can swirl his cape, more hideous than Bela Lugosi's vampire makeup: it's Sir Graves Ghastly. The king of graveyard sleaze will be entertaining kids of all ages from 2-4 p.m. and at 7 p.m. on Oct. 31 in Livonia Mall. At each appearance he will select the best costumes worn by boys and girls. At the 7 p.m. performance the costume winner will be announced. Sir Graves will sign autographs with his usual ghoulish delight. (Sounds like a performance as shiny as a brand new coffin nail.)

THERE'S A world traveler in our midst. Suzanne Sisson of Farmington Hills is one of 475 students traveling around the globe. Ms. Sisson, a marketing major at Michigan State University, said she's motivated in her journey by a desire "to learn about foreign countries which play an increasingly important role in American business." The program offers students an opportunity to take classes on board the S.S. Universe to learn about various countries and cultures through in-port lectures and field trips. The S.S. Universe arrived at its first port, Chiling, Taiwan, on Oct. 2.

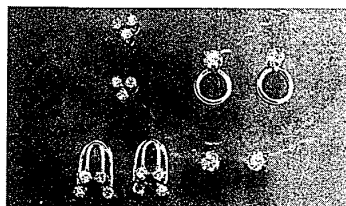
THE OAKLAND COUNTY Bar Association in cooperation with the student activities office has agreed to furnish Oakland Community College students with free weekly legal consultation. An attorney will be available every Wednesday until 5 p.m. in M Building room 14E. Persons should register for an appointment in the activities office of Tirrell Hall by noon Tuesday for the week the appointment is sought. The service is limited to consultation.

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SAVE 10% TO 50% ON EVERY DIAMOND.
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Everyone loves them—glittering, fiery diamonds. And now, during Hudson's Semi-Annual Diamond Sale nearly everyone can afford them. We've taken 10% to 50% off the price of every diamond in our \$8,000,000 collection. So you'll save on rings, earrings, pendants, bracelets, wedding bands, engagement sets, diamond watches, men's rings and more. Many set with rubies, emeralds and sapphires. Save now through October 27, in Fine Jewelry. Selection will vary by store.



Save 50% on fabulous diamond pieces like these. But hurry—quantities are limited and at these prices they won't last long. Diamond earrings shown, reg. \$180 to \$410, sale \$90 to \$205.