



The Birmingham Eccentric

# Automotive Round-Up for 1961



OCTOBER 13, 1960

BIRMINGHAM, MICHIGAN

## Car Execs Call This Area Home

### Leaders in 'Big 3' Serving Community

Manufacturing automobiles—those luxury possessions that have become a necessity for most of us—comprises one of the major industries in the U.S. today.

It takes people to make these cars; and it takes people to supervise people, to guide the operations that result in the finished product.

So, there are leaders in the industry—officers of the companies. Many of these officers are also leaders in their community, participants of government, education, social and other activities.

Today, there are three major producers of automobiles—often referred to as the Big 3: General Motors, Ford and Chrysler.

And many of their executives reside in this community—the Birmingham-Bloomfield Hills-Bloomfield township area.

For instance, there is **JOHN F. GORDON**, president and chief operating officer of General Motors, who lives at 1860 Rathmor, Bloomfield Hills.

He has held this position since Sept. 1, 1958.

Gordon, a native of Akron, O., graduated from the U.S. Naval academy; received his master of science degree in mechanical engineering from U. M.; and joined Cadillac Motors in 1923 as a laboratory technician.

Active in the United Foundation Torch drive, he serves as chairman of its industrial division. He is married and has two children.

Then there is **L. L. COLBERT**, who has been president of Chrysler corporation since 1950 and chairman of the board since April, 1960. He lives at 491 Martell, Bloomfield Hills.

Colbert was born in Oakwood, Tex. He is a graduate of University of Texas and Harvard University Law school.

He joined Chrysler in 1933 as resident attorney.

Colbert is a member of the Orchard Lake and Bloomfield Hills Country clubs. His hobbies are playing golf and growing flowers.

Colbert and his wife, Daisy, have three children: Lester L. Jr., Nicholas and Sarah.

Residing in Bloomfield Hills is **ERNEST R. BREECH**, former chairman of the board of Ford Motor company, who has spent most of his life making wheels turn.

Today, Breech serves as a member of the board of directors, a member of the product planning committee and chairman of the finance committee.

Before joining Ford in 1946, he was president of Bendix Aviation corporation. He became Ford's chairman in January, 1965.

Breech and his wife have two sons, Ernest R. Jr., and William H.

Breech is a member of Bloomfield Hills Country club and Bloomfield Open Hunt club. He has served on the vestry of St. James Episcopal church, Birmingham.

**HARRY E. CHESEBROUGH**,

471 Dunston, Bloomfield Hills, is vice president of Chrysler corporation and general manager of its Plymouth-De Soto-Valiant division.

A native of Ludington, he is a graduate of U-M and Chrysler Institute of Engineering.

Cheesebrough joined Chrysler in 1932 as a student engineer. He is national president of the Society of Automotive Engineers and a member of several automotive organizations.

His wife's name is Dorothy.

**JACK E. CHARIPAR**, 3861 Northdale, Bloomfield township, is chief engineer and director of product for the Plymouth-De Soto-Valiant division at Chrysler.

He was born in Detroit and educated at U-M and Chrysler's engineering school. He and his wife, Peggy Ann, have one child, Diane, 4.

**J. L. WICHERT**, director of advertising and sales promotion for the Chrysler and Imperial division of Chrysler corporation, makes his home at 27757 Santa Barbara, Lathrup.

He's a native of Jackson. Wichert and his wife have one married daughter.

He joined Chrysler in 1946 and has held his present position since 1963.

**IRVING A. DUFFY**, vice president-body group, Ford, lives in Bloomfield township with his wife. He is a member of the Bloomfield Hills Country club and Bloomfield Open Hunt club.

Duffy also is a member of Ford's board of directors and executive, administration, scheduling, technical evaluation and product planning committees.

He joined the firm in 1949 as purchasing director and was named a vice president in December that year and was elected to the board in 1963. He has held his present position since April, 1958.

**JOHN S. BUGAS**, vice president-international group, Ford, makes his home in Bloomfield Hills. He is a member of the Bloomfield Hills Country club and Bloomfield Open Hunt club.

Bugas' wife, the former Margaret Stowe McCarthy, is a native of Birmingham, Ala.

Bugas directs Ford's import and export operations and is in charge of its relations with overseas branches, subsidiaries and associated companies.

He is a member of the board of directors and the executive and administration committees.

A Birmingham resident, **CHARLES R. BEACHAM** is vice president of Ford Motor company and general manager of its Ford division. He is a member of the administration committee and has served as general sales manager of his division.

Beacham is a member of the



CHESEBROUGH



GORDON



DE LORENZO



COLBERT



DUFFY



BREECH



WICHERT



COLE



BEACHAM



WILLIAMS



GOAD



BUGAS

Bloomfield Hills Country club.

**EDWARD N. COLE**, GM vice president and general manager of its Chevrolet Motor division, resides at 1371 Kirkway, Bloomfield Hills.

Born at Marne, Mich., he enrolled at GM Institute in 1929 and

before graduation was drafted by Cadillac Motor division for a special engineering project.

Cole is married and has two children, David and Martha. He likes fishing, skeet shooting, bowling, flying and photography.

**ANTHONY G. DE LORENZO**,

3280 Bradway, Birmingham, is vice president of GM in charge of public relations.

A University of Wisconsin graduate, he worked as a newspaperman for the Racine Journal-Times and United Press, joining GM's (See LEADERS, Page 6)

## National Automobile Show Will Be Detroit's First

(See Picture on Page 10)

On "Wheels of Freedom," the 43rd National Automobile Show will roll into town on Oct. 15. The second National Auto show since 1940, it will be the first ever held in Detroit and will run through Oct. 23.

Appropriately, Detroit's first national auto exhibit will be held in Cobo Hall as the great convention building's dedication event.

The show will launch the 1961 new model season with a spectacular, multi-million-dollar exposition that will overshadow even the elaborate 42nd event of 1956 at the New York coliseum.

The show is being sponsored by the Automobile Manufacturers association and will feature all the new passenger cars and most of the truck models, combined together for the first time. An estimated 300 new passenger cars and trucks will be included.

ONE OF THE TOP events of the 1961 show will be the presence of President Eisenhower as honored guest and speaker at a black-tie dinner for automotive industry leaders and their guests. Some 2,200 are expected to attend.

Well known names around the dining tables will include L. L. Colbert, president of AMA and chairman of the board and president of Chrysler corporation. He is a resident of Bloomfield Hills.

Manager of the automobile show and managing director of AMA Harry A. Williams will undoubtedly be present. He lives on Oakland drive in Bloomfield township.

The committee list for the show includes other area residents. Assistant director of exposition,

daily style show, an invitational concert by the Detroit symphony orchestra—with a specially commissioned overture—saluting the automotive industry—and a series of activities honoring special groups.

Some of the latter will be "Automotive Old Timers Day," "City-County Employees Day," "Ladies Day," and others.

**COBO HALL** will be dedicated on Thursday, Oct. 13, and the following day, an invitational preview of the show will be held. On Sunday, the show will be reviewed in a one-hour telecast over the entire CBS-TV network from 6 to 7 p.m. EST.

The six-and-a-half-acre main floor will be used to display all the new cars and trucks and a 350-foot stage along the west wall will be erected for the revue, "Wheels of Freedom."

Decorative pools of brightly hued water will accent the stage area across which the new cars will be continuously paraded on a 750-foot conveyor.

**THE HALL** with its more than 400,000 square feet of exhibition area, 32 meeting rooms, banquet hall and other facilities will be entirely utilized for the show.

On opening day, Saturday, Oct. 15, a special commemorative four-cent stamp honoring the auto industry will be issued. The show itself, by its very impressiveness, will make its own stamp on the memories of those attending.

Keep This Auto  
Section Handy