

BUSINESS PEOPLE

L. LUMBERG of Birmingham has been named to the new position of director of purchasing of Cadillac Plastic and Chemical Co. As director of purchasing, Lumberg will coordinate purchasing for all Cadillac's 50 U.S. service centers. He will also be in charge of supplier relations for Cadillac's new safety product's department.

HOWARD WILLENS of West Bloomfield has been named vice president of J. Walter Thompson

Co. Wilens has been director of research and planning for JWT-Detroit, since transferring from the JWT-New York office.

KENNETH C. ISHAM of Birmingham has been appointed commercial loan manager of the National Bank of Detroit's Metro North Regional Banking Center.

He was previously an assistant vice president. Isham is responsible for the bank's commercial loan operation serving business in the



H. Wilens

K. C. Isham

greater Birmingham area in north Oakland County.

JON P. DADY of Birmingham has been appointed commercial loan manager for the National Bank of Detroit's City West Regional Banking Center, located in Huntington Woods.

He was previously an assistant vice president at the bank. He is responsible for serving businesses located on the west side of Detroit and southern Oakland County.

R. E. DENBROEDER of Birmingham has been promoted to assistant vice president of the National Bank of Detroit's Metro



J. P. Dady

J. Westrom

mington-Bloomfield Board of Realtors, has announced the formation of his company, **JOHN L. HANNETT INC.**, and the opening of a full-service office in the Foxcroft Building, 4120 W. Maple Road in Birmingham.

The current basketball coach for Detroit Country Day School, Hannett has been active in real estate since 1968.

ROBERT MURMAN of Farmington, general sales manager for Detroit Hoist & Machine Co. in Warren, recently received the advertising effectiveness award from Thomas Publishing Co. in New York.

Murman received the award for documenting that an advertising program prepared under his supervision produced at least six

May 2, 1974

OBSERVER & ECCENTRIC (C) (40-F, 65-RO) 3-D

East Regional Banking Center in Rochester.

He is a commercial lending officer responsible for the administration of commercial loan and account relationships in the Rochester area.

JAMES STRAITH of Troy has been named regional director for National Properties Inc., a wholly owned subsidiary of Multivest Inc. He will be responsible for management of apartment properties in Michigan, Ohio and Illinois.

ARTHUR D. CHANTLER JR. of Birmingham has joined Sportsman Publications Inc., Southfield, as vice president, marketing and advertising.

Prior to his association with Sportsman Publications Inc., Chantler was an advertising repre-

sentative for Sports Illustrated Magazine.

MICHAEL F. BARRY of Farmington Hills has been named assistant vice president in the National Bank of Detroit's Investment Division.

An NBD employee for the past 11 years, Barry is assistant portfolio manager responsible for a number of investment activities.

LEO G. SINGER of Troy was recently elected to the office of vice president of Acme Mills in Detroit.

Singer has been with Acme Mills since 1959. He was previously associated with Fuller Brush.

Acme Mills is the leading supplier of fabric construction materials to the automotive industry.

Business at a Glance

THOMAS V. ANGOTT of Orchard Lake was recently elected to the board of directors of the United Dairy Industry Association, a promotional organization of the nation's dairy farmers.

Angott is president of Detroit Pure Milk Co., an independent

dairy. He is president of the Detroit Milk Dealers Association, president of Michigan Dairy Foods Association and past president of the Michigan Dairy Council.

John L. Hannett, a licensed Realtor and member of the Bir-

Buyers follow new life styles



Dr. Roger Blackwell: 'Communal living watered down is today's condominium complex'

At least 100 management representatives of greater Detroit real estate firms who attended a spring real estate seminar held in Farmington Hills last week at the headquarters of the Alexander Hamilton Life Insurance Co. of America, were told that successful housing developments depend, on how closely attuned management is to changing American values and life styles.

Dr. Roger Blackwell, internationally known lecturer, author, professor at Ohio State University, and a member of the Hamilton Board of Directors, supported this contention by outlining the events and environmental influences, which have shaped the attitudes of today's home buyer.

Among the attitudinal influences, Blackwell cited the early life time experiences of the present day buyer which, for the most part, were far different than those of the home purchaser of the late 1940s and 1950s.

The latter, he indicated, was a product of the depression and World War II. His goals, success, security and happiness, were wrapped in objects like a house, furniture and cars.

"TODAY'S HOME purchaser shares these goals," Blackwell said, "but shelter to him is only a means to this end and not an end in itself, which characterized the buyer of 20 years ago."

Today's home buyer, Blackwell

added, grew up with television, jet travel, the civil rights movement, the Korean and Vietnam Wars and emerging consumerism.

"These factors," he said, "have made him mobile, inquisitive, knowledgeable of the world around him, and cynical."

"Generally speaking, he doesn't trust business and doesn't place much faith in established American institutions. He believes the nation is all messed up, and he feels frustrated by institutional rigidity."

"Additionally the new consumer feels a loss of self and regards himself as powerless."

BLACKWELL ADVISED his audience to look to the disenfranchised extremist element of American society to spot future trends in life styles and value priorities.

"The bulk of middle America will adopt a watered down version of the extremist life style as its own," he said.

"For example, look at today's popular and acceptable hair styles and fashions, or, more to the point, communal living watered down is today's condominium complex."

The spring real estate seminar was sponsored jointly by Alexander Hamilton Life Insurance Co. of America, a subsidiary of Hamilton International, Corp., and Patrick Henry & Co., Mortgage Loan Correspondents, also of Farmington Hills.

times more dollars in sales than the cost of the advertising space.

ERB LUMBER CO. of Birmingham has entered into an agreement in principle to acquire substantially all of the assets of Mt. Pleasant Lumber Co., which operates under the name of Cashway Lumber Co.

The Mt. Pleasant location becomes the tenth retail location for ERB Lumber Co.

A second office of **CUSHMAN & WAKEFIELD INC.**, to serve the metropolitan Detroit area recently opened in Birmingham.

One of the nation's leading real estate management firms, Cushman & Wakefield Inc., whose headquarters is in New York, is a subsidiary of RCA.

A new art firm, **WALL ART**, specializing in custom designed murals for private and commercial facilities, recently opened in Farmington.

Wall Art will provide all types of murals and paintings, from supergraphics to traditional.

J. D. MATHESON of Farmington Hills, was recently elected secretary of the Michigan Engineering Society. Matheson is employed by the Engineering Society of Detroit.

The Ohio Educational Television Network Commission has engaged

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Insurance men meet

A Life Insurance Leaders Sales Spectacular and annual meeting will be held Friday by the Detroit and Greater North Association of Life Underwriters and Life Insurance Leaders of Michigan at the Troy Hilton in Troy.

Among those attending the event will be Craig C. Arnold of Bloomfield Hills, William M. Brown of Birmingham, Dennis E. Daugherty of Birmingham and Philip N. Skillman of Birmingham.



Commendation

Dr. David A. Penner, 6125 Middlebelt Road, West Bloomfield, received a certificate of commendation April 10 for his assistance in the 1973 Wayne State University (WSU) Medical School fund drive for student loans and scholarships.

Dr. Penner, a thoracic and cardiovascular surgeon, and other Wayne State alumni collected over \$84,000 for the WSU Medical School Annual Fund last year.

A 1954 WSU graduate, Dr. Penner is president of the WSU School of Medicine Alumni Association.

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