

Good looks is generally what young folks look for when they are courting, but as the years roll on, even "good looks" vanish and character becomes the sculptor... and other qualities are more important.

# The Birmingham Eccentric

SECTION 4  
Thursday, August 18, 1955

## Promote Three Ford Executives



Promotion of B. A. Best to the newly established position of general finance manager, Tractor and Implement division, Ford Motor company, is announced by Irving A. Duffly, vice president and general manager. Best formerly was divisional controller.

Finance activities of the division under Best have been reorganized. S. J. Gilen, who has served as controller, Steel division, Ford Motor company, since 1947, has been appointed divisional controller. F. C. McRea has been appointed manager, financing department.



PRIOR to joining Ford in 1953, Best was treasurer and member of the board of directors of Dearborn Motors Corp. From 1939 to 1947 he was associated with Bendix Aviation corp., six years as controller for the Friez Instrument division of the firm.

He also has been associated with the Haskins & Sell, Chicago; Service Corp., Miami, Ind.; and Railway Terminal & Warehouse Company, Chicago. Best lives at 983 Cranbrook Road, Birmingham.

GILEN has been associated with Ford since 1947, serving as senior contract administrator and later was in charge of organizational planning in the central controller's office before being named controller, Steel division.

From 1933 to 1946 he was associated with Ebasco, Inc., a general contractor, reaching the position of controller, Fisher Detroit Division, a general contractor, and variety of Detroit, he resides at 3019 Chewton, Bloomfield Village.

McREA was manager, audit and budget department, Dearborn Motors corp., prior to joining Ford in 1953. From 1943 to 1947, he was senior auditor with Arthur Anderson & Co., Detroit.

He also had been associated with the Navy Coast department, Detroit, and with the Detroit Aircraft and Terminal divisions of General Motors. A graduate of Detroit Institute of Technology, McRea lives at 3224 Lincoln Drive, Birmingham.

## Appoint S. G. Little To GMC Truck Engineering Post

Appointment of S. G. Little as an assistant chief engineer of the GMC Truck and Coach Division was announced this week by Phillip J. Monaghan, vice president of General Motors and general manager of the division.

Little, of 1211 Lake Park drive, Birmingham, was formerly an engineer in the GM styling section. He joined the engineering staff of the Cadillac Motor division in 1929 as a GM Institute student, and was graduated in 1933.

LATER he was staff engineer in charge of testing and developing at the Cleveland Tank plant and in 1951 was appointed assistant chief engineer at the tank plant.

Little transferred to the GM styling section in 1954, acting as liaison on chassis matters between GM divisions and the styling section, and directing various design development projects.

## Birmingham Youth Selected for Jr. Achievers' Meeting

Russell M. Richardson, Jr., 16, of 848 Southfield, Birmingham, has been chosen a delegate to the twelfth annual National Junior Achievers' Conference—NAJAC at Miami University, Oxford, Ohio, August 22 to 26.

Russell will be part of a 40-member delegation from the Junior Achievement of Southeastern Michigan. In all, 515 delegates, representing 30,000 achievers who were in business throughout the nation last year in J.A.'s "Learn by Doing" program, will participate.

DISCUSSIONS of teen-aged business problems and election of national officers will highlight the five-day conference.

Delegates were chosen for NAJAC on the basis of their records of leadership and achievement. Russell was a member of UNALCO, sponsored by The Birmingham National Bank last year, which won an "Advanced Achiever" award for his leadership abilities.

## Students Honored At Commencement

Four local students were honored at General Motors institute commencement exercises on Aug. 17.

Robert E. Annis, 6485 Worthington, received a mechanical engineering diploma in the Business Management category, 2527 Broadway boulevard, was awarded a two-year degree certificate.

Receiving a ten-year award was William A. Turunen, 488 Wooddale.

Jerome H. D. Newman, 843 Tottenham, received a four-year business administration diploma.

## BUSINESS BRIEFS

**Name O'Neil to Executive Post**

Appointment of Thomas J. O'Neil of 2751 Santa Barbara, LaGrange, as executive director of sales and advertising staff for Ford Motor company, was announced this week by Walker A. Williams, vice president in charge of sales and advertising.

O'Neil, a native of Memphis, Tenn., joined Ford in 1945 as a clerk in the accounting department at Memphis and later became controller.

He transferred to the sales department in 1926 and served in assistant, and branch manager positions in several parts of the country before World War II.

DURING the war, O'Neil was materials controller for the Alab-

## GE Promotes New B'ham Resident

Robert A. Cliff has been appointed manager of product sales for the Michigan district of General Electric Company's Apparatus Sales division. It was announced this week.

Cliff is a native of Iowa but has been with General Electric since 1936 when he graduated from Iowa State with a BS in general engineering. After completing the GE Test engineering course he spent three years as a sales engineer in the Motor division of the Industrial department at Schenectady, New York. The next two years (1940-1942) he was in the Industrial division of the GE Apparatus office, Chicago.

HIS career was interrupted with three years of active duty in the Navy as a Lieutenant, USNR from 1942-1945. Upon returning to civilian life he became a sales engineer with the South Bend, Indiana office and was made manager of that office in 1946, a post he held for seven years.

In 1953 he was appointed manager of equipment sales for the Industrial Control department at Schenectady, and remained in that position until his present appointment in Detroit.

CLIFF is a member of the American Institute of Electrical Engineers and was a qualified professional engineer in Indiana. While in college he received the Cardinal Key, signifying membership in the Senior Men's honorary. He was

## WATCH for the Grand Opening of GIL SCHAEFER'S Water Sports Headquarters

FIVE STATE members, consisting of the director, county planner,...

## Dial the correct HEAT for BACON-EGGS-PANCAKES and your other favorite dishes



Everything Will Be More Delicious Because You Get the CORRECT HEAT Every time

WATER-SEALED element for easy washing.

Easy-to-See FRY-GUIDE and HEAT CONTROL DIAL right in the handle.

DOES NOT BURN! Safe for plants as morning dew.

Scott's ORGANIC This true All Natural plant food is safe and harmless for all plants. Use on lawns in hottest weather without a worry. Feed roses and flowers monthly to enhance color and vitality. 50 lb bag—\$1.95

TURF BUILDER—The 27 year old complete food for lawns. Excellent for summer feeding it can be watered in immediately. Wet weather rate: 5 lbs per 1000 sq ft. 10 lbs—\$1.15 25 lbs—\$2.50 50 lbs—\$3.95

## 'County Pict-O-Facts' Series Will Start Soon

The Oakland County Planning Commission has prepared a series of fifty-two "Oakland County Pict-O-Facts" for weekly publication beginning September 1 in this paper. These are illustrated and briefly worded facts about the physical, economic, social, and historic aspects of county life.

"We hope to give our citizens a better understanding of their county's history, present and future."

The planning commission, established by the board of supervisors on Aug. 9, 1949 because of public concern with the problems of rapid and uncontrolled growth of Oakland county, has offices on the fifth floor of the County Office Building, 1 Lafayette St., Pontiac.

MEMBERS of the commission, eleven in number, are appointed by the board of supervisors and represent a cross-section of important segments of the economic, governmental and social life of the community.

Present members are J. Robert F. Swanson of Bloomfield Hills, chairman; Roy F. Goodspeed, Ferndale, vice chairman; Ralph A. Main of Birmingham, secretary; Leon V. Belong, Lloyd Anderson and R. Clark Cummings, Pontiac; Roger Oberg, Oxford; Elmer R. Pettegill, Clarkston; Ernest W. Seabolt of Birmingham; Richard A. Ware, Huntington Woods; and Howard C. Decker, Pontiac.

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**School-to-Home Trip Dangerous**

On that trip between home and school nearly 2,000 children are killed annually, with thousands more injured.

The Institute For Safer Living of the American Mutual Liability Insurance Company advises keeping these points in mind: Work out and use the safest route to and from school with your child; teach him to walk on the extreme left edge of the road, always facing oncoming traffic; if there is no walk; impress your children with the importance of obeying traffic officers; school crossing guards, school safety patrols or mechanical signs and signals.

## RENT! A New Portable Typewriter

(all makes available)  
**\$5** per month

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Should you decide to buy—Pay Balance \$5.00 Mo.

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**Birmingham Printing and OFFICE EQUIPMENT Co.**  
369 EAST MAPLE AVENUE Midwest 4-4740

## Are You A DEFEATIST?

Well, we too had a beautiful lawn last year and until we went on our vacation the first of July. But we burned the lawn by using a poor spreader, going back and forth instead of around and then not watering because we were tired. Then the grass was cut too short. Now we are having a splendid experience with weed killers and can give you our preferences.

Crabgrass & Broad-leaved weeds  
CRAB-NOT SPECIAL  
Crabgrass—CRAB-NOT STANDARD (Chickweed)—CWK

Broad-leaved weeds—2-D  
(We found CRAB-NOT SPECIAL had a bad effect on purslane or pursley or wild portulaca or duckweed or pigweed.)

Keep your chin up. We regret to inform you that—due to an increase in the cost of labor has that is the cost of certain, ah—oh—well—SALT IS UP A BIT IN PRICE.

But don't have a fit. The average user will pay \$1.20 a year more. We do regret—we mean, although there is—of course we didn't want—well, there it is. It is up a bit.

To glorify the inner recesses of your living room or hall, we have MINIATURE AFRICAN DATE PALMS. We bought just a few but now we have 80 many that we think they must be having dates. Anyway, in order to hold down the number we have lowered the price in accordance with the law of supply and demand to

75c EACH  
2 for \$1.25  
(Doesn't that sound exciting?)

In a much more sedate mood we wish to tell you that our wonderful MADONNA LILY BULBS have just arrived from The Grand Trunk Station. This is the month to plant them.

(There are only 250—don't tarry.)

Along with the Madonnas (but not related to them) are the unusual, fascinating and beautiful COLCHICUM MAJOR COLCHICUM ALBUM

Gosh! If this paper only could print color pictures—we probably couldn't afford to run one. Well, these bulbs flower without dirt, water or fertilizer. Just set them on the mantle or table and suddenly they throw out 6 to 15 exquisite white (album) or dainty pink lavender (major) flowers. This bulb makes a wonderful gift for "shut-ins" and friends or for prizes for Bolivia (or Samoa or Canada or Avey-Deucey).

We don't believe in bargain sales although occasionally we pick up something nice for a maiden aunt or an old wedding. But we are having one now—quite a lot of lovely objects d'art and other poor buys which we now call "stuff". This stuff put up a brave fight for survival and, unfortunately, it did survive. So now we are stuck with it unless you care to take a chance.

DO NOT TURN IT DOWN UNTIL YOU HAVE SEEN IT.

DEPT. OF SPECIAL APPEALS:

- Someone gave us a check, No. 102 on the Wabeco Bank on July 16th for \$2.16—no signature on it and we are finding it hard to cash. (1¢ of ad costs about \$1.20.)
- Someone bought 75' of Korosel hose and an Avon sprinkler on May 21st. We would like to send a bill but do not have the name and address.

For Very Good Reasons Our Shop Will Be Closed ALL DAY WEDNESDAYS During August

**McCLELLAN-BALL CO. SUPPLIES**  
YARD GARDEN FARM KENNEL  
BIRMINGHAM, MICHIGAN  
Phone MI 4-4133 159 Brownell St.

**Lawrence E. Smith Landscape Design and Construction**  
135 N. WOODWARD in the Woodbury  
Phone MI 4-2336

**Don't Forget Cigarettes!**  
**OLD GOLD**  
America's First Family of Cigarettes

FILTER KINGS  
REGULAR  
KING SIZE

297 E. Maple Birmingham  
Beverages Delivery

**Most Afflictions Are But Temporary . . .**

Even troubles that are considered chronic can be arrested if treated in time. Just about every known disease and physical distress can be in some way relieved.

Pharmacy, medicine and your Doctor's services are wonderful advantages of our modern age. Use them! Consult your Doctor promptly when there is sickness, injury, or whenever his services are required.

**The Chemist Shop**  
141 E. MAPLE  
BIRMINGHAM, MICHIGAN

**Hot Weather Feeding... Lawns, Roses & Flowers**

DOES NOT BURN! Safe for plants as morning dew.

Scott's ORGANIC This true All Natural plant food is safe and harmless for all plants. Use on lawns in hottest weather without a worry. Feed roses and flowers monthly to enhance color and vitality. 50 lb bag—\$1.95

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**HUSTON HARDWARE CO.**  
Birmingham's Housewares Store  
205 N. Woodward MI 4-7330  
Hours 8 to 5:30, Friday 8 A.M. to 9 P.M.

**Richard L. Jeffers**  
**Jeffers Appointed As Representative**

W. M. Milligan, Detroit manager of the Manufacturers Life Insurance company announces the appointment of Richard L. Jeffers as the company's representative in the Birmingham area.

Jeffers was graduated from Birmingham high school in 1948. He attended the University of Michigan, Mexico City college and was graduated from Ohio university in Athens, Ohio in 1952.

Jeffers served two years in the US Army stationed in the Panama Canal Zone. While in Panama he married the former Barbara A. Siska. They have one daughter, Susan Carol.

**John W. W. Co. The Chemist Shop**  
141 E. MAPLE  
BIRMINGHAM, MICHIGAN