

BUSINESS NEWS

Township Man Takes Post In Minnesota

A Bloomfield Township resident, Thomas C. Pagon, director of Michigan Medical Service (Blue Shield) enrollment, has been appointed executive director of the Blue Shield Plan in Minnesota.

Pagon will assume his new duties in St. Paul on Monday.

An employee of Michigan Blue Cross-Blue Shield since 1947, Pagon has served in various capacities with both of the prepayment plans. A native of Lansing, Pagon is an associate member of the Wayne County Medical Society and chairman of the National Advisory Committee on Professional Relations to the national Blue Shield organization's board of directors.

He is a member of the Detroit Rotary Club, the University Club of Detroit and the Varsity Clubs of the University of Michigan and Michigan State University.

He, his wife and two sons make their home at 3956 Spur Hill Drive.

Candy Firm Opens Today In B'ham

A candy firm, with its historical background dating back almost 100 years is opening today in Birmingham.

The Albert Sheets Candy Co. occupies a building at 880 S. Woodward which will serve both as a place where candy will be manufactured and as a retail outlet.

There will also be a drive-in window and a parking lot adjacent to the building.

THE SHEETS CANDIES were founded by Elie Sheets whose daughter, Martha Washington Candy Co. eventually grew into a national chain of 18 factories and 1,100 stores throughout the country.

The growth and expansion of the firm continued and in 1921 Albert Sheets Sr., son of the founder, and father of Albert II, present president of the firm, chose Southern California to begin the Albert Sheets Mission Candy Co.

The company grew within six years into the largest candy manufacturers in California.

The Sheets family eventually returned from the candy business.

Now, Albert Sheets II, with his son-in-law Arthur Aaron, will continue what Elie Sheets started back in 1863.

And they chose Birmingham as the headquarters for their Michigan operations.

Accountants Hold Meeting Tonight

The December meeting of the Oakland County Chapter of the National Association of Accountants will be held tonight.

H. L. Mollenkopf, controller of the General Tire and Rubber Co., Akron, Ohio, will be the guest speaker. His subject "Profit Planning Control with a Budget Technique" will emphasize the need for good profit plans and factual sales forecasts.

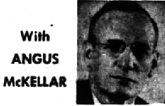
Chairman of the meeting will be James L. Crandall of Rochester.

The program will consist of a social hour at 6:15 p.m. followed by dinner at 7 p.m. and the meeting at 8:15.

A bullfight is the only place where a horn commands respect.

Marshall Joins Firm

James D. Marshall, 1930 Bowers, Birmingham, has been named a member of the executive staff of the Independent Service Life Insurance Co. Marshall joins two other staff members in Birmingham, Robert W. Dunn, Jr. and Marvin E. Long.



With ANGUS MCKELLAR

Behind The Store Fronts

"The trouble with reminiscing," remarked Donald D. James, of the Walsh, James & Wasey real estate organization, "is that it sometimes makes you sound as though you must be at least 50 years old."

James' real estate firm completed its 43rd year in Birmingham this fall. The company played an important part in the development of the Birmingham-Bloomfield areas, establishing some 43 subdivisions.

When the company first started in the area, 80-foot lots were practically unheard of, and something akin to Fulton's folly was thought of by many people when the firm broke ground for the Maple-Chesterfield shopping section — way, way out.

When James first drove to Birmingham about 1912 via gravel road, of course, a toll gate at Woodward and Six Mile road marked the last part of the journey.

James served as the first mayor of Bloomfield Hills, starting in late 1932 at a salary of \$1,000 per year. He chuckled as he recalled his friends telling him that he was 30 cents overpaid!

STARTING Dec. 15, Lew Betterly, of Lew Betterly Organs and Pianos at 240 S. Woodward, will again sponsor the well known organist, Ole Foerch, to play Yuletide music at the Detroit Bank & Trust, Co.'s Woodward-Hamilton branch.

Bob Davis informs us that Kay Cooley, of B. Siegel-Kay Cooley Co., now represents Birmingham Travel Service at the store on W. Maple.

The ski shop portion of the Boat & Sports Mart brand new building is now open for business. Located at 1100 N. Woodward, just south of Normandy, the building is to be one of the most elaborate sporting goods stores in Oakland county. It is planned that the en-

tire building will be completed by about the middle of February, 1962. Owners are Ken Stiefel, president of the Michigan Marine Dealers Association; Charles D. Plank, and Paul Carrick.

Elect Realtor To National Post

Owen E. Hall of Hall & Young, Inc., Birmingham realtors, was elected a vice president of the National Institute of Real Estate Brokers at the recent Miami Beach convention of the National Association of Real Estate Boards.

Hall has served two previous terms as a vice president of the institute and is a past president of the Birmingham Real Estate Board. He was also elected a national director of Inter-City Real Estate Referral Service, Inc., a nationwide organization of referred executives.

B'ham Contractors Attend Special Class

Frank Linsenmeyer, 3240 Purdie, and William L. Sharrad, 2370 Buckingham, Birmingham, recently attended a special school on the Airson heating and air conditioning system.

The training session, held in Chicago, was sponsored by the United States Gypsum Co. to bring contractors up-to-date on the latest application and marketing methods for the system.

Linsenmeyer and Sharrad are both with the Nichols Co.



Newly-Registered Engineers

These four Birmingham men, recently registered as professional engineers, will be honored by the Oakland chapter of the Michigan Society of Professional Engineers at its monthly meeting tonight. Left to right are Charles E. McKeon, 1481 E. Lincoln; Eugene T. MacCracken, 21669 Hampton; Robert S. Tolles, 633 Chesterfield; and Paul D. Denn, 2001 Buckingham. Speaker at the meeting tonight will be Richard A. Little, president of the Michigan Society of Professional Engineers.

Torrence Oil Co. Expands Operations

Expansion of Birmingham's Torrence Oil Co. operations into a 200 square mile area, including Walled Lake and environs, has been announced by Gilbert V. Schrock, vice president.

The move, effective at once, included acquisition of plant and equipment along with large fuel oil storage capacity of C. R. Ely and Sons, Inc., in Walled Lake. Retention of Ely and Sons employees and additions to equipment have been effected, Schrock said.



FRANK F. RYAN

Chevrolet Appoints Ryan Comptroller

Frank F. Ryan, 4807 Tully Road, Bloomfield Hills, has been appointed to the newly created position of resident comptroller of Chevrolet Motor Division's manufacturing plant in Warren.

Ryan, who joined Chevrolet at Indianapolis in 1953, has held various clerical and supervisory positions there and at Central Office in Detroit and at plants in Flint, Atlanta and Los Angeles.

In 1956 he was named resident comptroller of the Chevrolet Engineering Center in Warren. For the past two years he has held similar position at the Livonia Spring and Bumper Plant.

Graduates Saturday

Joseph F. Hein, 17123 Buckingham, Birmingham, will be one of 64 men to receive his certificate of graduation at Saturday's ceremonies concluding the 16-week Program for Management Development at Harvard Business School. Mr. Hein is with the Chevrolet motor division of General Motors corp.

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Visit Hills Ad Agency

Michigan State University's graduate school of advertising students and their mentor, Professor Kenward Atkin, were guests recently of MacManus, John & Adams, Inc., Bloomfield Hills advertising agency. Featured in the day-long seminar was a detailed presentation of the agency's handling of the Saran Wrap Account (Dow Chemical Company) by Account Supervisor Patrick D. Beese. Agency hosts John R. MacManus, senior vice president (third from left) and Milton F. Coulson, Jr. (left) chat with Director of Swiss National Railways, Dr. Werner Belmont, of Bern, Switzerland (right) and Dr. Atkin.

Yntema Announces Ford Promotions

Ford Motor Co. has established an economics office with James W. Ford as director, T. O. Yntema, 3850 Franklin, Bloomfield Township, vice president and chairman of the finance committee, announced recently.

T. J. Ohal, of Southfield, was appointed to succeed Ford as manager of the economic analysis department. Yntema said Ohal has been a Ford senior economist since 1953.

Before joining Ford Motor Co., Ford was an economist in research and statistics for the Federal Reserve System's board of governors.

Before joining Ford, Ohal 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.

Ohal, his wife and five children live at 2604 West Nine Mile, Southfield.

MI 4-1100 is a number for you to remember. Call it today and place your Birmingham Eccentric classified.

Dec. 14, 1961 THE BIRMINGHAM (MICH.) ECCENTRIC 3-B

Cadillac

Craftsmanship a creed... accuracy a law!

The headline of this advertisement was written almost sixty years ago.

It is the motto of the men who build Cadillac cars—and it has served as both proud legend and stern taskmaster for three generations of Cadillac craftsmen.

We selected it to help tell our story today, because we think it still summarizes perfectly the quality and the care—the pride and the precision—that go into the making of every Cadillac motor car.

There is no really adequate way to describe the crafting of a Cadillac. But this recitation of facts might be helpful.

1. The average Cadillac craftsman has ten years of experience on the job.
2. One out of every seven people involved in the building of the car is an inspector.
3. Cadillacs are built in only one place—by men who build nothing else.
4. The car is crafted to unbelievably fine tolerances. Some engine parts, for example, must be accurate to within one ten-thousandth of an inch.
5. Every motor undergoes more than 1400 different checks and inspections in the course of its assembly.

The list is longer, of course. But however lengthy, it could never be more impressive than the result. It's the 1962 Cadillac.

See it and drive it soon. We know you'll understand why it has been so widely acclaimed as the Standard of the World.

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