

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, February 16, 1961

SECTION
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Few manifestations of human thought and action surpass the angelic works of a good and kindly woman. (The same may apply to a man, too.) Yet, somehow, mankind gives special recognition of this virtue in woman... for civilized man long has placed her on the pedestal of Inspiration. "She is the good man's paradise, and the bad's first step to heaven."

BUSINESS BRIEFS

Flynn Selected For MIT Study

Harold O. Flynn, 600 Sufield, Birmingham, is among a group of 18 American business executives chosen for a special 10-week study in advanced industrial management at Massachusetts Institute of Technology.

Flynn, assistant chief engineer in charge of truck body and chassis design for Chevrolet, will participate in the seminar under the auspices of General Motors.

Conducted by the MIT School of Industrial Management, the program beginning March 6 presents a broad study of executive planning, policy and function with special information in the fields of

economics, finance and human relations.

FLYNN, WHO joined Chevrolet in 1952, is a member of the Society of Automotive Engineers and has presented technical papers to the organization.

Elected to Board

Sherman L. LaMeasure, 1731 Dorchester, Birmingham, secretary-treasurer of De Vlieg Machine Co., Royal Oak, has been elected to the board of directors of the Cutting Tool Manufacturers Association.

Sumner To Sell For Bob Frost

Warren S. Sumner has been selected a special Lincoln Continental sales representative for Bob Frost, Inc., 479 South Woodward, Birmingham.

Accredited by the Lincoln-Mercury division of Ford Motor Co. and its dealerships, Sumner will devote his time to a specialized sales program for the 1961 Lincoln Continental.

Sumner has been in the automobile business for 30 years. He now resides at 3705 Brookside, Bloomfield Hills.

GM Appoints 3 B'ham Men

General Motors Corp. has announced the appointment of three Birmingham area men chairmen of community relations committees.

Calvin J. Werner, 2633 Ensdleigh, Bloomfield Township, vice president and general manager of the GMC Truck & Coach division, has been appointed head of the GM Pontiac plant city committee.

The committee, composed of executives from GM operations in Pontiac, is responsible for the company's overall community relations in Oakland County.

Earl Hayward, 1883 Hillcrest Drive, Beverly Hills, Fisher Body division plant manager in Willow Run, is head of the community relations program in the Washtenaw County area.

Hayward, who was named plant manager in June, 1960, has been with Fisher Body since 1924.

FRANK O. RILEY, 2020 W. Lincolnville, Birmingham, general manager of the Termstedt division of General Motors, has been appointed chairman of the GM Detroit community relations committee.

Restaurant Chain Sold in 2-Way Deal

Greenfield-Mills Corp., owner of the Birmingham and two Detroit Greenfield restaurants has been purchased by the Gladioux Corp. of Toledo, for \$3,451,000.

The purchase is part of a two-way transaction involving the Ohio corporation and the ABC Vending Corp. of New York.

Yvonne A. Gladioux, president, said 13 affiliated corporations of his firm merged with ABC in a "stock swap" involving 68,500 shares of ABC Vending common stock.

Insurance Man Stars in Film

A motion picture for automobile sales managers has been completed by the Chevrolet Motor Division with Felix Harrison, 876 Vinewood, Birmingham, in a leading role.

An underwriter for Equitable Life Insurance Co., Harrison was on a panel of outstanding national sales executives to discuss methods of their chosen professions.

In the movie, Harrison discusses the prospecting methods which have earned him an impressive record during more than three decades as an insurance underwriter.

Four Attend Conference

Several Birmingham area residents attended a general sales conference in Plymouth last week for the American Hospital-Medical Benefit and the American Community Mutual Insurance Co.

Karl M. Fremuth of 592 Woodland, Birmingham general agent,

received the bronze award of the Leading Producers Roundtable of the International Association of Health Underwriters.

Harold J. Schenck, Allen Park general agent who lives at 6190 Old Orchard Drive, Bloomfield Township, received the gold award. He also received recognition as a

member of the newly-created sales advisory committee of selected agents of the company companies.

WILLIAM J. DeGRACE, 2113 Yorkshire, Birmingham, president of the W. J. DeGrace Co., spoke to the group on "Public Relations for Agencies and Agents." Oliver Spencer, 2400 Buckingham, Birmingham, sales representative and member of the Detroit Lions, also was present.



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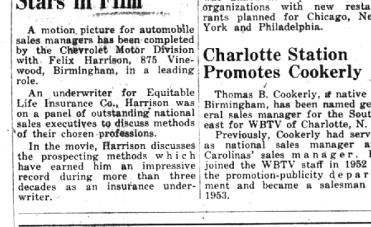
Rye Heads Lamb Co.

The board of directors of the F. Joe Lamb Co., Detroit, has announced the election of John K. Rye, 16220 Lauderdale, Beverly Hills, as president.

Rye joined the company in 1951 as assistant general manager. He was later made general manager and vice-president - general manager.

Before joining Lamb he was administrative and technical assistant to the general manufacturing manager in the Lincoln-Mercury division of Ford Motor Co.

Rye was also chief tooling engineer in the Detroit transmission division of General Motors Corp.



Charlotte Station Promotes Cookery

Thomas R. Cookery, a native of Birmingham, has been named general sales manager for the Southeast for WFTV of Charlotte, N. C.

Previously, Cookery had served as national sales manager and Carolina's sales manager and joined the WFTV staff in 1952 in the promotion-publicity department and became a salesman in 1953.



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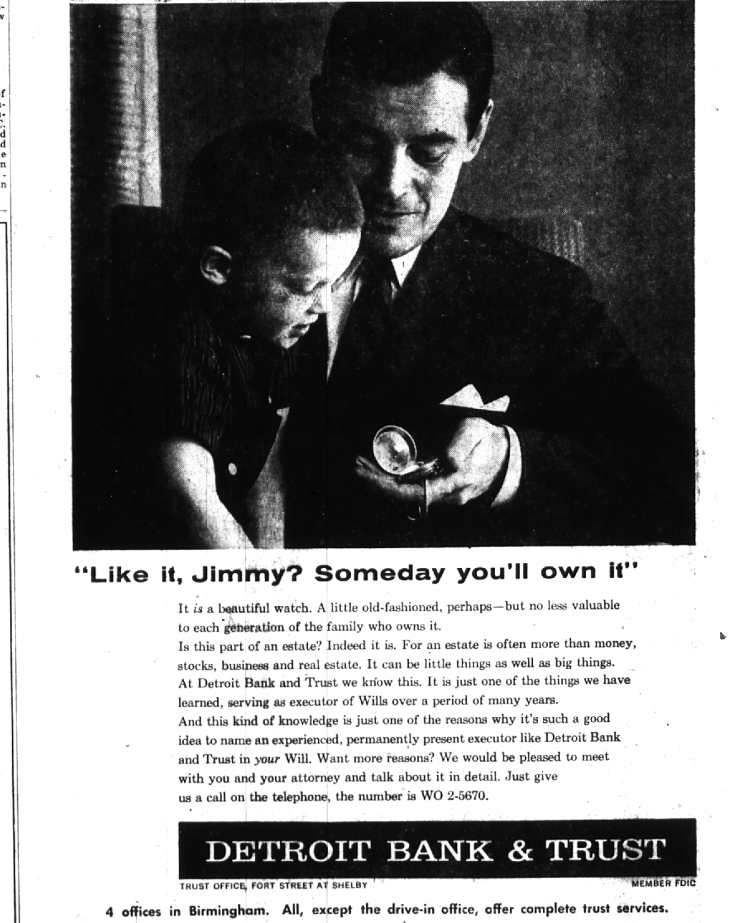
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The Prep Shop
Bacterial Refinements For Young Men
237 Pierce Birmingham BH. 6-6186

Saturday, February 18th
The Prep Shop Presents Its Annual
Washington Birthday Sale

Prices are chopped from 25% to 100%. We are giving away winter caps while they last. Be sure to see the remnants of Washington's Army as well as the sad remains of the winter.



"Like it, Jimmy? Someday you'll own it"

It is a beautiful watch. A little old-fashioned, perhaps—but no less valuable to each generation of the family who owns it.

Is this part of an estate? Indeed it is. For an estate is often more than money, stocks, business and real estate. It can be little things as well as big things. At Detroit Bank and Trust we know this. It is just one of the things we have learned, serving as executor of Wills over a period of many years.

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