

We're the best kept secret in Detroit!



Although there's nothing secretive about being the 4th largest pizza company in the country, (in terms of pizza sales) we've grown so fast, at a rate of over 40% each year, that many people still may not know about us.

When they find out that by investing \$8,500 cash (our total franchise fee) and by qualifying for financing of \$40,000 to \$50,000 they may be eligible for a Domino's Pizza franchise, they want to know more!

They are surprised to find that a franchise relationship with Domino's Pizza includes a professional training program, advertising expertise, site selection and store opening assistance.

We have over 300 stores located in 30 states and are now going international. We're a secret you don't have to keep to yourself!

Write or call today.

David K. Kilby
Director of Franchising
Domino's Pizza, Inc.
3853 Research Park Drive
Ann Arbor, Michigan 48104
313/668/4000



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RUB Rottengstone and lots of lemon oil on a perfume-stained dresser. Repeat if necessary. Odds and ends disappear fast when you use a low-cost Observer & Eccentric Classified Ad.

marketplace

MAY MARKED the 13th consecutive month of increased milk production in Michigan and the 11th straight month of higher production nationally. The U.S. Department of Agriculture predicts that milk production will continue to register ahead of year-ago levels for at least the rest of the year, though the rate of increase may slow somewhat as the year progresses. By year-end, the USDA says milk production could be 2-3 percent above the 123.6 billion pounds produced in 1979.

J.R. SCHOOF and Associates has merged its marketing efforts with Thompson-Brown Realtors of Farmington Hills. Jeffrey Schoof becomes vice-president and manager of the industrial and commercial division of Thompson-Brown. Donald Buell, who was employed by the School firm, was appointed a sales associate of Thompson-Brown. School will direct the Industrial Research and Office Park in Farmington Hills north of I-696 near E-275 between Halstead and Haggerty roads. Construction on the 135-acre park will begin later this year.

THE OAKLAND County Cooperative Extension Service, Michigan State University, offers numerous ways with which the emotional and financial burden of unemployment can be lessened. For more information on coping with unemployment, call Lee Miller of the Family Living Department at 858-0895.

THE LAW FIRM of Miller, Canfield, Paddock and Stone, with offices in Birmingham and Detroit, has opened a new office in Lansing for general practice.

PARKER, Wilcox, Fairchild & Campbell Advertising Inc. of Saginaw has extended its services to the metropolitan area with a new office at 19111 10 Mile in Southfield. The firm is a full-service agency with in-house art, copy, audio and production facilities.

FIRST OF Michigan Capital Corp. acquired approximately 9,000 shares of its common stock in privately negotiated and open market purchases from October 1979 through April. It anticipates buying approximately 15,000 additional shares for use in its employees' stock option program.

THE BETTER Business Bureau of Metropolitan Detroit has published a Guide to Wise Buying, a 384-page book designed to help fight inflation and get more for your money. It is available to consumers and businesses in the Detroit area by sending a check or money order for \$6.95 to the Bureau, 150 Michigan Ave., Detroit 48226.

JEWELER Alexander Bongiorno has opened a new shop in Troy's Somerset Mall. He has 31 years' experience in custom design goldsmithing. His assistant is Mark Belchenko.

THE WICKES CORP. has opened a new sales and engineering center in Troy to serve the Wickes Machine Tool Group which includes Saginaw-based Wickes Machine and Saginaw Machine along with Albion Machine of Ferndale. A product development and proposal unit and the Detroit area sales staff for the machine tool group will be located in the new center. Additional engineering staff along with subassembly personnel will expand the staff to more than 45.

THE RELOCATION Guide is designed for local residents and out-of-towners to help in their next move. The guide covers most metropolitan communities providing answers on more than 50 prospective areas. The fifth edition of the guide offers detailed information and statistics on local services, housing, medical services, social and civic organizations, parks and recreation, schools, shopping, taxes, transportation and more. Each city has its own individual map. Guides are available through chamber of commerces, hotels and motels around Oakland, Wayne, Macomb and Washtenaw counties, Hudsons, Metro Airport and major bookstores and newsstands. It is published by Exclusive Publications in Southfield and costs \$3.

Up 20%

Executive suite demands surge

As the economy plunged during the second quarter of 1980, the demand for senior-level executives increased 20 percent compared to the first quarter of the year.

Even more significant was that executive search assignments paying more than \$100,000 increased to more than 26 percent of the total searches in the second quarter, according to Lamalie Associates Inc., a national executive search consulting firm.

The firm also reports an increase in the number of search assignments over \$100,000 in each of the three months during the second quarter with April at 17 percent of the total assignments. May with 25 percent and more than 35 percent of the total searches during June.

"The trend in senior search assignments is in direct inverse proportion to the state of the economy. As corporations plunge deeper into the red, the boards of directors and chief executive officers are making more changes in the executive suite in an attempt to reverse the tide," says Robert Lamalie, president of the firm.

"Many industries have already been hit harder than in the last recession and the plunge downward is expected to continue the remainder of this year."

"MANY ECONOMISTS are predicting that the current recession or depression will be the worst in the post-war era. Personal bankruptcies are already at a record rate and major corporate bankruptcies or bank defaults are a very real probability," he adds.

Lamalie says board of directors and chief executive officers around the nation have taken aggressive action to strengthen their organizations so they will not only avoid sure problems, but actually increase their profitability and strengthen their market position

while their weaker competitors fall by the wayside.

"Although senior level searches in the executive suite were up dramatically, these positions paying less than \$65,000 in compensation dropped by 16 percent from the previous quarter. This trend is normal during a recession as companies reduce the middle-management ranks, consolidate or close down operations and streamline through reductions in staff and through normal attrition.

General management was most in demand during the second quarter and up 16 percent over January, February and March. Demand for financial executives was up 5 percent and marketing up three.

These three areas have increased consistently during the past year while manufacturing, legal and other staff functions have been declining.

MANUFACTURING positions were down 7 percent as involuntary inventory accumulation increased and companies were forced to cut back production.

Marketing and finance were up as companies attempted to increase their sales volume in a declining market. Lamalie predicts there will be traumatic changes for many individuals in the managements ranks during the rest of the year, especially at the middle levels.

But he also expects better opportunities for more senior executives than ever before. More corporations will seek chief executive officers, chief operating officers and other key executives than at any other time in history.

"More executives than ever before will opt out of the corporate scene during the next six months and take this opportunity to acquire ownership positions in their own companies," Lamalie says.

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It's WOMC FM104—affectionately known as "Detroit's Big Oh." And there's no other radio station in Detroit quite like it.

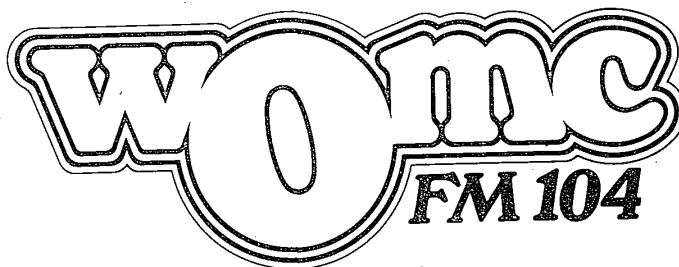
For oh-peners, WOMC lightens up your day with your favorite personalities. Down-to-earth, entertaining Detroit favorites like Marc Avery from 6 to 10 AM and Tom Dean from 10 to 2 PM.

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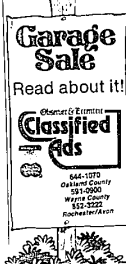
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