

BUSINESS BRIEFS

American Motors' New Metropolitan "1500"



A NEW VERSION of American Motors' foreign-built Metropolitan, highlighted by a new engine and broad styling changes, has just been introduced. Available in hardtop and convertible models, the Metropolitan boasts a 24 per cent increase in horsepower but still attains up to 40 miles per gallon. The new line will be handled by Birmingham Nash agency, 666 S. Woodward avenue.

Millionth Girdle On Display Here

Gossard's millionth party girdle, specially jewel encrusted, is on display this week in the window of the Glassford shop, 135 Pierce, Birmingham.

One of the most popular garments which Gossard produces, the millionth girdle was selected for showing around the country.

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Grant Appoints Doyle W. Lott

Appointment of Doyle W. Lott, 855 Madison, Birmingham, as assistant account executive on the Dodge account, and director of Dodge regional account activities for Grant Advertising, Inc., has been announced.

In his new position, Lott will supervise regional advertising personnel assigned to the Dodge account and operating out of Grant offices located in key cities throughout the country.

Former director of advertising, sales promotion and public relations for Reo Motors, Inc., Lansing, Mich., Lott also was an account executive for William Hart Adler, Inc., Chicago, and T. W. Moss Associates, Inc., Detroit. He was with Reo from 1947 to 1955.

4 Birmingham JA Firms Win Industry Awards

Four Birmingham Junior Achievement firms are celebrating honors they took in the annual industry awards competition conducted among all of the 273 Junior Achievement firms in Southeastern Michigan.

Tops among the Birmingham firms taking honors was Gadgeo, manufacturer of a gold score card holder, which took first place in the aluminum manufacturing category.

GADGEO is sponsored by Vickers, Inc., and headed by president Dick Spicer, 19, of 2056 Wilshire, Berkeley, a Shrine high school senior.

Dick's company was started in October and was capitalized for \$100 by the investment of 93 stockholders in 200 fifty-cent shares. To date the firm has sold 375 of its aluminum score card holders, and grossed \$460 in sales.

Two other firms, Lancer Products, sponsored by Dodge Div. of Chrysler Corp., and Gimco Enterprises, sponsored by The Birmingham Eccentric, took second place awards in the furniture and plastics categories, respectively.

LANCER Products is headed up by 17-year-old Robert Oves of 2086 N. Wilson Ave., Royal Oak. The company sold 55 of its tables for \$164 and was capitalized by the investment of 271 people.

Gimco, which won its award for its desk pen set, is headed by president Tom Hawblitzel, 17, of 17401 West 14 Mile Rd., Birmingham. The firm was capitalized for \$125 by the investment of 100 stockholders, and to date has grossed \$211 in sales.

The fourth Birmingham winner is the Jo-It Co., which took an honorable mention in the general manufacturing category fifth its two products, memorandum pads and highway reflectors.

Wrigley Manager Receives Award

Herman Ziolkowski, manager of the Birmingham Wrigley store, has been awarded a Good Citizenship Certificate by the National Association of Food Chains for outstanding contributions to their communities and active participation in civic groups and service organizations.

Ziolkowski was one of nine Wrigley store managers to receive the award. The Good Citizenship Award program is sponsored annually by NAFPC to encourage members of the food industry to take an interest in community affairs.



R. G. CAMPBELL
Directors Name R. G. Campbell

R. G. Campbell, 1450 Redding road, Birmingham, was elected to the board of directors at a stockholders' meeting last week of the Boyer-Campbell Co., Detroit.

The board then named Campbell president and general manager of the industrial supply company.

Local Architects Win National Honor

Design for the Royal Oak Clarence M. Kimball high school by O'Dell, Hewlett & Luckenbach Associates, Birmingham architects, has been voted honorable mention in the fifth annual better school design competition of the School Executive Magazine.

The \$4,100,000 high school is now under construction on a 72-acre site at Crooks and 13 1/2 Mile road and will be ready for occupancy in January.

A similar award was won by the firm in 1952 for design of the Oak Park high school. Competition is nation-wide and hundreds of entries are submitted for the annual awards.

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