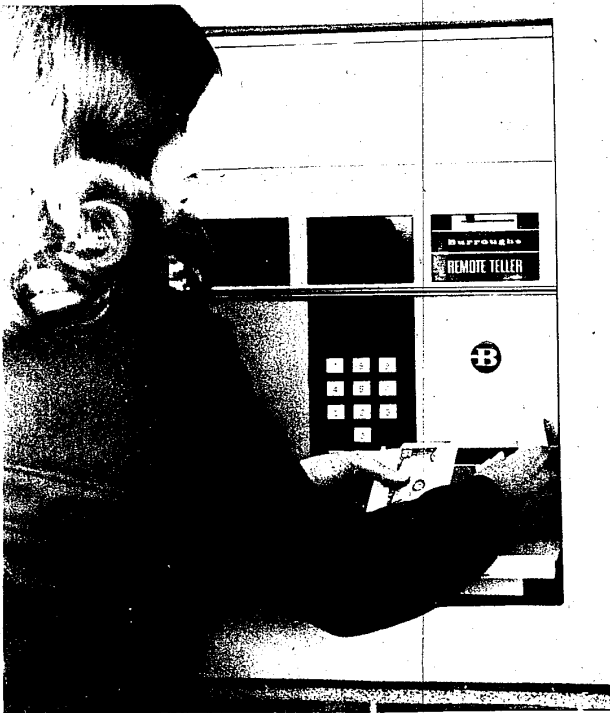




The remote teller is activated when the customer inserts his or her Cash Card. The push-button keyboard is exposed. After punching the special code number, the customer receives \$25 in cash (below).



SOB

Hope for the silver spoon set

By ELSPETH BEIER

If you call Joel Mahler an SOB, he probably won't get mad. In fact, he'll probably tell about a lot of other SOBs and even one DOB in the Detroit area who meet at least once a month.

Contrary to popular opinion, SOB stands for Sons of Bosses. Likewise DOB is the acronym for Daughters of Bosses.

Contrary to another popular opinion, sons and daughters of parent bosses do not find life to be a bowl of cherries. Nor does a silver spoon come with the daily menu.

Mahler, of Bloomfield Hills, is the president of the 30-member Detroit SOB chapter, which meets in informal gatherings to discuss problems that can afflict children who work for their parents.

MAHLER IS THE son of Mil-

ton Mahler and the nephew of Donald Mahler, who own the Morrow Steel Co. in Detroit.

A national organization with at least 250 members, Mahler said the SOBs first began in Massachusetts as a social club where many found help in dealing with emotional problems that resulted from their positions.

Thirty-six-year-old Mahler said, "Statistics show us that the reasons for the failure of many small businesses is that the son (or daughter), when finally allowed to take over an existing business, has not had enough experience as a manager."

Mahler emphasized that he was neither personalizing his comments, nor applying them to his father and uncle.

"Many companies were founded by strong rugged individualists who are reluctant to hand over the

reins to the second or even third generation," he said.

MAHLER SAID, "Business administration schools are just now beginning to recognize that many of their students are going into family-owned firms, and there are a ton of problems."

Many young men and women heading into family companies have acute emotional traumas, Mahler said, not only because of frustration in their desires to change things, but because outsiders and fellow employees "think we have it made."

The SOBs currently meet once a month for a cocktail hour and dinner and hear a speaker at the Sussex House in Southfield.

"We are looking for more members," Mahler said, "young guys and women, in either business or professions who work not neces-

sarily for a father, but for a relative, or an in-law."

The Detroit chapter of the Sons of Bosses is a part of a national drive to assist those "waiting in the wings" to cope with the problems of being junior executives.

Mahler said, "Our program of education, services (such as consulting on insurance, small management problems, seminars) not only provides camaraderie, but helps the member and eventually his company."

"ONE OF THE odd problems confronting an SOB or DOB is that if he has never worked 'outside' for strangers, he never knows how good or bad he is. Our function is to help him," Mahler said.

"We are still worrying about the guy who doesn't know what to call his father during business hours . . . he needs us," he concluded.

The Observer & Eccentric BUSINESS

APRIL 25, 1974

Cash in a flash

The vending machine that can save a trip

Say it is 5 a.m. Sunday morning and you and your family are all packed in the station wagon ready to start your long-awaited vacation.

You've got all your traveler's checks and your charge cards, but what about money for the toll roads?

You were so busy packing that you didn't have time to go to the bank Saturday. And you hate to postpone leaving until after the bank opens Monday morning.

If you're a customer of the National Bank of Southfield, there is no need to panic. There is a simple solution to your dilemma.

You just drive up to the new National Bank of Southfield branch on West Maple Road near Farmington Road in West Bloomfield, and regardless of the time or day, you can get up to \$100 in cash from your checking account.

Now you ask, how is this possible?

With the National Bank of Southfield's new "Remote Teller," all you have to do is insert your NBS Cash Card, and a few seconds later, the money is in your hands.

The NBS Remote Teller is one of the National Bank of Southfield's latest innovations. According to Ms. Joan Karpinski, manager of the National Bank of Southfield's West Bloomfield branch, among the most frequent users of the remote teller are those who must go to work before the bank's regular drive-in window opens at 8:00 a.m.

A recent demonstration of the NBS Remote Teller by Ms. Karpinski shows how easy the system works.

After inserting the NBS cash card in the remote teller machine, the customer pulls down the door which reveals a push-button keyboard. For security purposes, each customer has a special four-digit secret code number known only to the customer and to the bank's auditing department. This safeguard prevents unauthorized persons from using a customer's NBS cash card.

After the customer punches his number on the keyboard, a clip containing \$25 in cash is dispensed by the remote teller. The customer removes the money and returns the clip to the machine.

The remote teller is connected directly to the National Bank of Southfield's computer, so the cash withdrawal will immediately be

registered in the customer's account.

The service is also offered to other bank customers who may borrow up to \$100 from the remote teller at an annual percentage rate.

So far, the remote teller service is available exclusively at the National Bank of Southfield's West Bloomfield office.

The National Bank of Southfield has now grown to six locations with assets, as of December 31, 1973, of \$121,000,000, which directors say makes the National Bank of Southfield one of the nation's fastest growing banks.

The National Bank of Southfield is a subsidiary of the NBS Financial Corp., which also owns the National Bank of Royal Oak.

Good attitudes an 'adventure'

By ELSPETH BEIER

Michael Pricer always thought he had a good attitude in football, school, business and even in Vietnam.

When he finally examined his relationships and approach to life in a course called "Adventures in Attitudes," he said, "In current jargon, it was a happening. It hit me over the head and the changes stayed with me."

He quit his corporate sales training job and began his own branch of Personal Attitude Development Inc. in the Briggs Building, 22 Maple Road, Birmingham.

Now he has a mission: To change attitudes in everyone from elementary school kids to chairmen of industrial boards.

PRICER IS convinced that the 30-hour sessions (arranged in 10-week; five-week or weekend programs) can persuade participants to reexamine their approaches to family, jobs, co-workers and themselves.

"Most of all," he said, "people can learn that active listening is the key to communication."

The former Seaholm High School student and Bowling Green University football player said, "I've always been aggressive. I probably became more so after nine months of intensive jungle training with the army in Panama and close combat for months in 'Nam.'"

"Even when I was captured and escaped from the Viet Cong I felt my attitude towards myself and others was OK. But like every human I was full of attitudes imposed by others—parents, bosses, coaches, officers, etc.," he explained.

"Ninetythree percent of people don't even know what their attitude is, and when they learn through a course like this, how to motivate themselves differently,

there is no end to the changes," Pricer said.

PRICER HAS strong opinions on the subject of women and their traditional attitude of subservience and "second-class citizenship."

"Why should a woman not have high goals for herself?" he said. "Why should she feel that she has nothing more than a home and kids to look forward to?"

To prove his point Pricer explained that his wife Jane pursues her own career as a night club singer along with raising a family. The Adventures in Attitudes program was designed in Minneapolis and is practiced in Michigan via Pricer's firm.

His groups include IBM, Honeywell, Parents Without Partners, Alcoholics Anonymous, insurance companies and banks.

He hopes to incorporate Adventures in Attitudes into adult education programs as well as community colleges and grade schools.



MICHAEL PRICER