

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, November 10, 1960

SECTION
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BUSINESS BRIEFS

Behind The Store Fronts

By
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Editor's Note: News items for this column are invited. Please call the writer at MI 4-1100, Ext. 42, or write him at The Birmingham Eccentric.

ARE YOU... indulging in a few inward reflections on the tangible and intangible benefits you would undoubtedly derive from the exhilarating experience of a big game hunting trip? Of which you may have been secretly dreaming for these many years?

And are you wondering just what is required in the way of high powered rifles? What special equipment? Where in this shrinking world to go? Passports, permits?

If you are interested in the answers to these questions, or any other hunting talk, stop by Birmingham's unique sporting goods store, The Sportsman, and chat with Irwin Wilson.

WILSON HAS just returned from a highly successful and satisfying hunting trip to Kenya & Malawi (part of British East Africa).

Probably the highlights of the trip was the bagging of one of the largest elephants taken in Africa this year. Its ivory weighed 109 lbs.

A lion, 2 leopards, and 2 cape buffaloes were also taken. In addition, several not so well known animals (and somewhat harder to come by) were shot: a greater kudu, a sable and a roan antelope, and a water buck. When ready, some of the mounted trophies will be displayed at the Sportsman.

The old Chrysler showroom at 360 S. Woodward came alive last week with the opening of the Birmingham Safety Service which will offer complete all car repair service. Owner Art Johnson, of this area, counts 16 years of experience in auto maintenance. United Motors service is available.

The firm will offer the only all-car automatic transmission service in Birmingham. Service will include trucks.

Construction on the Demery store is moving along rapidly, with the opening date set for April 1, 1961.

A. J. Richter, vice president and sales manager of the Chamberlain company (real estate) announces the addition of 2 new sales counselors to its staff; Forest Reed and Howard Smith, which brings the sales staff to a total of 15.

Joe Peterson, of North Chevrolet, and Dave Glick, of The Eccentric, met in the pacing room at Beaumont hospital in the early morning hours of Nov. 3. A daughter was presented to each peer! Congratulations!

The complete, rear entrance facility at Sire's new enables customers to enter and leave the store from the parking lot. The new, an-

tomatic doors are a boon to pack-
age-wearly arms.

George McChesney and Bill Wisner, of Princeton Prep, are busy planning their 2nd annual, unique Boys' night scheduled for Nov. 30. The idea for Boys' night was originated last year by Princeton Prep, and has since been copied by others throughout the country.

The boys are looking forward to the affair. No purchases are allowed. The shop is turned into a showroom, rather than a store.

The boys' measurements are entered on a card, on which there is ample space for the lad to indicate what he would like from St. Nick. The card is kept by the store as a registry. Last year many calls were received from out-of-town grandparents and others.

... and Himechok's announces a new line of "Suburban Fashion Look" dresses in sizes 6 to 14. They will be sold in the Birmingham store only.

Noteworthy comments: "For successful advertising—Keep it simple, say it often, be sure it's true."—Thomas D.A. Brody, advertising agency chairman.

Appoint Goodwin Dodge Ad Manager

Richard I. Goodwin, 2403 Dorchester, Birmingham, has been appointed manager of truck advertising for the Dodge Motor company.

Prior to his appointment, Goodwin was advertising manager for the Dodge Motor company in Detroit. He joined the Chrysler corporation in 1948 as advertising manager for the Amplex division.



GOODWIN

Allredge, Vogel Promoted at A&P

Melvin W. Allredge, 28335 Lathrop, Detroit, vice president of the Detroit unit of A&P Food Stores, has been named president of the company's central division in Pittsburgh.

Allredge started with A&P 33 years ago and has served the past four years as head of the Detroit unit, largest in the division.

Succeeding Allredge is Edward J. Vogel, 2611 Broadway, Bloomfield township, formerly general superintendent of the unit for the past seven months.

As unit head, Vogel, who started with A&P in 1926, will direct operations of more than 125 stores in the metropolitan and eastern Michigan areas.

Bens Attend Confab

Frank Bens, 1938 Derby, Birmingham, New York Life Insurance company representative, recently attended the firm's Fall Career Conference in Chicago, Ill. The conference included special educational and training seminars related to life insurance and financial planning.

Triangle Furniture Adds New Gallery To B'ham Branch

Triangle Furniture company's Birmingham store, at 128 S. Woodward, formerly a colonial shop, is in the process of being redesigned and renovated to house Triangle's new "Birmingham Gallery" as part of a company-wide program of improvement and expansion.

The new gallery, which will be headed by interior designer Richard Tolbert, 171 E. Lincoln, Birmingham, will furnish home decorating services; the personnel are unique method of furniture display.

New in approach as well as new in concept, the gallery will also feature a unique method of furniture display.

PIECES WILL be shown in authentic style or period room settings to give the customer the feel of a particular design.

Only furniture with pure design characteristics, that is of a definite style or period, will be sold at the gallery, and will be selected from antiques and Provincial to latest modern.

The Birmingham gallery will open around the middle of November.

Wellensick Retires From Detroit Bank

Gustave A. Wellensick, 27612 Lexington Parkway, Southfield, vice president and cashier of The Detroit Bank and Trust company, retired Oct. 1.

Wellensick has been with the bank since 1935 and was appointed vice president and cashier in 1955. Harold P. Carr has been named to succeed him. Carr has been with the bank since 1932, and for the past 12 years has been in the outstate banking division.

Michigan Life Hits New Operating Highs

Scott E. Lamb, 6301 Sheringham, Birmingham, president of the Michigan Life Insurance company, reports that more than 85 per cent of the company's 112 home office employees now live in South Oakland county.

Michigan Life, which moved to Woodward near 12 Mile road five years ago, has increased its staff by 40 per cent, he said.

Lamb predicts that Michigan Life Insurance in force will reach the half-billion dollar mark by the end of the year.

Erickson to Address Engineering Society

M. A. Erickson, 16909 Reedmere, Birmingham, product development engineer and supervisor of the laboratory test section, Birmingham tractor and implement division of Ford motor company, will speak at the winter meeting of the American Society of Agricultural Engineers in Memphis, Tenn., Dec. 4-7.

His topic will be "Stimulating Field Experiences on Agricultural Hydraulics Applications in the Laboratory". About 1200 are expected for the meeting, including members from 12 foreign countries.



Jay Cees Launch Decorating Drive

The Birmingham Junior Chamber of Commerce is once again launching its Christmas decorating campaign. Last year the Jay Cees supplied and installed decorations to more than 100 merchants in Birmingham and nearby communities.

Decorations will consist of heavy roping and assorted size balsam fir wreaths and will be installed by the chamber's membership.

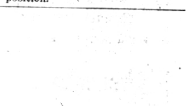
Regular installation days will be the last weekend of November and the first weekend of December. Jay Cees members will call on merchants this week for orders.

Williamson Named To Executive Post

J. Bech Williamson, 5628 Shadown lane, Bloomfield Hills, has been promoted to executive assistant to Roy A. Berne, vice president and marketing of American Motors Corporation.

Williamson, formerly business manager in the Detroit zone of AM, succeeds the late William L. Courage.

He joined American Motors eight months ago after 19 years with Ford Motor company where he held several top-level administrative positions.



WILLIAMSON

The large buildings (or smaller ones) that you see rearing their roofs skyward are supported by foundations that go to bedrock in the bosom of Mother Earth. An edifice would stand overnight except for its unseen, yet existing, solid foundation. So it is with the lives of people who, though buffeted with the storms of life, manage to remain strong, upright, enduring.



'Hamming Up' the Pose

Merritt Hill (right) 4349 John R. Troy, vice president of Ford Motor and general manager of the tractor division in Birmingham, struggles with this little fellow as Adolph Krause, of Rockford, president of Wolverine Shoe and Tanning corporation, tells him "Bring it back in about a year, and we'll make you some 'Hush Puppies'." The scene was a luncheon at which Hill presented the Wolverine company with an award and special governor's citation claiming Product-of-the-Year. The firm has perfected a mechanical pig-skinning machine which will produce over a million and a half pairs of pigskin "Hush Puppies" this year.



Strictly from Corn

Birmingham residents, D. W. Sawyer (left), 679 W. Maple, and Nick Kenjosi (right), 1024 Southlawn, congratulate each other on the company's winning of the National Corn Picking contest with a two-row Ford corn picker. Sawyer is the divisional assistant general sales manager in charge of field operations and arranged the Ford tractor and implement division's participation in the event. Kenjosi, an implement engineer, helped design the winning machine.

Are you on our mailing list?

Almost every day we receive calls from customers saying thanks for the booklet, or report, that we sent them. Here again is one of the many ways we keep our customers constantly informed on what is going on in the market.

We make mailings every month of the Stock Digest and the Bi-Weekly Review to those on our mailing list. We also send, to those who have requested it, the latest report on any given industry that they may be vitally interested in. These services are, of course, free. So why not pick up your phone now and call us, or stop in at either of our conveniently located offices and ask that your name be added to our mailing list. Naturally, there is never an obligation.

MANLEY, BENNETT & CO.
MEMBERS NEW YORK STOCK EXCHANGE

861 Building, Detroit 26
Woodward 5-1122
Enterprise 6209 (Dial "O")

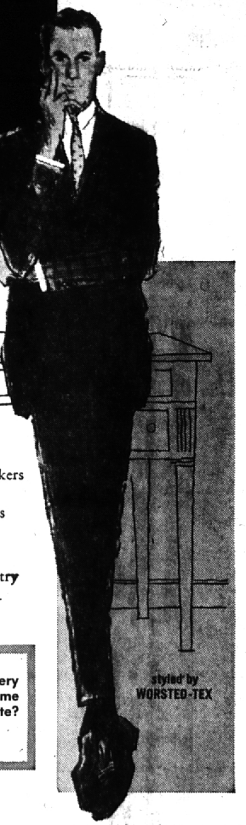
Bloomfield Hills, Mich.
Jordan 6-4830
Midwest 7-0900

Bloomfield Office Open Saturdays—9 to 1

Key Adds Link to Bank Chain

Victor W. Camisa (right), 4867 Kiethdale Lane, Bloomfield Hills, a vice president and regional supervisor of National Bank of Detroit, assists in the "mastery" key presentation ceremony of National Bank's new North-western-12 Mile office in Southfield. Next to Camisa is Vice President Bruce F. Studebaker presenting the key to branch manager Carl H. Bez as Assistant Manager Leonard Zehring. The new bank provides complete banking and trust services including drive-in banking, night depositories and safe deposit facilities.

WORSTED-TEX
QUALITY
calls for our
MODERN
SANITONE
DRY CLEANING



The House of Worsteds-Tex, makers of fine suits for men, recommends the Sanitone Dry Cleaning Process "to keep the original appearance and texture of its Suits."

We know you'll agree when you try our Sanitone Service. Do it today.

Why not have Irene our Drapery Consultant call at your home for a Dry Cleaning estimate?
Phone Midwest 4-3242

Dry Cleaning & Shirt Service. In by 10 A.M.—Out By 5 P.M.

Member of the Birmingham Credit Plate Association

Douglas Cleaners
534 South Woodward
Birmingham MI 4-1507

65 W. Long Lake Rd.
Bloomfield Hills MI 4-3242