

# BUSINESS NEWS

4-B THE BIRMINGHAM (MICH.) ECCENTRIC May 11, 1961

## Nine B'ham Masons Earn 32nd Degree

Among the more than 235 Masons from 12 southeastern counties of Michigan to receive the 32nd degree of Scottish Rite in the Detroit Masonic Temple were nine local Birmingham-area residents.

Those who earned the new degree on April 29 are: Sidney T. Eder, Raymond J. Green, Badgley A. Elmes, Robert G. Wild and Gerry L. Barkley, all of Birmingham; John F. Gregory, Gerald K. Johnson, both of Birmingham; Donald E. Newsted, Bloomfield Hills; and Wayne L. D. McCane, Bloomfield Township.

When going to hell, an automobile can be faster than a hand basket.

## Nature

(Continued from 7-B)

she crams down the stigma of the flower.

WHEN NATURE prefers the benefits of cross pollination she may also ripen the male anthers and the female stigmas at different times or she may grow them out of reach of one another either on the same plant or on separate plants thus making self pollination impossible.

Man too has learned how to turn his hand to extend nature's pollinating rite so that in time he may determine not only the shape but the usefulness of our future flora. Witness a lavender rose, a marigold minus its ill-scent, a strange new fruit, or the nation's fields of hybrid corn.

## Shrubs

(Continued from 7-B)

summer heat which often cuts off the supply of panicles.

THIS TIME OF year many people ask: "Why are the needles on my arbutus and white pine appearing brown?" They are discarding two or three year old needles and this cycle is normal.

Some home owners are worried because their arbutus jumpers have the color of a ripe olive this time of year. This, too, is natural as we select them for their winter coloring to provide a contrast with other evergreens and thus give you texture.

Give your lawns adequate fertilizer, seed where needed, plus a good grooming by mowing and raking gently, pray a little and by the first of June you will have a lawn worthy of the household name.

## SPEA Names Shugg to Board

R. L. Shugg, Jr., 18201 W. 14 Mile, Birmingham, sales promotion manager of Dodge division, Chrysler Corp., and president of the Detroit chapter of the Sales Promotion Executives Association has been named to the board of directors of the S.P.E.A. national organization at the fourth annual convention in Philadelphia.

Shugg, a 15-year veteran with Dodge, is credited to a great extent with the reactivation of the Detroit Chapter of S.P.E.A. which in six months, went from the smallest of S.P.E.A.'s 15 chapters to the second largest.

Shugg will serve a three-year term on the board, till 1964.

## Doctor Opens Southfield Offices

Ira M. Altshuler, M.A., M.D., has opened offices in the Guerdon Building, 17600 W. 8 Mile, Southfield.

Dr. Altshuler is a Diplomate of the American Board of Psychiatry and a Life Fellow of the American Psychiatric Association.

## Sauters Return

Mr. and Mrs. Jack Sauter of Birmingham have just returned from New York where Sauter spent a week in conference with Recordak Corp. officers.

New manager of the Recordak Corp. branch in Detroit, Sauter was selected for attendance at a series of management meetings on the basis of outstanding performance during 1960.

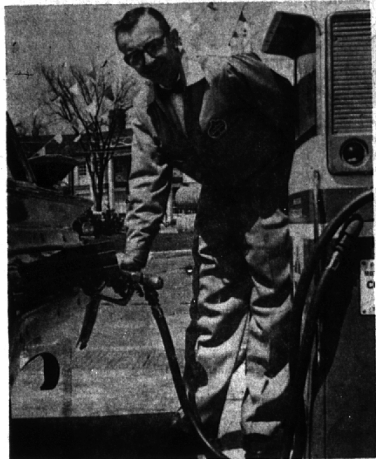
He was elected a charter member of Recordak's "21 Club," an honor group comprising a selected few sales representatives with exceptional records of achievement.

## Mayfair Appoints

Rolfe C. Spinning, Inc., of Royal Oak, has been appointed by Mayfair Plastics, Inc., of Birmingham, to handle the advertising, marketing and publicity for their new Stat-Tec golf tee and its companion, the plastic ball spotter.

## Appoint Ad Agency

John R. Chapman Co., Birmingham, has been appointed advertising agency for the Birmingham Real Estate Board and the W. F. Hickman Co., statewide commercial roofing contractors with headquarters in Warren, Michigan.



Bud Carroll has the distinction of owning the filling station which pumped more gasoline than any Standard station in Metropolitan Detroit in 1960. Last year more than one million gallons of the fuel were disbursed from the pumps at Maple and Cranbrook, Birmingham.

## Station Pumps Million Gallons of Gasoline

What does it take to sell a million gallons of gasoline annually from a single service station? Ask Bud Carroll, owner of Carroll's Standard service, at W. Maple and Cranbrook Road, Birmingham, who was recently honored as the highest volume Standard dealer in the Detroit area.

As having the largest volume service station in his district, Carroll was presented with an oil portrait of him by F. J. Swindell, the firm's district manager.

THIS IS the second million-gallon station for the well-spoken owner. Previously he developed a similar sales volume at a station in Oak Park prior to taking over the station in Birmingham three years ago.

Carroll, 36, began in the business in 1938 as a 13-year-old pumping gasoline. He owned his first station at the age of 20.

Carroll is the first highest volume dealer to also win the company's appearance and cleanliness contest.

"OPERATING a clean, attractive service station makes a giant stride toward increasing your sales volume," he said.

## Bross Keynotes Traub Meeting

Carl Bross, 4285 Echo, Bloomfield Hills, keynoted a recent four-day sales meeting of the Traub Manufacturing Co. with a sales report on the "Orange Blossom" diamond engagement and wedding ring.

Bross is general manager of the 50-year-old firm.

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## How much Life Insurance should you own?

Most of us have asked this question only to discover there is no ready-made answer because needs and circumstances vary from family to family. The father of three children has greater needs and responsibilities than the young man who has just recently married. Some people have more substantial financial reserves than others. How much Life Insurance should you own to meet YOUR needs? Would it be \$15,000? — \$25,000? — \$50,000 or more?

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