

# BUSINESS BRIEFS

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## American Motors' 1958 Rambler

The 1958 Rambler line of six and eight-cylinder models will go on sale Oct. 22 at Birmingham Nash, Inc., 686 S. Woodward. Both the V-8, known as the Rambler Rebel, and the Six, both of which boast of more than 100 major styling and engineering im-

provements, are built on a compact 108-inch wheelbase. The six develops 127 horsepower and the V-8 is rated at 215. Shown is the Rambler Rebel Cross Country station wagon, one of 11 models in the line.

## Residents Honored At Annual Banquet

Six Birmingham residents were among those honored by the Socony Mobil Oil Company, Inc. in Detroit Oct. 4, for 20 or more years of service with the company.

Attending the annual Twenty Year club banquet were Walter A. Gathrie, 750 Oakleigh, Bloomfield Hills; Theodore H. Millington, 19945 Sunnyslope; Henry Muller, 7 Old Salem Court; George H. Priggen, Jr., 4091 Echo, Bloomfield Hills and Fredric W. Sevin, 362 Fairfax.

More than 200 persons from Michigan and Ohio gathered for the banquet and Herbert Willet, vice-president and director of the company, was guest speaker.

## Roberts Named Branch Manager

Mayor William E. Roberts of Abbey road was recently named Birmingham branch manager of Cole-Mason, Inc., insurance agency, with headquarters in Detroit.

Roberts is the first person to take charge of the Birmingham office since it was purchased in 1955 from Snyder, Kinney and Bennett, real estate company.

Roberts began his business career in Birmingham for the New York Life Insurance company, after he was graduated from the University of Michigan with a BA in political science. Then he spent six years here with the Hugh C. White insurance agency before taking his latest position.

mayor william roberts

## Named Burroughs Division Manager

James Ford has been appointed central regional manager for the electrodata division of Burroughs Corp. Ford will head central region marketing operations for electrodata computing equipment, which includes datatron electronic data processing systems and the E101 computer.

"He joined Burroughs as a sales representative in 1946, and progressively advanced to a number of supervisory positions in the home office sales department before being named bank zone sales manager of Burroughs' Detroit branch in 1954.

Ford lives at 4891 Burnley, Bloomfield township.

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## JA Corporation To Be Organized At Bham Center

One thousand advisors, executives from business and industry, have been trained this year in preparation for the start of the Junior Achievement program which began Oct. 7. The training sessions were designed to prepare volunteer adult advisors for their duties in counselling teenage operated JA companies.

The "learn by doing" JA program for economic education gets underway next week when a JA miniature corporation will be organized at the JA business center in Birmingham at 177 S. Woodward.

JA companies in southeast Michigan alone, are expected to total some \$121,000 in gross sales during the '57-'58 JA year. Nationally the figure is expected to near the one and a half million dollar mark.

## Assists Planning

Carl M. Kaltwasser, 364 Puritan, business specialist for the Detroit Ordinance district, is among Detroit area residents assisting in arrangements for the Oct. 8-10 Michigan Business Opportunities show to be held in Port Huron.

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## Wins National Quality Award

James H. Moorcroft, 32915 Norchester, Birmingham, general agent for the Midland Mutual Life Insurance Co. in the Detroit area, recently won the national quality award for the 10th consecutive year. This symbol of high achievement is given annually to field representatives in recognition of superior performance in serving the public's life insurance needs, and is awarded by the National Association of Life Underwriters and The Life Insurance Agency Management Association.

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