

NEWS OF BUSINESS

B'field Executive Asks More Product Planning

A prime cause of new product marketing failure is the fact that business spends less than ten per cent of research and development costs to find if there is a real need for the planned product, Robert E. Britton, senior vice president of MacManus, John & Adams, Inc. declared last week in Madison, Wis. Britton, 3040 Henhawk, Bloomfield Township, marketing and research director for the advertising agency, addressed a regional meeting of the Advertising Federation of America and the American Marketing Association.

Citing a 92 per cent mortality rate in some product lines, Britton said: "SUCCESSFUL introduction of new products is the life blood of our economy. It is the seed of business growth and survival. Yet today, this life blood is being transfused from the patient himself."

"It seems reasonable to expect that many of the products which expire upon exposure to the public were misbegotten in the first place—natural-born losers because they were factory-oriented rather than consumer-oriented."

"The public has many afflictions," Britton said, "but one it does not have is an overpowering desire to spend money on new products simply to be helpful to its friendly neighborhood corporation."

"It might be well," he said, "for everyone connected with the introduction of new products to remember that need is far less an economic factor than psychological. A 'need' is not necessarily what we do not have but more likely may be what our neighbors have."

"THE PRESENCE or absence of psychological needs for new products can be better and certainly less expensively determined before the new product is committed to the market. Economizing on market research programs today is a fast

Copen Named To Dodge Post

The appointment of George R. Copen as manager of Dodge Truck program planning and control has been announced by Stephen J. Tompkins, director of Dodge Truck Operations.

Copen joined Chrysler Corp. in 1934 as a member of the Export-Import Division staff and has served in various corporate management and executive capacities in Detroit, Chicago, Alabama and England.

He was named manager of Dodge Truck administration and methods in 1962 and held that position until his new appointment.

PART OF his new duties include the development and coordination of member companies of the NCB to improve Dodge truck's position in the world truck market.

Born in Pittsburg, Kan., June 2, 1914, Copen resides at 2024 Sunset Drive, Southfield, with his wife, Bernice; a son, Richard, 16, and a daughter, Cecil, 12. The Copens also have a married daughter, Mrs. Roslyn Verdis.

Vickers Names VP

Sperry Rand Corp. of Troy, has announced the appointment of John T. Burns as a vice president of its Vickers Incorporated Division, and general manager of the Vickers International Division.

Speaks in Detroit

Ernest D. Nathan of Birmingham, senior staff consultant of Florez Inc., Detroit-based sales manpower development agency, was the guest speaker at the Women's Advertising Club of Detroit meeting Monday.

"Your real job—thinking—must still be done by the greatest computer of them all... a 100 pound miracle of chemical and electronic reactions mass produced by unskilled labor—the human being."

In Hawaii

Mr. and Mrs. Owen E. Hall, 4114 W. Maple Road, Birmingham, attended the 1964 Pan Pacific Real Estate Conference at the Hilton Hawaiian Village Hotel, Honolulu, Hawaii. The four-day educational conference, attracted delegates from the mainland U. S., Canada, Japan, Korea, the Philippines, Taiwan, Australia and New Zealand.

Completes Course

Robert Pinder, used car manager of Harold Turner, Inc., Birmingham, was recently graduated from a business management course conducted at the Ford Marketing Institute in Detroit. Thomas S. Masters, institute director, said the five-day course provides business and office managers of dealerships with a thorough knowledge of financial management.

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JOHN K. MARTIN, Manager

A native of Birmingham, "Kirk" served in the Air Force. He attended Oberlin College, graduated a business major from the University of Michigan. Kirk entered the securities business in 1946. His hobbies are golf, skiing and chess.

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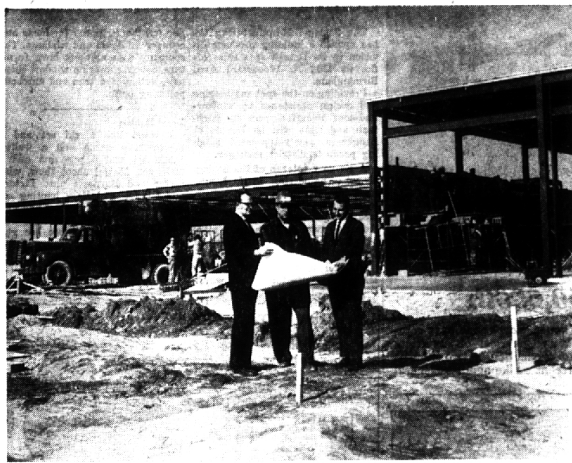
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Under Construction

The new WKBD (Channel 50) studios under construction, at 11 Mile and Inkster, Southfield, with occupancy expected by December 15. Checking plans are Gene Hill (left), director of engineering, Kaiser Broadcasting Corp. and John A. Serrao (right), WKBD general manager, with Lou Giannotti, project engineer for K & C Construction Co., Detroit. Air date for Detroit's new all sports TV station is targeted for early January, 1965.

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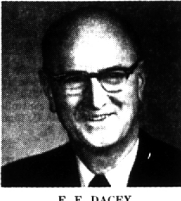
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PHIL SKILLMAN, JR.

Beverly Hills Man Ends Career at GM

F. Emmett Dacey, manager of the General Motors Building Division for the past 11 years and one of the few men in the country owning a 45 1/2-year GM service record, is retiring the end of this month under the provisions of the General Motors retirement program.

Dacey, 17020 Dunblaine, Beverly Hills, was born in Detroit on November 24, 1899. After graduation from the Detroit High School of Commerce he served here on the civilian staff of the U.S. Army Air Corps, expediting the manufacture of DeHavilland biplanes which were being built in Michigan during the closing months of World War I.



F. E. DACEY

He joined GM as a stenographer and clerk in the Central Office in June, 1919—the same month that ground was broken for the GM Building. He recalls the ground-breaking ceremonies as "very well planned—even for those days."

"I was still working for the Air Corps that week, over at the corner of Woodward and the Boulevard. The ground breaking was set at noon—so that the maximum number of 'sidewalk superintendents' could be on hand. I think, and people came from miles around to watch construction start."

DACEY BECAME a timekeeper in the GM Building Division in June of 1920 and was promoted to chief accountant several months later. During those early days on the job he made up his mind to earn a college degree. In 1925, after more than four years' evening school study, he received his bachelor of commercial science degree from the University of Detroit.

Dacey was appointed director of office services for GM's Central Office in December, 1945 and served in that position until he was named to his present assignment in August, 1957.

In the late Twenties, when local papers were referring to the towering new structure at 3044 West Grand Blvd. as "The Vertical City," Emmett Dacey naturally came to be known in mid-town as "Mr.

Ford Names B'ham Man Sales Head

Appointment of Gordon B. MacKenzie as general sales manager of the Ford Division of Ford Motor Co. has been announced by Matthew S. McLaughlin, assistant divisional general manager-sales and marketing.

MacKenzie, 184 Puritan, Birmingham, succeeds E. F. Laux, recently named executive director of the corporate marketing staff.

In his new capacity, MacKenzie is responsible to McLaughlin for direction of the division's seven sales regions and 37 sales districts, and of the market representation, dealer relations, field operations and field services activities.

MacKENZIE has been dealer development manager for Ford Division since November, 1961. Prior to that he was director of the Dealer Development Office of marketing staff, and held executive sales district posts in Cleveland, Kansas City and Detroit.

He was born in Kalamazoo, Mich., July 12, 1921; attended Kalamazoo College, and holds bachelor of arts and master of business administration degrees from the University of Michigan.

Major? As "Mr. GM Building" in succeeding years, he has seen and remembers a gaudy number of new-model car introductions.

Dacey is a member of the Board of Directors of the Detroit Yacht Club. He is also a member of the Knights of Columbus, The Detroit Board of Commerce and the Detroit Yacht Club.

Dodge Names Lavin To Marketing Post

Appointment of Donald E. Lavin as market analysis manager for Dodge Division, Chrysler Motors Corp., has been announced by J. S. Alton, sales distribution manager.

Prior to his promotion, Lavin, 3753 Quanton, Bloomfield Township, had been business management manager for the St. Louis Region.

Lavin joined Dodge in 1956 as St. Louis regional office manager after serving four years with American Motors Corp. in office, business management and city managerial positions.

With Dodge in St. Louis, Lavin served as office manager, district manager and distribution manager. He was named regional business management manager in 1963.



Best of Show

Chrysler Corp.'s print and television advertising both were awarded "Best of Show" Bravo awards by the Art Directors Club of Detroit. Richard E. Forbes, 1080 Pilgrim, Birmingham, corporate advertising director for Chrysler (second from right) is shown accepting one of the two "Best of Show" honors from Lee Bleifield, president of the Art Directors Club. Looking on are R. T. McKelvey, senior vice president of Young & Rubicam, Inc., and Robert P. Leonard, 304 Barden Road, Bloomfield Hills, (seated) vice president and account supervisor for Y&R.

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November 19, 1964

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