

obituaries

PETER MARKOVITICH

Mr. Markovitch, 78, of Detroit died Aug. 29 in Boisford Hospital. Born in Pennsylvania, Mr. Markovitch was a security officer at Greenfield Village. Survivors include his wife, Jessie, a son, John, one grandchild. Services were at the RG&R Harris Funeral Home, Livonia, with Dr. Kenneth Hall of Highland Park Baptist Church officiating. Burial was in Grand Lawn Cemetery, Detroit.

ANTHONY F. GARRICK

Mr. Garrick, 69, of Boynton Beach, Fla., formerly of Farmington Hills,

died Sept. 7.

Survivors include his wife, Eve; son, Thomas; stepsons, Russell and F. Daniel Bobb; one grandchild. Services were Sept. 12 at the Heene-Sundquist Funeral Home, Farmington. Mass was celebrated at Our Lady of Sorrows Catholic Church with the Rev. Edward Belzack officiating. Burial was in Holy Sepulchre Cemetery, Southfield.

HENRY CLARK JR.

Mr. Clark, 38, of Detroit died Sept. 7 in University Hospital-Ann Arbor. Born in Louisiana, Mr. Clark worked for an automotive plant. Survivors include his wife, Donna;

stepdaughter, Sharain Allen; seven brothers and one sister.

Services were Sept. 12 in Monroe, Louisiana. Burial was in Richwood Cemetery. Monroe, Louisiana. Arrangements were made by Heene-Sundquist Funeral Home, Farmington.

JOAN V. VILLEMONTÉ

Mrs. VilleMonte, 50, of Farmington Hills died Sept. 8. Mrs. VilleMonte was a practical nurse in Boisford Hospital.

Survivors include her sons, Gary, Michael and Paul; mother, Vlerena Walters; sister, Polly Novak; three grandchildren.

Mass was celebrated at St. Alexander's Catholic Church with the Rev. James B. Whit officiating. Burial was in Glen Eden Cemetery, Livonia. Memorials may be made to the Michigan Cancer Foundation. Arrangements were made by Heene-Sundquist Funeral Home, Farmington.

RUTH KELLOGG

Mrs. Kellogg, 88, of Farmington Hills died Sept. 8. Mrs. Kellogg was a homemaker.

Survivors her son, Cecil; a daughter, Arlene Ripaldi; eight grandchildren and 17 great-grandchildren. Services were Sept. 12 at the Thayer-Rock Funeral Home, Farmington, with

the Rev. Phillip Nofsinger of Coronado Baptist Church officiating. Burial was in Oakland Hills Cemetery, Novi.

FRANCIS A. DAY

Mr. Day, 71, of Farmington Hills died Sept. 8 in Dorvin Nursing Home. Born in Gallipolis, Ohio, Mr. Day was a retired inspector for 35 years with the DSR, City of Detroit. Survivors include his wife, Lucille; a daughter, Kay Mountford; six grandchildren.

Services were Sept. 10 at the Thayer-Rock Funeral Home, Farmington, with the Rev. Douglas Klein officiating. Burial was in Woodlawn Cemetery, Detroit. Memorials may be made to

Grace Chapel, 17000 Farmington Road, Livonia 48154.

IRMA E. CREDIT

Mrs. Credit, 87, of Farmington Hills died Sept. 8 in Boisford Hospital. Born in Minster, Ohio, Mrs. Credit was a homemaker.

Survivors include her sons, Arthur and Frank; a daughter, Dorothea Roberts; brother, Harry Budge; nine grandchildren and 17 great-grandchildren.

Services were Sept. 11 at the Thayer-Rock Funeral Home, Farmington, with the Rev. Lee Tyler of Salem Unit Methodist Church officiating. Burial was in Oakland Hill Cemetery, Novi.

Videotape brings change in TV viewers' habits

By Richard Lech staff writer

FIRST BLOOD, a violent film starring Sylvester Stallone, generated anemic ticket sales during its theatrical release.

But the movie has tapped a whole

new vein of success since coming out on videotape.

The film made \$5 million in the theaters, but has grossed \$7 million so far in videotape sales and rentals, according to Jeff Freedman, owner of Planet Video, a videotape and video recorder store in Livonia.

"Lassiter" with Tom Selleck was not a box-office smash. It got terrible reviews," said Jim Bevak, owner of Video Vista in Livonia.

"But we now have eight tapes of it in our library to satisfy our demand. That happens quite a bit with videotapes, and I don't know why."

Other videotape "sleepers" have included "Tender Mercies," with Robert Duvall's Oscar-winning performance, and "The Right Stuff."

Freedman attributes this "second life" to the tapes being available in the stores longer than they appear in the theaters. Plus, there are more tape stores than theaters.

There are 15,000 video stores, and that amounts to an already built-in base, and there might be only 3,000 theaters," Freedman said.

With the video cassette recorder (VCR) increasingly coming down in price — some as low as \$250 — the machines are becoming a fixture in more and more homes.

"This industry is growing by leaps

and bounds," Freedman said. "Right now it's 10 to 15 percent of the homes, and they predict it will hit about 18 percent."

"Last year, a little over four million were sold. This year I'll be seven to eight million," Bevak said. "That's becoming a very big market."

The typical VCR is built both to record television programs and play back prerecorded tapes. Units can contain such functions as fast forward, rewind, pause, and slow-motion. Two formats are available, Beta and VHS, which take their own size tapes.

Since the purchase price of the recorded tapes can be relatively high — usually ranging from \$40 to \$80 — local tape store owners said more than 90 percent of their business is in tape rentals.

For fees usually equivalent to a single movie ticket, viewers can take home a relatively recent film or a classic indie. Most stores also offer the option of renting a machine to view the tape on.

THE MACHINES allow viewers to stop the action, run it in slow motion, and, perhaps most importantly,

watch what they want when they want to. That was particularly evident last summer during the Democratic and Republican conventions, which were big ratings losers for the national television networks.

Instead of watching Walter Mondale and Ronald Reagan, however, many local television viewers were opting instead for the likes of Dudley Moore and Meryl Streep in videocassettes of "Romantic Comedy" and "Silkwood."

"Business last week, because of the Republican convention, was booming," said Alan Ward, a clerk at the Video Stop in Garden City. "During both conventions our business went up about 40 percent."

Gerald Wilson, manager of MovieLand in Livonia, said business increased 15-20 percent during conventions weeks. Bevak saw a 33 percent increase in total rentals over the same period last year.

The new releases usually are the most popular, store owners said. Titles usually are released in videotape 13 weeks after their theatrical run has ended, Freedman said.

Among the latest videotape releases are "Footloose," "Unfaithfully

Yours" with Dudley Moore, and "Purple Hearts" with Goldie Hawn.

THEATRICAL releases aren't the only videotapes available, however. "How-to" tapes and music tapes are part of a growing trend toward specialty tapes. "How-to" tapes can range from ones on collecting stamps or playing basketball to an exercise tape, such as the best-selling "Jane Fonda Workout Tape."

Concert tapes of popular performers such as Michael Jackson, Neil Diamond or Johnny Mathis also are popular. Freedman sees even bigger things ahead for music on videotape as the recorders' sound systems improve.

"Right now there are some video recorders that have a better sound than an audiocassette deck," Freedman said.

"The video stores could be the record stores of the future," he added.

An often-controversial aspect of videotape rentals and sales are X-rated tapes. Store representatives estimate that these kinds of tapes make up anywhere from 10 to 35 percent of their business, often to men planning stag parties or weekend get-togethers

with their pals. But store owners maintained the X-rated tapes' popularity has been overrated.

"I hear people think that the X-rated is very popular, but it's not as popular as you might think," Freedman said. "Maybe 15 percent of it is porn, which is not a major part of the business."

"The big thing, surprisingly, is the gore, things like 'The Texas Chainsaw Massacre.'"

ON THE OTHER hand, store owners said there is a strong and growing market for children's tapes and other G or PG-rated material for families.

"What I wish I could get more of is more PG releases," Bevak said. "To me, this is an area that could be improved upon. There are too many RA and PG-13s. I'd like to see more PGs available, but they don't come out that way out of Hollywood."

The videotape stores aren't the only ones cashing in on the videotape revolution. Public libraries, for instance, are starting to build up videotape collections of their own.

The Livonia Public Library has been offering VHS tapes to its patrons since May 1983. Noble Branch Librarian Betty Farhat said,

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Something To Think About
BOB ROCK DIRECTOR
MARKERS AND MONUMENTS
If you are preplanning funeral arrangements, one thing you might consider is the gravestone. You may not be looking to buy anything just yet, but it might be helpful to visit a memorial dealer and brush up on the facts.
Monuments and markers were once made of many materials; now granite and bronze plaques are the most common. Marble, slate or sandstone — once used exclusively — have been found to weather so badly that they are now rarely if ever used. Granite comes in all colors; black, grey, soft reds, white. The finest stones have an absence of any discoloration or seams, with a fine, uniform grain texture and color throughout.
The size of the stone, the number of words in the inscription, and any special borders or designs all affect the price. Since all stones must be handcrafted, the price may be somewhat more than you imagine. That's another reason to check things out with a memorial dealer, in order to know what you have to plan for.

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