

# BUSINESS NEWS

## Former Resident Realtor in Florida

H. J. (Mike) Quinn, formerly of Birmingham, has been elected president of the associates division of the Florida Association of Realtors, an organization of more than 5,000 Florida real estate salesmen. Quinn is an associate of M. N. Weir & Sons, Realtors, of Pompano Beach, Fla., having moved to Pompano Beach from Birmingham in 1956. His work during the past year as president of the associates division of the Pompano-Deerfield Board of Realtors led to his selection for the top position in the state organization. A 33-year-old native of Birmingham, Quinn was a manufacturer's representative for the Detroit area before taking his family to Florida.



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Place Your Holiday Order Now!

**Sfire's**

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## Duncan Hines Recommends Four B'h'm Business

Four Birmingham eating and lodging establishments have received national recognition in the new 1962 editions of the Duncan Hines Travel Books, "Adventures in Good Eating" and "Lodging for a Night." Roy H. Park, editor-in-chief of the Duncan Hines Institute, announced today.

The Birmingham establishments are among 800 eating and lodging places in North America "Recommended by Duncan Hines."

Listed in "Adventures in Good Eating" are: Carrie Lee's Chinese Tea Room, Greenfield's, and Marcus Restaurant & Pastry Shop. Listed in "Lodging for a Night" is: Birmingham House Motel.

## Elect Underdown B'h'm Area Director

David S. Underdown of Douglas Clearing, Birmingham, was elected area director of the Michigan InSTITUTE of Real Estate at the Annual Convention of that organization held in Detroit, Dec. 1, 2, 3, 1961. Nearly 1,000 drycleaners and handymen from all over Michigan attended the convention to learn the latest techniques employed by the industry.

## Duffy Speaks At Convention In St. Louis

Irving A. Duffy, 83, mayor, Birmingham, Ford Motor Co. vice president and head of the company's general products group, said that there is great opportunity in all segments of the automotive industry for those willing to meet the customer's continuing demand for something better.

Speaking before the oil industry International Tire, Battery and Accessories Convention in St. Louis last week, Duffy said, "Sometimes automobile manufacturers seem to take credit for all the advances in the industry. We know better, of course. For it is obvious that the country would not have been put on wheels without the imaginative efforts of many people including all those who supply parts, accessories, insurance, repairs, oil products and a host of others."



IRVING A. DUFFY

Duffy complimented the constant alertness of the TBA section of the automotive industry which has worked closely with automotive manufacturers to provide better products and services for the motoring public.

According to Duffy, the early success of the automobile depended in large measure on the ability of its owners to keep it running. The automobile manufacturers have historically shared this responsibility with those who provide convenient sources of mechanical help, parts and services. Most important among these convenient maintenance centers, he said, has been the service station.

## Name Fidler Sales Head

Appointment of L. W. Fidler, 7268 Cottonwood Knoll, Birmingham, as assistant to the general sales manager of the Autolite division of Ford Motor Co., was announced recently by E. R. Stroh, division general sales manager.

Fidler, who first joined Ford in 1937 as a guide at the Rotunda, assumes his present position after spending a year as manager of distributor sales for the Motorcraft marketing operation of Ford.

Following his discharge from the Air Force where he spent three years, he rejoined Ford in the time study analysis department. In 1947 he was transferred to the Ford division parts and accessories department as a merchandising analyst.

Fidler joined Holley Carburetor Co. in 1953 as a staff assistant to the automotive sales manager and subsequently merchandising manager. He returned to Ford division in 1959 and was appointed sales administrator in the product marketing department.

## Foley to Manage Research Department

John F. Foley, 185 Euclid, Birmingham, has been appointed manager of the research department of MacManus, John & Adams, Inc., according to Robert E. Britton, 17458 Kirkshire, Beverly Hills, senior vice president.

Foley joined the agency in March, 1960, as an automotive market analyst. He will continue to make his headquarters in the Bloomfield Hills offices of the advertising agency.

## Elected NAA Member

Ervin Rake, 2869 Buckingham, Birmingham, has been elected to membership in the Detroit Chapter, National Association of Accountants. Rake is manager of the inventory accounting department of Parke Davis & Co.

## McGregor Appointed Detroit Ad Manager For Metzger Inc.

Robert D. McGregor, 662 Watles, Birmingham, has been appointed Detroit manager for Richard N. Metzger Advertising, Inc., MacGregor, 33 joined the Metzger agency in 1955 as account executive on the Simca imported car account (Chrysler Corp.).

For five years previously he had been account executive at MacManus, John & Adams, Bloomfield Hills, on three Minnesota Mining & Manufacturing division accounts.

## Watling, Lerchen Appoints J. W. Fox

Watling, Lerchen & Co., Michigan brokerage and investment firm, has announced the appointment of James W. Fox, 1735 Northfield, Birmingham, as a registered representative in the Pontiac office. According to Wayne M. Spauld, managing partner of the company, Fox will assist Pontiac resident manager C. Mark Harper in handling all major investment services.

In addition to the Birmingham and Pontiac branches, Watling, Lerchen maintains offices in Ann Arbor, Jackson, Kalamazoo, Dearborn, and New York City.

## S'field Resident Promoted at Ford

T. J. Obal, 26404 W. 9 Mile, Southfield, has been appointed manager of Ford Motor Co.'s economic analysis department.

Obal, a Ford senior economist since 1953, succeeds James W. Ford, who has been named director of the economics office.

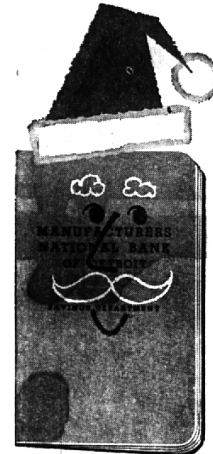
Before joining Ford Motor Co., Obal was associate economist for the Joint Congressional Committee on the Economic Report. He previously served as marketing research assistant in the department of agricultural economics at the University of Illinois.

He is a member of the Committee on Economic Policy of the U.S. Chamber of Commerce, the Economic Subcommittee of the Detroit Mayor's Committee on Economic Growth, and the Automobile Manufacturers Association's High-

## Area General Agent Attends Conference

Elmer F. Semrow, 1169 Floyd, Birmingham, general agent locally for Aid Association for Lutherans, attended a general agents' conference at the home office of the fraternal insurance society in Appleton, Wis., on Nov. 29-30.

Fifty-nine general agents located throughout the United States and Canada participated in the conference. They heard an AAL field force of 865 full and part-time representatives.



Let your Christmas MONEY work for you in '62

Now is the time to plan ahead! Take at least part of your Christmas bonus, your Christmas Club money, plus the extra Christmas gift cash you get, and deposit it in a Manufacturers Bank Savings Account. It'll be safe and secure... and earn a full 3% interest annually, paid and compounded every three months. At Manufacturers, your savings are available when needed and you may deposit or withdraw from your account at any time. Having your money working for you is a very comfortable feeling. We invite you to join the thousands who say, "Manufacturers, that's my bank!"

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## MANUFACTURERS NATIONAL BANK

## Too old to buy insurance?

Being over 65 is no barrier to the purchase of new life insurance. And for many people in their sixties or seventies it can be a very wise "buy."

Here's an example. A man age 75 has a substantial number of investments. At death, estate taxes will have to be paid. To raise the cash, income-producing assets have to be sold, often with severe losses to the beneficiaries. Life insurance can prevent this loss by providing the necessary cash.

Manufacturers Life has a sound reputation for its liberal approach to insuring older people for the purpose of estate conservation or for guaranteeing the continuity of a business. Our representatives are qualified to provide competent counsel to help our senior citizens meet these special needs.



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**C. T. May**  
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See the Man from Manufacturers

**THE MANUFACTURERS LIFE**  
INSURANCE COMPANY

### WHAT TYPE OF AN INVESTOR ARE YOU?

Investors are not all alike. There are, in fact, many different types of investors. There is the individual who wants security and must live the rest of his life on dividends, and the selection of his investments will determine his standard of living in the years to come. There is the investor who wants immediate income—and the man who wants capital growth.

Regardless of the category you are in, our staff is trained to advise you of the investments best suited to your needs. Our experts will be glad to go over your plan for the future with you and suggest to you a well rounded portfolio. No matter what type of an investor you may be, our staff is ready to serve you at any time. Naturally, there is never an obligation.

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Woodward 5-1122  
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Bloomfield Hills, Mich.  
Jordan 4-6450  
Midwest 7-0900

Listen to WCAR—6:10 P.M.—Monday through Friday—  
For the latest Market News—11:30 on your dial

### Merry Christmas Gifts

FOR EVERY MAN ON YOUR PRESENTS LIST

**COTTON AND BANLON Knit Shirts \$4 to \$8.95**

**Neck Ties \$2.50 to \$5** By Catalina  
**Sweaters \$7.95 to \$14.95** V-Neck, Round Neck, Cardigan Styles

Plaids, Rayon, Corduroy  
**VESTS \$8 & \$12** Cape, Pigskin, Deerskin  
Green, Gold, Grey, Red. Patterns and Solids. Some Reversible.  
**Gloves from \$4** Lined from \$6

Hemstitched and Rolled Edges 2 for \$1.25  
**Linen Handkerchiefs 65¢**  
Others to \$1.50 Ea.

**Esquire Socks** (finest thing on 2 feet!)  
Cotton, Orlon 85¢ to \$2.50  
"Viyella" 50% Wool, 50% Cotton \$1.50

OPEN EVENING UNTIL CHRISTMAS—CHARGE ACCOUNTS INVITED

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108 S. Woodward, near Maple