

BUSINESS BRIEFS

Schutz Motors Gets DeSoto's First Detroit Region Quality Dealer Award

Ben Roberts, president of Schutz Motors, Inc., 912 S. Woodward, Birmingham, has been named the first De Soto "quality dealer" in the Detroit region under the De Soto Division-Chrysler Motors Corporation's dealer program.

The award, based on sound management and superiority in all phases of dealership operation, was presented last Thursday during luncheon ceremonies at Kingsley Inn, attended by Birmingham civic and business leaders, De Soto division and Chrysler Motors Corp. executives and press representatives.

In presenting the award, an engraved silver plaque, E. J. Roberts, regional manager, said: "Ben Roberts is the new screening group of the region's over 150 dealerships in Michigan, Ohio and Indiana."

"THE RIGID standards imposed admit only a limited number of qualifying dealers. The fact that Roberts and Schutz Motors is this region's first testifies to his extensive record of business management, ethics and outstanding service to customer."

"Ben's constant concern is increasing his effectiveness as a De Soto dealer and improving his service to his customers," the regional manager concluded.

ACCEPTING the award, Ben Roberts said: "Without the complete cooperation and hard work on the part of all 30 employees of this honor would not be possible. Today, you can't sell cars unless you have outstanding service and a good reputation. When you stop



L. I. Woolson, left, Chrysler Corporation's DeSoto division president, and Ben P. Roberts, center, president of Schutz Motors of Birmingham, display the DeSoto "quality dealer" certificate presented the local dealer last Thursday afternoon. Right, holding the "quality dealer" plaque, is E. J. Roberts, DeSoto's Detroit regional manager.

Honor Local Dealer

L. I. Woolson, left, Chrysler Corporation's DeSoto division president, and Ben P. Roberts, center, president of Schutz Motors of Birmingham, display the DeSoto "quality dealer" certificate presented the local dealer last Thursday afternoon. Right, holding the "quality dealer" plaque, is E. J. Roberts, DeSoto's Detroit regional manager.

Get Expense-Paid Trips to Bahamas

Mr. and Mrs. John W. Duncan, 8701 Telegraph, Mr. and Mrs. A. V. Witbeck, 480 N. Cranbrook, and Mr. and Mrs. James L. Hindenach, 15901 Lauderdale, spent a week's expense-paid vacation in the Bahamas.

They were with a group of 76 Michigan businessmen and their wives who left from Detroit on a non-stop flight to Andros island, the Bahamas, via chartered plane. All were guests of the General Electric Appliances Co., of Detroit, who offered the "mystery island" vacations as awards in a television sales contest.

NONE of the vacationers knew of the plane's destination until it was boarded at Wayne major air-

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Bloomfield Village Man Retires from Ford International

Nelson F. Howe, sales manager, general marketing office, upon completion of 35 years service with Ford Motor Co., Jan. 29, was presented with a watch in commemoration of his service with the company. The watch was presented by Tom Lilley, vice president and general manager, at a luncheon attended by many of Howe's colleagues.

Howe joined Ford in 1923 as a bookkeeper at the Buffalo branch. He worked in several accounting and sales positions and in 1941 was appointed assistant manager of the Seattle branch and later assistant manager of the Long Beach and Richmond branches. In 1946 he was appointed branch manager in Los Angeles and in 1951 was appointed New York district sales manager.

HE JOINED FORD International division in 1951 as sales manager for export operations. He was appointed to his present position in December, 1956.

Howe was born in Buffalo, N. Y., in 1902. He attended school in Highland Park, Mich., and the University of Buffalo. He presently resides with his wife and family at 690 Covington, Bloomfield Village.

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Jean Lang created a flattering silhouette... a fascinating sheath in rayon stretch silk with an easy bodice. Top this with a clever hip-tie jacket in shantung slub linen for the most versatile ensemble. Note the pull through tie on the dress.
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