

# BUSINESS BRIEFS

January 3, 1957 THE BIRMINGHAM ECCENTRIC 3-A Appraisers Soc. Elects Gilmore



GEORGE LYON displays samples of his new stainless steel flatware.

## Wheel Covers Lead to Tableware

A new high quality of stainless steel flatware is the product of an Birmingham resident George A. Lyon, 290 Lake Park Drive. Beautifully designed in a "50's" so pattern, the new knives, forks, spoons, etc. reveal a craftmanship and skill which heretofore have been unknown in the United States.

"Color, luster and detail of pattern have had the big problems in producing flatware. Stainless ware in the past," according to Lyon, "The American table set played a double role for the lack of ordinary and stainless steel ware and the '50's' finish of the flatware which has been manufactured here in the past."

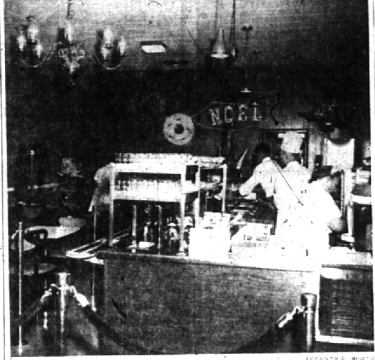
AMERICAN women have shown an overwhelming preference for traditional patterns. (By experience as the world's largest fabricator of wheel covers and other metal products has developed a knowledge and skill about our workers which, suggested by expert metalworkers, and the most modern machinery, have made this product possible.

"When we decided to diversify our interests and produce this tableware, we retained a top authority on aluminum design to give us an entirely new and practical pattern.

"The result was a design combining a restrained modern with a modified traditional to match or complement other tableware in the home. Now luster and finishing processes were developed to give the tableware a deep and durable finish."

WOMEN WHO have seen the product are especially pleased with the new flatware, not only for its appearance, but because it never loses its polish. Lyon pointed out.

The new chests of flatware are on display at the Lake Jewelers in Birmingham and a limited quantity has been produced for the Christmas trade.



PREPARING FOOD FOR THE noon luncheon in Monahan's Beef Buffet, 675 E. Maple, Birmingham. Monahan's serves a la carte luncheons and dinners. The cafeteria style counter allows customers to choose as they pass through the line.

## Monahan Beef Buffet Opens on Maple Road

A fully colored wreath with the word "Good" greets customers during the holiday season as they enter Monahan's Beef Buffet, 675 E. Maple, Birmingham's newest eating place.

The restaurant, open all week from 11 to eight p.m. daily, features a la carte luncheons and dinners, specializing in prime roast beef-buffet style. Anyone questioning the quality of the food is invited to a price check blue book, attached to a light over the meat tray.

HIGH FIDELITY music is played softly throughout the day. Near the front door is a jukebox with a double arrangement which serves a double purpose, both decorative and deaf preventive.

Fingerlike draperies, enhance the window of the restaurant. Furniture and chairs have spring seats and backs.

The restaurant had its grand opening December 12.

At the annual Christmas party of the society of residential appraisers, greater Detroit chapter 13, the officers and directors of the society for 1957 were announced as follows:

Vernon F. Gilmore, President  
Independent Appraiser, Southfield Township.

Directors elected for 1957 were: David Levinson, Independent Appraiser 144 W. Maple, Birmingham and G. Gordon Walker, Vice Pres. Max Brook, Inc. 300 S. Woodward, Birmingham.



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WILLIAM G. LICHT  
Campbell-Ewald Promotes Licht

The appointment of William G. Licht, 210 N. Chesternut, Birmingham, as assistant account executive handling marketing development in the merchandising dept. of the Campbell-Ewald Co., was announced today.

Formerly a member of the sales dept. of Cadillac motor car division of General Motors, Licht has had extensive experience in advertising, sales promotion and merchandising

## Made District Agent in Colorado

George H. L. Burdick, Jr., son of Mr. and Mrs. George H. L. Burdick of Franklin village, has been promoted to district agent in Boulder, Colo., for Mutual Benefit Life insurance company of New York. L. E. company officials have announced.

Burdick, 27, joined Mutual Benefit Life, Denver, as a life underwriter in January, 1956.

Born in Birmingham, Burdick graduated from Birmingham high school in 1945 and attended Michigan State university, Miami university of Ohio, and Western Michigan college. He played half-back on the Michigan State football team in 1945 and 1946.

Burdick served with the U. S. Air Force from January, 1951, to November, 1952, and for a year tended a weather intelligence team in north Korea. While serving in Korea, Burdick was a free lance correspondent for The Eccentric.

Following his discharge from military service, Burdick was in a promotional training program with the tractor div. of Ford Motor company in Birmingham.

work at the home office and field level. Since 1946 he has been associated with the sales department of the Lincoln-Mercury division of the Ford Motor Co.

Licht is married and the father of two daughters.

## National Bank Promotes Three Birmingham Men

The National Bank of Detroit has announced the recent promotions of three local men.

Richard D. Arnos, 1689 Norfolk, Birmingham, was named as trustee president on the administrative staff. Arnos was formerly assistant cashier.

James A. Aliber, 16022 Buckingham, Birmingham, residential appraiser of the bank's mortgage department, was promoted to assistant cashier.

Norman W. Bell, 622 Chestnutfield, Birmingham has been named assistant to the vice president.

Fred B. Miller, Jr., 2942 Decherster, Birmingham has been promoted from assistant to top loaning officer, to assistant cashier, city division.



JEROME G. NAEYAERT  
Socony Promotes James Naeyaert

Jerome G. Naeyaert, Middlebury Lane, Bloomfield township, has been promoted to assistant manager of Pontiac district, Socony Mobil Oil company, Inc., according to Walter A. Garbis, manager, White Star division.

Naeyaert, an army veteran, served in the Aleutians and in Europe during World War II.

He joined the company in February 1952, as a sales trainee, later becoming a salesman, prior to his latest position as district trainer.

## Brook Appointed Chairman Again

Ford M. Brook, 10 Lone Pine Ct., Bloomfield Hills, was re-appointed as chairman of the real estate license law committee of the Michigan Real Estate Association for 1957.

A. K. Saunders, association executive vice president, said Brook's re-appointment was "a distinct honor, based on the splendid record of accomplishment of his committee in the preceding year."

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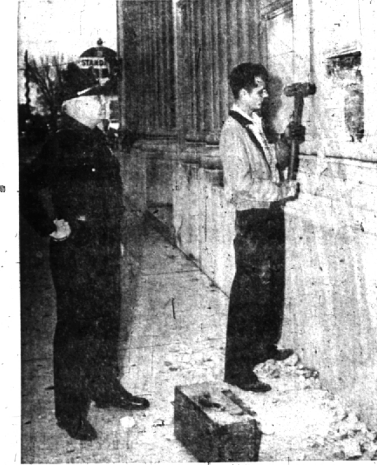
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WILLIAM WEISS, guard at the Detroit Bank & Trust Co., Woodward and Hamilton, Birmingham, watches a workman during the installation of a depository plate at the bank. The new bin-type chute, which also has a letter slot, is considered by bank officials to be safer and more convenient for customers.