

# BUSINESS BRIEFS



## Midget Motor Mighty Mile

Jill Lyon of Bloomfield Hills, secretary at the Bendix Research Laboratories in Southfield, compares size of tiny 1/2 horsepower hydraulic motor (right) of same power output. Weighing only four ounces, the new miniaturized hydraulic motor, developed by the Bendix Research Laboratories, is being displayed in actual operation at the Army Show in Washington, D.C., August 8-10. Designed especially for missile and satellite applications, the small size and high power output of the hydraulic motor makes it ideally suited for controlling missile antennas as they track moving targets, for controlling rudders, ailerons and other directional equipment on missiles, aircraft and marine vehicles. It can also position directional nozzles on rockets during takeoff and flight, and has applications for many submarine accessory controls. Manufacture of the new 1/2 horsepower hydraulic servo motor will be handled by the Bendix Hamilton division of Hamilton, Ohio.

## GMI Students Make Grade

Three area residents were among the 1000 graduates who received recognition at the General Motors Institute commencement exercises last Friday in Flint.

Robert K. Riley, 2705 Ayshire, Bloomfield Hills, received a mechanical engineering degree while William H. Schultz, R. 4784 Burney, and James F. Mickle, 1735 Traefield, both of Birmingham, received four-year engineering diplomas.

Delivering the commencement address was James M. Roche, 425 Dunston, Bloomfield Hills, General Motors vice president in charge of distribution, who was introduced by James E. Goodman, 451 Goodhue, Bloomfield Hills, vice president and chairman of the board of regents.

The ceremonies marked the 33rd commencement for General Motors Institute which provides the company with 25 per cent of its engineers. Of the more than 3,000 engineering graduates, 70 per cent have remained with General Motors. Fourteen per cent of these are now in top management or technical positions.

On Saturday's 22nd annual Alumni Day activities, Edward N. Cole, 1371 Kirkway, Bloomfield Hills, class of 1933, vice president and general manager of Chevrolet Motor division, made the principal luncheon address honoring retiring GMI president, Guy R. Cowing.

## Lamb Attends Confab

Scott E. Lamb, 6301 Sheringham, Birmingham, president of Michigan Life Insurance Company, attended a meeting of the company's Ohio agents in Canton, Ohio, last week. Lamb addressed the annual sales congress.



## Takes Golf Holiday

George Romey, 1830 E. Valley, Bloomfield Hills, president of American Motors, was caught by the camera's eye while taking time out for a game of golf at the Bald Peak Colony club in Melvin Village, N. H. during a recent business-holiday weekend.



## Tot Dolls Up for School

Although three-year-old Dona Creech, 4764 Ranch Lane, isn't quite old enough to join other children in regular school classes, Mrs. Hy Storchan, of Young Folks children's wear, helps her decide on a back to nursery school outfit. Owners Mr. & Mrs. Hy Storchan celebrated their grand opening at 175 W. Maple last week, giving away a Schwinn bicycle. In the children's wear business for 10 years, the Storchans feature name brand hi-fashion merchandise at moderate prices. Sizes range from infants' wear up to girls' size 14 and boys' size 12.

## Name's Not the Same Beswick Appointed Regional Manager

"The Tool Engineer," a national magazine published in Detroit, has added the words "and Manufacturing," to its name, it was announced by John W. Greve, 20700 Kenoway Circle, Beverly Hills, editor of the publication. The magazine, a publication of the American Society of Tool and Manufacturing Engineers, made the change, said Greve to more accurately reflect the magazine's quarter-century role as the voice of tool and manufacturing engineers.

Greve hailed the projected change in title to "The Tool and Manufacturing Engineer" as an inevitable, but much-to-be-desired, result of the growth and expanding scope of the publication and the quarter-century role as the voice of tool and manufacturing engineers. "Not only will the new name more adequately express the contents, but will in addition identify the magazine more closely with its sponsoring society," he said.

## Young Concentrates On B'ham Operation

Baldwin H. Young, president of Young's men's apparel store in Birmingham, has given up his position as manager of Harper's men's store in Detroit to devote full time to the Birmingham operation. A prominent local merchant since 1951, Young is a past president of the Birmingham Lions club.

## Smiley Bros. Plan Teachers' Workshop

The Baldwin Organ Teachers' Workshop conducted by Hildegard Still will be held Thursday and Friday, Aug. 25 and 26 at 9:00 a.m. at Smiley Bros. Music company, 116 S. Woodward, Birmingham. All piano and organ teachers are invited. Prior to the workshop the Baldwin Organ club will present Eddie Osborn and Jerry Gerard, renowned organ artists, in a musical program at 8:00 p.m. on the 25th.

## Local Distributors Attend Convention

Margaret and Alan Gayle, 6796 Woodbank, Oakland county Tupperware distributors and owners of Alumna Plastics in Birmingham, and 30 of the dealers and managers attended a four-day sales training and recognition convention in Florida this week.

The convention, held at the Tupperware company's international headquarters at Orlando, featured actress Barbara Britton, and ventriloquist Edgar Bergen as guest speakers. Over 1,000 of the company's leading salespeople received awards ranging from television sets to watches during a special "fun day" program.

## Berry Door Corp. Expands Sales Line

The Berry Door corporation of Birmingham has acquired the assets of the Stylenmaster Garage Door division of the Peck Manufacturing company, West Bend, Wis. It was announced today by Gerry Berry, 6233 Dakota Circle, Birmingham, President.

Purchase of the Stylenmaster enables Berry, the largest U. S. manufacturer of residential garage doors, to move for the first time into manufacture and distribution of wood garage doors. Until now, Berry has concentrated on steel sectional and one-piece doors. Stylenmaster, it was pointed out, produces a complete line of residential and commercial wood sectional garage doors.

## Morgan Made Branch Head

William E. Morgan, 1544 Witherbee, Birmingham, has taken over as Detroit branch manager of the Adam Young companies, radio and television representatives, 2940 Bank Building, Detroit.



Morgan succeeds Edward A. W. Smith, 475 N. Eton, Birmingham, who assumes the post of general sales manager at Radio Station K.Q.V. Pitts- burgh, one of the six radio stations owned by the American Broadcasting Company. Morgan comes to Adam Young from WXYZ Radio and TV where for the past 14 years he held a variety of positions. After several years on the air, he became advertising and sales promotion manager of WXYZ in 1951. In 1952, he joined the sales staff of WXYZ-TV and has functioned in that capacity up to the present.

Want to buy, sell, rent or trade something? Use the Classified Ads.



## Getting Down to Business

Settling down to their new positions with the Torrence Oil company of Birmingham are (from left) Gilbert V. Schroek, 1748 Webster, Birmingham, vice president and Frank VanDoren, 18956 Devonshire, Beverly Hills, assistant vice president. VanDoren, his wife and their 17-year-old twins, John and James, recently moved here from Cleveland, Ohio.

## Fabric Mart Opens

An exclusive dress fabrics business, the Fabric Mart, joined the Birmingham business district at 300 E. Maple last week. Owner Joseph Selesko has 15 years experience in the fabric business with two other stores in Oak Park and Royal Oak.

Specializing in high quality design of imported fashion fabrics, the branch store gathers its merchandise from the four corners of the world. The store also offers a special service wardrobe planning department.

**EXPERT SERVICE**  
**PORTABLE TV**  
FAST - DEPENDABLE  
**Birmingham**  
**Electronics**  
141 E. Maple MI 6-8440

**MODELS**  
WORLD'S FINEST  
Models on Display  
Open Every Evening  
MODELS BICYCLE SUPPLIES  
22441 WOODWARD, FENDEALE  
MODELS HOBBY SUPPLIES  
22524 WOODWARD, FENDEALE  
BROOKLYN, SOUTH OF AVENUE 2048

**WOLVERINE**  
**NIGHT HARNESS RACING**  
AUG. 5  
AUG. 7  
AUG. 14  
AUG. 24  
RES. GA. 11/10  
ADM. 1/10  
OFFICIALS: BOB COOPER  
SCHOENBERG & MIDDLEBURY  
**RACEWAY**

**Medical Mirror**  
WHAT DOCTORS SAY ABOUT

**To Spank or Not**

- Air Travel
- Stroke Warnings
- Heart Murmurs

Q. In general, do doctors believe in spanking?  
A. Obelience from a child comes mainly from his love and respect for the parents. Some parents rear well-behaved, obedient children without ever resorting to spanking; others (especially those who were spanked themselves) use physical punishment. Most doctors would probably neither recommend nor condemn spanking but rather try to encourage a better understanding between the parent and the child who is constantly disobedient.

Q. Would air travel cause menstrual irregularities?  
A. According to Air Transport Association doctors there is no evidence that flying in any type of aircraft is a cause of menstrual trouble.

Q. Do elderly people ever have any warnings before a stroke occurs? Is there any way to prevent strokes?  
A. Very often there are no symptoms that warn a person of an impending stroke. General principles can be followed in preventing strokes.

Answers do not necessarily reflect the opinion of all doctors. The diagnosis and treatment of disease is the function of the patient's personal physician. Questions directed to Science Editors, P.O. Box 396, Madison Sq. Sta., N. Y. 10, N. Y., will be incorporated in these columns when possible.

**MILLS PHARMACY**  
1740 West Maple Ave. Phone: Midwest 4-5060

no puzzles to solve...  
nothing to sell...  
no essays to write

**\$4,444** given every week  
in **CASH** and **CARS**

**PLAY LUCKY 4 SWEEPSTAKES**

win 4 ways →

- with your driver's license number
- your social security number
- your phone number
- your own \$1 serial number

Get Free Entry Coupon  
IN TODAY'S DETROIT

**Times**

a professional man explains:

"Why I opened an account at **AMERICAN SAVINGS**"

"Perhaps my professional training is responsible. You see, a doctor can't be half right—he's got to be as sure as thorough investigation can make him. Before I opened my account, I checked all the important factors. All things considered—high return, convenience, safety and availability—I found there's no better place for my money than American Savings."

**3 1/2%** on any amount  
Current Rate  
All Savings Insured to \$10,000

**AMERICAN SAVINGS**

Michigan's Largest State-Chartered Savings Association  
TELEGRAPH ROAD AT MAPLE IN BLOOMFIELD SHOPPING PLAZA  
Open 9:30 to 4:30 • Fridays to 8:30 p.m. • Convenient Free Parking