

# Gordon Goodman

(Continued from Page 1-A)

tackled engine design from the standpoint of utilizing manufacturing experience gained while producing precision engines for automobiles.

HIS NO. 1 assignment was to work with Allison engineers in designing and developing liquid cooled aircraft engines of higher horsepower ratings to equip bigger and faster aircraft needed by the allies. But his liaison with Cadillac was so close that it was tantamount to a split operation.

Before World war II was over, tens of thousands of Allison engines were being manufactured and Cadillac was producing more than 1700 precision parts for each engine.

Gordon continued his Allison operation until 1948, when he began spending more time at Cadillac, transferring his talents from aircraft engines to other defense items—tanks and motorized artillery.

HIS ENGINEERING background led to his appointment as chief engineer of the division on June 1, 1948.

Subsequently, Cadillac became the design agency for light tanks and related armored vehicles which were produced in the United States.

A new tank motor and transmission resulted from his concentration on Cadillac's assignment to build faster and more mobile tanks.

Following the end of the war, Gordon was appointed general manager of Cadillac on June 4, 1948, and hence a vice-president of General Motors.

Working with other GM engineers, he was instrumental in developing and introducing high compression V-8 engines of the over-the-hill type which now are general use throughout the automobile industry.

CADILLAC, under Gordon, had broken all production and sales records for the division before he left on July 10, 1959, to accept the responsibility of vice-president in charge of engineering for all GM Divisions.

In his new position, he made top engineering decisions on diesel engines, Frigidaire appliances, aircraft engines, autos and all other GM products.

On Jan. 1, 1961, he assumed his present position. At the same time he was elected to the GM board of directors and to the company's administration and operating policy committees.

As group vice-president in charge of body and assembly divisions, general managers of three GM divisions, encompassing 38 plants with some 100,000 employees, reported to him.

A LARGE PORTION of the approximately \$5 billion GM has spent on expanding plant facilities during the post-war period was assigned to divisions under his direction.

Chairman of the board of regents of General Motors Institute, he holds memberships in the Society of Automotive Engineers, Engineering Society of Detroit, American Ordnance association.

Gordon was born May 15, 1900, in Akron, Ohio. He was educated in grade and high schools in Greeley, Colo., and in 1922 was graduated from the United States Naval Academy. The following year he received a master's degree in mechanical engineering from the University of Michigan.

HE HAS BEEN active in various civic and humanitarian projects and in 1937 served as chairman of the industrial division of Detroit's famed United Foundation Torch drive. His division raised the major share of the record-breaking \$18,000,000 turned over to the foundation for civic and charitable projects.

The new GM prexy has two children. A daughter, Mrs. Henry Whiting, Jr., lives on Orchard Hill drive in Bloomfield township. A son, John F. Gordon, Jr., is a graduate business administration student at the University of Michigan.

**Starts Training**  
Donald G. Weidner of Wattlewade, Birmingham, has begun six months active duty training at Fort Leonard Wood, Mo. Weidner is a member of company D, 703rd Tank Battalion, Army Reserve, Pontiac.

**THE MACHUS FAMILY—Presents**  
"Gracious Dining Without Extravagance"

Busy With That First Day Of School!  
BRING THE FAMILY FOR DINNER AND ENJOY

**TUESDAY FEATURES**  
Roast Long Island Duckling 2.35  
Broiled 6 Oz. Tenderloin Steak 2.50  
Roast Sirloin of Beef 1.85  
Curried Shrimp, Brown Rice 1.65  
Pork Tenderloin, Wrapped in Bacon 1.85  
Beef Stroganoff, Ala. Hopfensperger 1.85  
Grilled Minute Steak 1.40  
Broiled Lamb Chop 1.95

DON'T FORGET TO STOCK UP OUR FINE BAKED GOODS FOR THE LONG LABOR DAY WEEKEND

Open 9:30 a.m. to 9:00 p.m. daily except Sunday  
180 W. Maple, Birmingham MI 4-1016

(Continued from Page 1-A)

DURING World War II he was assistant director of the tank section and later became tank section director for Fisher. In 1945 he was appointed assistant factory manager in charge of all Fisher assembly plants. In 1946 he was promoted to executive assistant to the general manufacturing manager of Fisher.

A vice-president of General Motors and general manager of Fisher body since May 1952, Goodman is a member of the administration committee, the engineering policy committee of General Motors and a member of the executive board of the board of regents of General Motors Institute.

HIS PHILOSOPHY of activity in his business life, in all his community activities as well as in his business life, is to serve as a plant manager, Goodman has been active in such youth projects as Junior Achievement in southeastern Michigan and the Boy Scouts of America.

His hobbies are hunting, fishing and golfing.

Although his present home is in Bloomfield Hills—at 451 Goodhue road—Goodman has a membership in the Union City, Ind., Elks club and country club, the plant office in Flint Industrial Executive Club.

He is also a member of the Bloomfield Hills Industry Club, the Revere club in Detroit and the Detroit Athletic club, and is a member of the American Ordnance association.

HE IS A member of St. James Episcopal church in Birmingham and has been active in that church's expansion program.

One of his favorite public service activities, also connected with his business duties, is his position as president of the Fisher Body Craftsmen Guild. In conducting a model car building competition each year, the guild encourages the development of creative talents among young men between the ages of 12 to 20.

Enrollment is approximately 500,000 contestants each year. Eight university scholarships, 10 design scholarships and other awards totaling \$115,000 are given annually.

For many years Goodman has maintained a close personal relationship with Purdue University. Currently he serves as chairman of Motors liaison representative with the school and takes an active part in the administration of the General Motors scholarship program there.

IN 1957 he participated in the university's famed "old masters" seminar, a student guidance project.

As further evidence of his life-long interest in the furtherance of higher education, Goodman established Martha L. Goodman scholarship fund in 1958 in honor of his mother. This fund provides a four-year scholarship to an outstanding male graduate of Union City, Ind., high school each year.

Reflecting his philosophy, the fund's trustees are instructed to choose for the annual award a young man who displays qualities of leadership in addition to academic adequacy.

In addition, the fund currently finances an extensive fellowship program for industrial management trainees in American universities.

WHEN CALLED upon by students for advice as to how to succeed, Goodman outlines the following four points as his formula for achievement in the business world:

(1) Develop an orderly mind and acquire the education to use it.  
(2) Use your natural energies efficiently.

(3) Develop a tolerance so you can work with all people regardless of any differences.  
(4) Never compromise truth, honesty and sincerity.

Goodman was born Dec. 11, 1904 in Union City. He received his early education there.

In 1929 he married the former Ruth O. Thomson. They have one son, Jack Vincent, a student at Purdue.

Want a good used car? Look in the Classified columns under "For Sale—Automobiles"



## Gets Flyer's Wings

Recently designated a Naval aviator at the Naval Air station, Corpus Christi, Tex., Navy Ens. Richard J. Pope, son of Mr. and Mrs. D. K. Pope, 1598 Southfield, Birmingham, has his "wings of gold" pinned on by his commanding officer, Capt. A. H. Wilson. Pope received his wings after 18 months of flight training.

## School

(Continued from Page 1-A)

east Birmingham, is still receiving finishing touches, but will open grades 1-3 to an estimated 155 pupils for the 1958-59 school year. A grade-year addition is planned until all six elementary grades are included.

St. Bede's, which had been operating as a three-grade school in Westwood, has expanded to a six-grade institution, with an anticipated enrollment of 250, more than double last year's 115.

THE NEW Pine Lake elementary school on Pine Lake road will handle some 200 students and a six-room annex on Eastover elementary is expected to accommodate another 150.

Almost doubled enrollment in the system since 1955-56, when there were 1,480 students, will still leave classes at capacity or near capacity, although overcrowding will be alleviated for the time being.

You will find many bargains in The Eccentric Classified Columns. St. Columban's school, in south-

## New GM President

(Continued from Page 1-A)

LAST TIME the Birmingham-Bloomfield area held this distinction was when C. E. Wilson was GM president. When he retired to become secretary of defense, Curtis took the GM president's residence to Flint.

These four top company men have 78 of their top lieutenants also living in the Birmingham-Bloomfield area:

**General Motors, including Gordon and Goodman, has 32 top officials living in the Birmingham area.**

They include: Earl R. Bramblett, director, labor relations; Charles A. Chayne, vice-president in charge of the engineering staff; Edward N. Cole, vice-president and general manager, Chevrolet; William M. Collins, secretary, operations policy and administration committee; John L. Cutler, national director of public relations, Chevrolet.

In addition, Richard C. Gerstenberg, treasurer; L. C. Goad, executive vice-president in charge of the automotive and parts divisions; Lawrence P. Hatfield, vice-president, research laboratories; Henry M. Hogan, vice-president and general manager, overseas operations; Ormond E. Hunt, director; Elmer E. Hutcheson, vice-president, U. S. branch operations, General Motors Acceptance Corp.

Also, George A. Jacoby, director, personnel relations; Mark E. Kelly, assistant comptroller; Carl H. Kindl, vice-president and group executive in charge of the overseas and Canadian group; Simon E. Knudsen, vice-president and general manager, Pontiac; Roger M. Kyes, vice-president and group executive in charge of the Dayton, household appliance and GMC truck group; L. J. Lucia, general auditor; William L. Mitchell, director, styling; Philip J. Mon-

ahan, vice-president and general manager, truck and coach division; C. R. Osborn, vice-president and group executive in charge of the engine group; Abnerus F. Power, assistant general counsel; James M. Roche, vice-president and general manager, Cadillac.

Others include Harold W. Rowe, vice-president, Yellow Manufacturing Acceptance Corp.; George Russell, vice-president in charge of the financial staff; Louis G. Seaton, vice-president in charge of the personnel staff; Edmund S. Steeves, director of press, radio and television news releases; Clyde W. Truxell, Jr., general manager, Detroit Diesel Engine division; C. E. Wilson, director and former president, and Roland S. Withers, general manager, United Motors Service division.

**Chrysler Corporation's executive roster includes 19 Birmingham area men, among them president Colbert.**

Residing here are: Robert Anderson, director of product planning, Chrysler; William J. Bird, executive assistant to the group vice-president of automotive sales and also a Chrysler vice-president; W. A. Bogan, executive assistant to the executive vice-president of Chrysler; L. D. Bornhauser, group executive, power train manufacturing.

Others: R. S. Bright, vice-president and group vice-president of automotive manufacturing; H. E. Chesbrough, Chrysler Corp. vice-president and general manager of Plymouth; W. C. Childs, director of product programming and traffic; Virgil M. Emer, vice-president of Chrysler Corp. in charge of styling.

Also, Richard E. Forbes, director of corporate advertising and sales promotion; F. M. Glassford, group executive, car and truck assembly; J. A. Lawson, director of market-

planning, Chrysler Corp.; Alan G. Loofbourrow, director of engineering; Irving J. Minnett, group executive in charge of missile and defense operations; William C. Newberg, executive vice-president.

Also, Walter J. Simons, treasurer, Chrysler Corp.; L. A. Townsend, comptroller; L. Irving Watson, vice-president and director of manufacturing services; and James C. Zeder, vice-president, Chrysler.

**Ford Motor Co. has 16 top executives living in Birmingham and vicinity.**

Besides Breech, chairman of the board, they include: James J. Nance, vice-president and general manager, M-E-L division; J. O. Wright, vice-president and general manager, Ford; C. R. Breachman, vice-president and assistant general manager, Ford division; John S. Bugas, group vice-president and vice-president of industrial relations; Duillard J. Davis, vice-president, manufacturing research office.

Also, Irving A. Duff, vice-president, body group; John Dykstra, vice-president, manufacturing; William T. Gossett, vice-president, general counsel; Richard E. Kravitz, vice-president; Ben D. Mills, vice-president and assistant general manager, M-E-L division; C. P. Forre, Jr., vice-president, public relations and advertising.

Also, George W. Walker, vice president and director of styling; Earl G. Ward, vice president of purchasing; Walker A. Williams, vice president and vice chairman of the dealer policy board; and Theodore O. Yntema, vice president of finance.

**Eight of the 14 officers of American Motors—plus both the firm's advertising directors and its public relations head—are residents of the Birmingham area.**

They include: Romney, president and chairman of the board; Roy Abernethy, vice president of automotive distribution and marketing; Elmer W. Bernitt, vice president

of automotive operations; Bernard A. Chapman, executive vice president and general manager; appliance division.

Also, William H. McGaughy, vice president of communications; Donald P. Elze, comptroller; J. L. Brown, Jr., secretary and assistant to the president; and Richard T. Purdy, treasurer.

American Motors' two ad chiefs are Fred W. Adams, director of automotive advertising and merchandising; and Willbur E. Saylor, director of Keltivator advertising and sales promotion.

Howard E. Hallas is the firm's public relations director.

## Attack

(Continued from Page 1-A)

children playing in a vacant lot near St. Joseph hospital.

Bloomfield Hills public safety director Robert Stadler and Patrolman Joseph Kerr spotted the stolen car a short distance from where the purse was found when they went to pick the handbag up.

Pontiac police are aiding Hills officers in the investigation. The wallet was reported in good condition at St. Joseph hospital Wednesday morning.

Want ads cannot be accepted after 5 p.m. each Tuesday.

**STATE FAIR**  
DETROIT  
AUG. 29 - SEPT. 7

# Say—Mom and Pop...

## May We Take A Minute To Tell You How To Make Your Youngsters Happy?

You know, yourself, that going away to school is a pretty lonesome business. You can make it a lot happier for your college-age children by having us send them the latest news each Thursday morning in the weekly issue of THE ECCENTRIC.

# FULL 9 MONTHS \$3

USE THE COUPON • ORDER TODAY!

Enclosed is \$3.00       Bill me later

NAME: ..... (print)

COLLEGE: .....

ADDRESS: .....

CITY: ..... STATE: .....

THANK YOU — We'll "see" you every week while you're away.

## The Birmingham Eccentric

