

Top salesman tells technique

David Clapper, 27, may be young but he sold more than \$15 million in property last year.

Head of the investment department of the Southfield's Hartman Group, Realtors, Clapper found that the poor economy could be good for commercial sales.

"I learned that investors were fed up with the stock market. They were disillusioned with owning a piece of stock, and wanted a more tangible asset," he said.

"They wanted to be able to see, touch and feel their income-producing property, and I had the real estate to sell them."

The two tests he applies to any income-producing property, he said, are whether it can be purchased at a price below what it would be built for

today, and whether its existing rents are at a rate below today's market.

Location, size, and desirability are factors as well, but the two tests he believes are what determine whether the investor is going to have a hedge against inflation.

Clapper hopes to have a good record this year too.

"There are a number of real estate owners who are willing to sell properties in order to obtain money. Under ordinary circumstances or a better stronger economy they would never consider liquidating these prime holdings," he said.

Coupled with lending rates coming down, and fewer purchasers with large sums of money who might drive prices up, Clapper says the outlook for the near future in his business is good.

How black MBAs are getting on

A black male with an MBA degree may command a higher starting salary than his white counterpart, but the white male may earn more in the long run.

That is what the results of a survey of employment and job satisfaction among minority graduates show, says Dr. David L. Ford Jr., a visiting professor at Michigan State University, who is teaching a course on minorities and women in business.

According to the study, the average black male with a master's degree in business administration earns about \$14,000 to start compared with \$13,182 earned by the white male. However, black MBAs receive about \$1,500 in annual increments while their white counterparts receive \$2,100.

"The \$800 differential in yearly increases," Ford believes, "is an indication that blacks are not receiving premium salaries simply because they are black."

THE STUDY was conducted by Ford, who is on leave from Purdue University, and Dr. Harold A. Brown of Southern University.

Via mail questionnaires, they surveyed 181 people about job expectations, placement, progression, mobility, satisfaction, salaries, and career goals. Most subjects were graduates of a consortium program for graduate fellowships for minorities. Six universities are in the consortium.

"We undertook the study," Ford says, "because relatively little is known about minority MBAs, since they are newcomers on the corporate scene."

Minority group representation in corporate ranks was almost nonexistent until recently, he says.

Their study also showed a disparity between starting salaries of consortium graduates and graduates of black institutions. The latter group had average starting salaries about \$3,500 below consortium graduates, and their salary increments were smaller.

"It is difficult to justify the wide difference in salary," he states.

He suggests that employers may be "unjustifiably stigmatizing the MBAs from black universities as poorly trained."

"It could also be that competition for graduates of MBA programs at black universities is not as keen as at major white universities, therefore, these alumni accept lower salaries just to be employed."

Although only one per cent of the respondents was female, Ford believes the study dispels the myth that black females' salaries exceed those of all males.

"This myth is based on the fact that black females satisfy two categories embodied in equal opportunity guidelines."

"BUT EVEN FEMALE consortium graduates earned starting salaries that were much lower than their black peers."

The researchers also concluded that the MBA degree does make a difference in the rate at which minority group members successfully enter corporate ranks, but not in the rate they move upward. Of those surveyed, 70 per cent were in training or first-level supervisory positions although some had been out of graduate school five years. Only 27 per cent of the white MBAs were at that level as reported in a recent study by another researcher.

The slower promotion rate for blacks contributes greatly to the organizational stress experienced by them, Ford maintains, and says this stress is much greater for blacks than for whites.

"As a group, black professionals eventually reach a plateau in the corporate hierarchy and in order to advance they must often sacrifice self respect and self identity," Ford says.

He thinks black executives would do well to seek alternative organizational environments, such as in black corporations, where the pressures and frustrations would not be as great.

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C. R. CHAREST, P-11736, Attorney for Plaintiff.
75-121,265
STATE OF MICHIGAN — In the Circuit Court for the County of Oakland.

SHARON L. TROSEN, Plaintiff, vs. JAMES B. TROSEN, Defendant.

ORDER TO ANSWER: At a session of said Court, held in the Courtroom in the City of Pontiac, Oakland County, Michigan, on March 31, 1975, PRESENT: HON. RICHARD D. KITHIN, Circuit Judge.

On the 31 day of March, 1975, an action was filed by SHARON L. TROSEN, in this Honorable Court, said Complaint being one for absolute divorce.

IT IS HEREBY ORDERED that the Defendant, JAMES B. TROSEN, shall answer or take such other action as permitted by law, on or before the 27 day of June, 1975. Failure to comply with this Order will result in a Judgment by default against the Defendant for the relief prayed for in the Complaint filed in this Court.

RICHARD D. KITHIN
CIRCUIT JUDGE

C. R. CHAREST, P-11736, Attorney for Plaintiff.
75-121,265
STATE OF MICHIGAN — In the Circuit Court for the County of Oakland.

SHARON L. TROSEN, Plaintiff, vs. JAMES B. TROSEN, Defendant.

AFFIDAVIT FOR ORDER TO ANSWER

STATE OF OKLAHOMA, COUNTY OF CLIFTON.

SHARON L. TROSEN, being duly sworn, deposes and says as follows: That she is the Plaintiff in the above entitled action and that the whereabouts and residence of the Defendant are unknown.

That this is a civil action in which personal jurisdiction over the Defendant herein named is not required and that an Order to Answer is necessary in this case for the reason that the Defendant's whereabouts is unknown and your Plaintiff has been advised that he is residing in the State of California, that she does not know said address, and that she has made diligent inquiry to establish said address.

Further, Dependent says not.

Subscribed and sworn to before me this 14 day of March, 1975. Delores F. Russell, Notary Public, My Commission expires: 12-29-78.

Sharon L. Trosen
Plaintiff

4-24-1975
4-21-1975
5-3-1975
5-10-1975

New manager at Michigan Inn

Western International Hotels has announced a change in the top management of its six-month-old Michigan Inn in Southfield.

Jack L. Gaines, general manager of the 425-room hotel since its opening, has been transferred to Western International's Carlton Hotel in Johannesburg, South Africa.

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K. Leighton B. P. Binnard

KIRK LEIGHTON of West Bloomfield has been appointed treasurer of the firm last year as assistant to the treasurer.

Clapper hopes to have a good record this year too.

BIRK P. BINNARD of Farmington Hills has been promoted to systems officer in the National Bank of Detroit's general services division. With the bank for two years, Binnard is responsible for development and maintenance of the system control program for its computers.

JOHN W. LANZETTA of Farmington Hills, president of Michigan Tile and Marble Co., has been elected a member of the supervisory committee for the Construction Federal Credit Union in Detroit for 1975.

AUGUST J. EXNER of Bloomfield Hills has been appointed manager of Burroughs Corp.'s data centers small systems group, headquartered in Detroit. His most recent assignment with the company was control supervisor.

DR. DUANE L. BLOCK of Lathrup Village has received the Knudsen Award presented by the American Occupational Medical Assn. in recognition of "distinction in the field of occupational medicine and hygiene." The award was made at the association's 60th annual meeting in San Francisco.

RICHARD H. HEADLEE of Farmington Hills, president and chief executive officer of the Alexander Hamilton Life Insurance Corp., has been selected as an honorary member of the Beta Gamma Sigma national business honor society. The membership was presented at the University of Detroit.

JOHN RICCA of Orchard Lake manager of energy resources for General Motors Corp. has been honored as a distinguished alumnus by Northern Arizona University in Flagstaff, Ariz. He is one of 15 alumni honored by the university in its 75th history.

WARTON M. BERMAN of Orchard Lake, president of American Corp., will speak at a seminar in connection with the annual Apartment Builders' conference and exposition in Miami Beach. He will discuss "How to Sell the Deal to Investors."

BUSINESS PEOPLE



T. Estes

TOM ESTES of Birmingham has been appointed vice president and manager of the Detroit office of Display Corp. International, designers and manufacturers of creative advertising and display merchandising.

CHRISTOPHER L. GILSON of Birmingham has been named senior vice president of the consumer business group of Advance Mortgage Corp. He will supervise residential loan and second mortgage divisions for the company.

EDWARD C. SEILS, JR. of Birmingham has joined MSP Industries, a subsidiary of W. R. Grace and Co., as president and chief executive officer. He has also been named a vice president of Grace's leisure-performance

group. Seils has come to Birmingham from Chicago where he was associated with Midas International Corp.



E. C. Seils

EDWARD ALTEUTSON of Troy has been appointed manager of Darn and Armstrong's construction management department. He joined the company in 1969 and was elected an officer in 1972.

PAUL NASH of Farmington has been appointed account executive with AMCOR-American Marketing Corp. of Birmingham.

ROBERT G. HOWSE of Orchard Lake has been appointed sales manager of Inland Tool and Manufacturing Co. of Detroit. He joined the firm's sales staff seven years ago.



R. G. Howse A. Dubin

ALBERT DUBIN of West Bloomfield, treasurer of Vlastic Foods, Inc., has retired after 48 years with the company.

BROOK CAREY of Birmingham has been named superintendent of California Institution for Women at Sacramento. She was most recently president of Executem, Inc., a consulting firm, and Brook Carey Associates of Southfield, a firm that recruits women for management positions.

DENNIS P. MONTRONE of Birmingham has been appointed director of industrial engineering and program timing for American Motors Corp. passenger cars and Jeep vehicles. He will also be responsible for long-range facilities planning.

CHARLES W. DROULLARD of Farmington has been named division manager of the directory staff of Michigan Bell Telephone Co. He has been with the company for 15 years. The last three in the Detroit area where he was involved with marketing, planning and directory departments.

Business at a Glance

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NORTHWEST DETROIT 9700 Livernois at W. 7 Mile Rd.	341-2888	BIRMINGHAM - BLOOMFIELD TWP. 4140 W. Maple Rd. near Telegraph	605-2546
22801 W. 8 Mile Rd. near Lakeside	538-6100		
14110 Telegraph Rd. at Schoolcraft	537-7540		

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