

BUSINESS NEWS

Bush Marks 25th Bell Year

Elmer R. Bush, 341 S. Glenbury, Bloomfield Township will observe his 25th anniversary with Michigan Bell Telephone Co. next Thursday.

With a career that began as a messenger boy, Bush has held many positions with Michigan Bell, advancing in several departments with headquarters in Detroit.

A year ago, he was named a staff supervisor in the company's revenue department. There, he supervises a staff group responsible for the rates for special communications services provided for the federal government. His group also makes rate studies on new communications services, and on new developments in existing services.



BUSH

Walker Says Basic Education Is Necessary

The ability to transfer experience to a new problem is a knowledge of words and personal communications are fundamentals for industrial executive material, said Theodore F. Walker, 1042 Puritan, Birmingham, executive vice-president of the Kent-Moore Organization, Inc.

Walker spoke to a group of industrial management students at Purdue University.

He emphasized the need for a broader education experience — highlighting English, mathematics, and humanities in preparing for a management career.

"Making decisions for new problems based on old experience and education in communicating effectively through the written and spoken word are the basic tools of management," Walker said.

The talk was part of a program of orientation to industry conducted at Purdue.

Sehn Elected Vice-President

Francis J. Sehn, 3515 Brookside, Bloomfield Township, has been elected fourth vice president of the American Society of Tool and Manufacturing Engineers.

The election took place at the Society's annual Convention in New York City recently.

Sehn, who is president of Press Automation Systems, Inc., Detroit, was national secretary of ASTM for 1960-61. A registered professional engineer, he is a member of the Wayne State University faculty and also owner of a Detroit consulting engineering firm, the Fran Sehn Co.

DeGrace Ad Counsel For Hospital Firm

W. J. DeGrace Co. of 2113 Yorkshire, Birmingham, has been named public relations and advertising counsel for American Hospital-Medical Benefit and American Community Mutual Insurance Co., it was announced by John J. Temple, president of the companion firms headquartered in Plymouth.

Wolf Announces Stokes, Reilly Appointments

Wolfe Inc., a Detroit printing firm, announced new officers elected at a recent board of directors meeting.

Elected vice-president-sales was Harold E. Stokes, 1350 Lake Crest, Bloomfield Hills. Stokes previously was vice-president of the Detroit Die Set Corp., which he joined in 1941 after nine years as a salesman with Wolfe.



STOKES

Elected secretary-treasurer was Ralph E. Reilly, 3970 W. Maple, Birmingham. Reilly will also continue as plant manager.

Grisinger Named Chief Stylist

A. B. Grisinger, 4495 Shadow Lane, Bloomfield Township veteran of nearly 30 years in the automotive styling field was named chief stylist in the Lincoln-Mercury Studio.

Grisinger entered the automotive field as a designer with Chrysler in 1932, and subsequently was a designer with Kaiser and Great Lakes Airmobile before becoming an independent industrial designer.

Grisinger joined Ford in March 1955, as manager of Ford car and truck styling. He was named executive stylist of advanced Mercury styling and special projects in June of that year, and executive stylist of advanced styling in May 1956. Prior to his appointment to his present position, he had been executive stylist in the Mercury Studio.

Bob Cook Heads Home Agency

Security Mutual Life Insurance Co., New York, has announced the appointment of Robert E. Cook, 1708 Winthrop, Birmingham, as an officer and superintendent of agencies in its Birmingham home office.

A veteran of 18 years experience in life insurance sales and management, Cook was Detroit branch manager for Business Men's Assurance Company of America before joining Security Mutual.

Sink Appointed Engineering Boss

The appointment of Robert L. Sink of Birmingham, as manager of engineering for Burroughs Corp. Military Electronic Computer Division in Detroit has been announced by E. W. Schumier, general manager.

Sink joined Burroughs after 15 years with Consolidated Electro-dynamics Corp. where his last position was manager of engineering. In his new position he is responsible for all engineering activity at MECD, reporting directly to the general manager.

Rambler Sales Hit Peak of 10,093

American Motors executive vice-president Roy Abernethy, 3940 Oakland, Bloomfield Township, announced recently that Rambler reached a first-of-the-month sales peak of 10,093 in the first ten days of June.

Abernethy said this represents a 9.6 per cent rise over the same period in May.

50 Teachers Hold Meeting At Cranbrook

More than 50 teachers of architecture, from almost as many schools in the United States and Canada have been meeting daily at Cranbrook Academy of Art in Bloomfield Hills to exchange views in an effort to improve architectural education.

KNOWN AS the R-17 Summer Seminars, these workshops have been held annually since 1956. They are jointly sponsored by the American Institute of Architects (AIA) and the Association of Collegiate Schools of Architecture (ACSA). General Chairman of the seminars is Harold Bush-Brown, F.A.I.A., of Washington, D. C.

Chairman of this year's program, centered on the aspects of urban design as related to the profession of architecture and the education of students of architecture, is Harold Himes, A.I.A., of the staff of the University of Michigan's College of Architecture and Design.

LAST YEAR'S seminar was held at Sagamore Lake in the Adirondacks.

In the words of Committee Chairman Bush-Brown, "these meetings have proved an invaluable vehicle for AIA and ACSA in achieving improvement in the spirit and character of the offerings in our schools of architecture."

Several Detroit-area architects served as panel members at this year's seminar, including John Haro, 837 Shephardsh, Birmingham.

Paul B. Brown, 2785 Ayrshire, Bloomfield Hills, is President of the Detroit Chapter of the AIA.

Gee Elected Oakland Oil Heat Council President

David H. Gee, 3736 Peabody, Bloomfield Township, was recently elected president of the Oakland Oil Heat Council, a group composed of fuel oil dealers in Oakland County.

Gee, a former treasurer of the Council, is owner of the Gee Coal & Oil Co., Pontiac.

Gee presided Tuesday at the annual meeting of the Council, held at the Waldron Hotel, Pontiac. Pink, Carpenter and Rau, the Council's advertising agency, presented the 1961-62 promotional program.

Goodwin Service Opens Doors

Dick Goodwin, 1830 Mohawk, Bloomfield Hills, announces the opening of the Goodwin Service Co., 410 N. Woodward, Birmingham.

The Goodwin Service Co. specializes in heating, air conditioning, and commercial refrigeration engineering. The company also services electrical equipment.

Goodwin, a mechanical engineer, has 14 years experience in the air conditioning field.

Saltsman Re-Elected Wing Commander

Robert G. Saltsman, 208 Larchlea, Birmingham, recently was re-elected Commander of the Michigan Wing of the Air Force Association.

Appointed Wing Executive Officer was William Whitney, 1655 Torry, Birmingham.

The elections took place at a business meeting preceding the Wing's annual dinner at Selfridge Air Force Base in Mt. Clemens.



JA Award to Adams

Thomas B. Adams, 931 W. Harsdale, Bloomfield Hills, president of Campbell-Ewald, a Detroit-based advertising agency, was presented Junior Achievement's highest adult award recently. Adams received the award for his outstanding support of JA

over the past several years. Shown congratulating Adams are Cal Scott, of Ypsilanti, left, (Mr. Achievement of 1961), and John Terry, of Sydney, Australia, right. Both young men were presidents of miniature JA corporations in southeastern Michigan.

Business Training JOBS Leads Directly to WHICH PAY MORE!

Why More Training? The Job Guide published by the U.S. Dept. of Labor, gives this answer: "You should weigh carefully the long run advantages offered by jobs you are considering against immediate gains. You should be aware of the great importance of education as a general and specific asset. Technical or professional training received after leaving high school will give you definite advantages in seeking and finding a job. When advancement opportunities occur, preference is generally given to persons with superior educational qualifications — other things being equal."

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