

BUSINESS BRIEFS

Two B'ham Businessmen Join RO Man in New Firm

Three Detroit businessmen today announced formation of a corporation to manufacture a new kind of concrete so light it will float, so versatile it can be sawed or nailed, so strong it can be used for a roof, and so economical to produce that it can save up to 10 per cent over comparable construction costs.

The product, called Betocel, is based on a secret formula developed by a Belgian technician and exported to this country by a subsidiary of Borg-Warner Corp. Betocel—which is made of cement, sand and water and the product—will be produced by the new firm, Betocel, Inc., and sold throughout Michigan by Panel Engineering Corp., Clawson.

Announcement of the new firm was made today by Trevor Hall, Birmingham, vice president of Panel Engineering and secretary-treasurer of Fomcorste. Other officers of the new company are John R. Strang, president of Birmingham, and Wilburn H. F. Sola of Royal Oak, vice president.

Hall lives at 1371 Pierce, Strang at 1749 Penitence.

HALL SAID BETOCEL, which resembles a malted milk shake when it first comes from the special mixing machine, will not transmit flame, is impervious to moisture, soaks up sound, and is light weight—as low as 20 pounds per cubic foot. It is used to produce large concrete panels up to 8 by 25 feet for exterior or interior walls. Because of its insulating characteristics, Betocel also is used extensively for roof decks, floor slabs and slab-on-ground construction.

Even before the new substance is formally unveiled, Neal Smith of Smith & Smith, architects, with offices in Royal Oak and Iron Mountain, announced the material has been designed into the forthcoming Utica Junior high school. About 72,000 square feet of Betocel will be used to form the roof deck. Betocel also will be used in 3,000 feet of large pre-cast panels forming both exterior and interior walls. The exposed surface will be decorated with crushed quartz.

New Apartments AVAILABLE

2 1/2 Mile Rd. (Woodward Hgts.) & Dequindre
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SMITH, whose firm designed the modern Utica school, said the new material is one of the more progressive ways to hold down building and maintenance costs. He said products like Betocel are one answer to today's problem of overcrowded schools because architects need to find ways of providing greater classroom area for less money per square foot. The Smith firm specializes in school design.

Smith predicted that the new product would find a ready market in Michigan—and particularly the Detroit area—because rising labor costs have led architects to utilize these materials which are most economical to install.

Accounting Group Names Local Man Vice-President

E. J. Kempf, 591 Southlawn, Birmingham, was elected a national vice president of the National Association of Accountants at its annual international accounting conference in Chicago June 22-25.

Kempf has been identified with the organization since 1932 and was the president of its Detroit chapter in 1938. He was also a national director for four years, 1943 thru 1947.

He is the assistant controller of S. S. Kresge Co., Detroit.

ALSO INCLUDED in the Birmingham area representation at the conference were Ivan Strand, Kuhlman Electric Company; Arthur Kaufman, Kuhlman Electric; Clare Purdy, Scovell, Wallington & Co.; Philip Whelan, Stroh Brewery Co.; George R. Troost, Price Waterhouse & Sec'y; Charles A. Erdmann, Chrysler Corp., and William F. Royer, Haskins & Sells.

LEGAL NOTICE

Walter R. Denison, Atty., 615 Oakland, Birmingham 1,529

STATE OF MICHIGAN—The Probate Court for the County of Oakland, in the Matter of the Estate of IRA D. HELTZ, Deceased.

At a session of said court, held at the Probate Court in the City of Pontiac, in said County, on the 2nd day of July, A. D. 1958.

Present: Honorable Arthur E. Moore, Judge of Probate.

Order appointing time for hearing claims.

Notice is hereby given and it is hereby ordered that the time and place for hearing on claims against the above estate shall be the 6th day of October 1958, at nine o'clock in the forenoon at the Probate Court in the Court House at the City of Pontiac, Michigan.

All creditors or claimants against the above estate are further notified and ordered to prove their claims at said hearing, and prior to said hearing to file a written claim therewith, with this Court and with the fiduciary of this estate, under oath, containing sufficient detail reasonably to inform the fiduciary of the nature and amount of the claim.

It is further ordered that notice be given to all interested parties as shown by the records of this cause by delivering a copy of this order to each of them personally, or by mailing such copy to each of them by registered mail with return receipt by pre-paid address to the respective last known addresses as shown by the files and records in this cause.

And it is further ordered that public notice thereof be given by publication of a copy of this order each week for three successive weeks previous to said day of hearing in the Birmingham Economic, a newspaper printed and circulated in said county, to wit:

ARTHUR E. MOORE, Probate Judge of Probate (18-19-20)

The Welcome Wagon Hostess Will Knock on Your Door with Gifts & Greetings from Friendly Business Neighbors and Your Civic and Social Welfare Leaders

On the occasion of Change of residence Arrivals of Newcomers to Birmingham

MRS. H. WALES PRICE
Midwest 4-0516
(No cost or obligation)

Nelson Directs Vehicle Sales For Chrysler

Lawrence E. Nelson has been appointed director of vehicle sales for Chrysler Corporation's general sales division.

Nelson was formerly director of sales planning for Chrysler Corporation. He joined the company in 1933 as a member of the Dodge manufacturing staff. In 1938 he became a member of the sales staff of the Chrysler Detroit Company and in 1943 he entered the U. S. Maritime Service. Upon his return to civilian life, he went into business for himself. He resumed his career with Chrysler Corporation in 1955 as director of sales planning, and in 1956 was appointed

director of the marketing staff. Nelson lives at 1780 Cedar Hill, Birmingham.

HR HAS APPOINTED Thomas A. Ostby as national car sales manager for the General Sales Division.

Ostby previously had been new car manager since 1956. He has been associated with Chrysler Corporation since 1945, and prior to becoming new car manager, served in various field capacities with Dodge division as district manager, city manager, and regional manager.

He lives at 3340 Upton, Birmingham.

National Award For Third Time

For the third time, Charles M. Savage, 662 Vinewood, local representative of Equitable Life Assurance Society, has received the national quality award for high persistency of insurance in force. Announcement of the award was made at the June 26 meeting of the South Oakland Life Underwriters Association, of which Savage is a charter member.

Looking for a pet for the children? See the Classified columns

24-Hour Service

Bloomfield Cab Co., owned by Sam Reeves, is now operating 24 hours a day in Birmingham. New radios have been installed in each of the company's four 1958 automobiles.

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