

BUSINESS BRIEFS



Distributor Uses 'Copter

In order to be of greater service to their dealer organization in procuring emergency parts from supplier warehouses, Great Lakes Tractor and Equipment Co., 2100 E. Maple, state distributors for Ford Tractors and Ford Implements, are now using the services of Helicopter Airways Services, Inc. The first such an emergency came about last week when a dealer in Allegan needed parts in a hurry. The parts were picked up on the front lawn of the Tractor and Implement division's parts depot in Lincoln Park and delivered to the Birmingham address in a matter of minutes. The parts were on their way to the dealer in less than an hour after his call.



Participate in Hi-Fi Show

John F. McCallum (left) and Donald L. Dean, of Birmingham hi-fidelity dealers, will take part in the Detroit International Hi-Fidelity Show Nov. 8, 9, and 10 at the Detroit Leland hotel. The exhibit of component Hi-Fi equipment will be sponsored by the Institute of Hi-Fidelity Manufacturers and the leading Hi-Fi component dealers in the Detroit Metropolitan area. The show will be open to the public.

November 7, 1957 THE BIRMINGHAM ECCENTRIC 3-D

Russell F. Derr Named to Steel Firm Position

Russell F. Derr, widely-known steel sales executive in the Detroit area and a former General Motors Corp. employee, has been appointed assistant general manager of sales for Jones & Laughlin Steel Corp.

Derr has been Detroit district sales manager for Pittsburgh Steel Co. since February, 1952, and before that had spent 13 years with General Motors in various capacities.

In his new capacity with J & L, his offices will be in Detroit.

A NATIVE of Dayton, Ohio, he attended schools there and also attended Miami university in Oxford, Ohio, where he majored in industrial organization.

He joined General Motors in May, 1939, as a salesman for the Frigidaire division. In 1940 he was assigned to the Dayton plant of the Frigidaire division as an outside expeditor in the purchasing department, and later as a raw materials buyer.

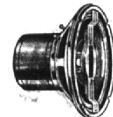
In November, 1948, he was transferred to the central office of GM in Detroit for an assignment in the purchasing and salvage section of the manufacturing staff.



Open Plant Here

Specifications Service Co., Detroit, recently appointed exclusive Detroit area service center for Ozalid Microline products, recently opened a new plant in Birmingham at 574 N. Woodward. The service to be offered includes filming, processing, unitizing, indexing, duplicating and enlarging microfilm to either full or half-size copy. Above, Morris Baron, president of Specifications Service Co., points to microfilm equipment used by the firm.

Electro-Voice



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McCallum & Dean

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Realtor Head Suggests Home Bookkeeping

Home work — particularly the kind that deals with bookkeeping arithmetic — may pay off for the head of the family as well as children attending school, according to Elliot S. Kinney, president of the Birmingham real estate board.

The board is affiliated with the National Association of Real Estate Boards, whose members are entitled to call themselves Realtors.

"Many home owners, who do not realize that many expenses in connection with their homes legitimately may be deducted from federal income tax returns provided they keep simple records, are losing money they might save," Kinney explained, as the start of another school year makes "home work" a familiar phrase once again.

PROBABLY ONE of the most important of the deductions available to home owners are those which may be made in connection with residential losses sustained as fire, storm, hurricane, or flood, he said. (Casualty deductions may be made for damage to trees, shrubbery, or other attributes of the property as well as damage to the house itself.)

Kinney advised that casualty losses of this nature may be deducted only if the individual itemizes his deductions on his tax return. To do this, of course, careful home bookkeeping records must be kept.

Other and more familiar deductions which home owners may make in their federal tax return include those for real estate taxes, the interest paid on home mortgages and interest paid on property improvement loans. Real estate taxes are deductible for federal tax purposes whether paid on residential or any other type of real estate.

Are you thinking of buying a new house? Then read the "For Sale — Houses" column on the Classified Ad pages of this week's Eccentric.



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