

Perhaps you, too, have found yourself unnecessarily critical of a singer (often a soprano) whose words are almost impossible to identify. Especially when the melody reaches high notes. Perhaps you mentally re-acted at such singing, as I did, not long ago. Then I thought: "Her enunciation is poor . . . but the melody of her voice is lovely; let me accept the beautiful human sound . . . as I would a bird's."

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, November 9, 1961

SECTION
B

BUSINESS NEWS

B'field Man Heads Storer TV Stations

Bill Michaels, 242 Woodberry, Bloomfield Hills, has been named vice president for television by the Storer Broadcasting Co.

Michaels fills a position formerly held by George B. Storer, Jr., who was elected corporation president in April, 1961.

The new TV head will set up offices in the Cresson Building at Maple and Cranbrook from which he will control the overall operations of Storer's five television stations in Detroit, Cleveland, Toledo, Milwaukee and Atlanta.

Michaels joined the Storer organization in 1953 when the company purchased the San Antonio radio station which he had been managing.

In 1954 he was appointed general manager of WJBK-TV, Detroit, and became a company vice president in 1956. He was elected to the board of directors in 1959. He began his broadcasting career in 1940 as a sportscaster.

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JACKSON



O'BRIEN

2 Township Men Set Up New Firm

Two Bloomfield Township men have set up a new firm of manufacturers' representatives specializing in packing supplies.

Tri-Pak, Inc., with offices at 20131 James Couzens, has as its president William M. Jackson, 4524 Stoneleigh, George P. O'Brien, 2772 Alveston, is vice president and secretary.

Both have long been identified with the packaging supply industry, particularly in the fields of food and beverages.

They formerly held positions with Crown Cork & Seal Co., Inc., before joining forces to form the new firm.

B'ham Bank Joins System

The Birmingham-Bloomfield Bank, 250 Martin, Birmingham, has been admitted to membership in the Federal Reserve System.

"We have taken this step," said Charles D. White, president, "so that we may give the Birmingham-Bloomfield area the finest possible service and safety. As a member bank, the Birmingham-Bloomfield Bank will have direct access to the facilities of the strongest banking system in the world."

"While the Birmingham-Bloomfield Bank will continue to operate as a state bank, it will gain for the community all the strength and services of the Federal Reserve System. The bank will still be under the supervision of the State Banking Department and will continue its membership in the Federal Deposit Insurance Corporation."

According to White, banks which are members of the Federal Reserve System hold more than 85 per cent of the commercial banking resources in the United States.

State banks may join if they can meet requirements as to capital, assets and management.

The Birmingham-Bloomfield Bank has total resources in excess of \$4,000,000.

Hopler Takes Post In New York City

Charles D. Hopler, 27720 Rackham, Lathrup, Detroit manager for Reader's Digest since 1955, has been named to the new post of director of advertising sales with headquarters in New York.

Hopler will be in direct charge of the sales staff for the U. S. edition in New York and the regional offices.

Prior to joining the Digest during the first year the magazine carried advertising in this country. Hopler was advertising sales manager of U. S. News and World Report in Detroit.

Unger Appointed Denver Manager

Appointment of Richard F. Unger as district sales manager of the newly created Denver district office has been announced by A. B. Dick Co.

Unger will be responsible for sales and service through the firm's sales offices in Denver and Salt Lake City.

He joined A. B. Dick in 1954 and most recently was general manager of the firm's Birmingham subsidiary.

B'ham Associates Incorporate Firm

Booth-Ryan Associates, a partnership between Stephen F. Booth and Granville C. Ryan, both of Birmingham, engaged in public relations work, has become a Michigan corporation and expanded into other fields.

Ryan is president and treasurer of the new corporation and Booth vice president and secretary. In addition to the public relations work, Booth-Ryan Associates, Inc. will produce and manufacture industrial films and continue to publish a theatre publication recently introduced to theatregoers.

Among the films made this year by the organization is one for the Fisher Body division of General Motors Corp., and a series of eight half-hour films is now being produced for the Booth Newspaper chain of Michigan.

Steding Promoted

Philip L. Steding, 2148 Pennbrook, Birmingham, has been appointed manager - manufacturing

accounting in the control and finance department of American Standard Controls division, Detroit. Steding joined the controls division in 1951 as a payroll clerk.



Nobel Winners Meet

Bendix Research Laboratories in Southfield was the scene of a recent gathering of Nobel Prize winners. Latest Nobel Laureate, Dr. Rudolf Mossbauer, is at the extreme left. Others are Dr. William Shockley (second from left), Peter Debye (second from right)

and John Bardeen (right). Holding a cold glass reaction controller is Malcolm Ferguson, 31050 Stafford, Beverly Hills, Bendix president. Third from right is Dr. Winston Kock, Bendix research director.

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Enjoy the good looks and good taste of these fine, sleek stripes...in an exceptional broadcloth woven exclusively for Excello. Choose a wardrobe of Flecline Stripes in a variety of flattering, masculine shades... with a wide selection of new and correct collar styles. Each shirt is "tailored-like-a-jacket" to give you the best in comfort and fit. See them today.

3 Collar Styles . . . 3 Colors in both Plain and Stripes. \$6.50



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Just wash . . . drip dry . . . and wear!

All day, day after day, you look cool, crisp, and collected in this fine luxurious shirt by Excello. Wilt-resistance is built-in to this superb fabric...and it is so easily subdued by hand or machine, with little or no ironing needed, that you can wear it completely refreshed every morning. The perfect travelling shirt! "Tailored-like-a-jacket" to give you the best in fit and comfort. Come in for yours today!

Button Down Collar and Regular Collar. White Only. \$7.50



the button-down oxford at its most luxurious best...styled with the master touch of **Excello OXWEVE**

In our opinion, here's the finest version of the classic button-down oxford made today! Styled with the exclusive EXCELLO "tailored like a jacket" features to give you a smoother, more comfortable fit...under the arms, in the front and back, around the neck. Sleeves are set at the natural angle you hold your arms...the yoke cut on an arc to follow natural shoulder curves... a smooth, body-conforming fit in the front...plenty of needed fullness in the back. EXCELLO's exclusive bell-front lap-over keeps shirt tails from riding up. Single-needle tailored, lock-stitched throughout, with luxury large ocean pearl buttons as an added fashion note.

In Single and French Cuff. White \$5.95 Blue \$6.50



smartly different... the new "WAYLO" collar by **Excello** "...tailored like a jacket!"

Flawlessly tailored for the gentleman of impeccable taste—EXCELLO's trim drop-sloped "WAYLO" modified spread collar is one of the smartest styles we can recommend. In every detail, this shirt is another fitting example of famous EXCELLO craftsmanship. The exclusive, custom-cut eliminates excess fabric across the chest and under the arms. The single-needle sleeves are set in at the natural arm angle. All seams are lockstitched, and only extra-large, genuine ocean pearl buttons are used. Here is truly "your form in fabric" in a luxurious, high-count cotton broadcloth with a deep-seated lustre that simply won't wash out.

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