

BUSINESS NEWS

CUSTOM DRAPERIES

by
Mary Elizabeth

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From where I sit... by Joe Marsh

Makes A "Lot" of Sense

The other day I was driving by Slim Thomas' used car lot, when I noticed he'd put up a big neon sign. Trouble was, one of the letters was upside down. So I drove in. "Hey, Slim," I said, "that's a nice new sign—but one of the letters is wrong-side up!"

deal on that car of yours. . . From where I sit, "look before you leap" is especially true whenever you start to give advice. Unlike Slim, some folks may not welcome your suggestion—especially about personal tastes! Whether your neighbor takes coffee with his meals, or prefers a glass of beer—that's really his own "business." Giving folks credit for knowing their minds is a good way of keeping friendships "right-side up."

Joe Marsh

Then he grins down at me. "By the way, Joe," he says, "I could give you a pretty good

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**Jered Names
Vice President**

Promotion of W. E. Cameron from chief equipment engineer to vice president in charge of all engineering activities at Jered Industries, Inc., Birmingham, has been announced by E. R. Davies, 1670 Hammond Court, Bloomfield Hills, president.

Cameron first joined Jered as project engineer in 1949. Serving in various capacities since that time, he is largely responsible for developing and applying the "unit mechanization" concept to the design of special automated inspection and testing machines for the automotive, aircraft, appliance and electrical control industries.

In addition to automation equipment, Jered Industries also provides private industry and the nation's defense establishment with advanced product development services ranging from research and feasibility studies, design, engineering, and the fabrication, assembly and testing of pre-production prototypes.

**Area Men Named
By Oil Company**

James Allen, 5545 Forman, Bloomfield Township, regional manager of sales promotion and advertising for Standard Oil division of American Oil Co., has been named manager of the company's Detroit-west district office.

Leon Hegge, 31829 Sheridan, Beverly Hills, regional manager of merchandise for the company, moves up to the sales promotion and advertising job.

Allen joined Standard Oil as a sales analyst in the marketing department in Kansas City, Mo., in 1946.

He has held positions of sales manager in Kansas City and manager of motorists' advertising in the general offices of the company in Chicago, Ill.

Hegge joined Standard Oil as a warehouse clerk in Eau Claire, Wis., in 1929.

Successful promotions earned him a position of sales manager in LaCrosse, Wis., where he worked for eight years. This was followed by a transfer to the same responsibility at the company's Grand Rapids and Lansing district sales offices.

Appoint Assistant
Cynthia Campbell of Birmingham has been appointed a research assistant in the research laboratories of Parke, Davis & Co., Ann Arbor.

**Gleaner Life
Holds Confab**

Several area residents have returned from the national convention of the Gleaner Life Insurance Society held in Dayton, Ohio.

About 228 delegates and guests attended the sessions, representing more than 54,000 members in Michigan, Ohio, Illinois, Indiana and Iowa.

Local residents who attended are Mr. and Mrs. R. G. Ransford, 1713 Cedar Hill Drive, Bloomfield Township; Mr. and Mrs. John W. Dressler, 5477 Van Ness Drive, Bloomfield Township; Mr. and Mrs. William J. DeGrone, 2113 Yorkshire, Birmingham; Mr. and Mrs. Edgar A. Guest, Jr., 83061 Bingham Lane, Bingham Farms; and Mrs. Eleanor Bishop, 92 Manor, Bloomfield Township.

Ransford is president, Dressler is public relations counsel, Guest was banquet speaker and Mrs. Bishop is assistant to the Society's secretary.

Other Gleaner Life people from the headquarters office at 1600 N. Woodward Avenue who attended are Stuart B. Micklethwait, society secretary; Mrs. Lola Leonard, assistant to the president; Harvey L. Raschke, assistant secretary; and Mrs. Gladys Simpson, secretary of the field department.

**Real Estate Firm
Appoints Manager**

Jack Theisen, 4495 Chisholm Trail, Bloomfield Township, has been appointed general manager of Howard T. Keating Co., according to company president Howard T. Keating, Jr.

Theisen, who joined the 35-year-old Birmingham realtor organization in 1959, is responsible directly to Keating for the firm's sales, land development, and office operations in Michigan. Theisen has been manager of the company's sales force for the past year.

**Carter Elected
To Soss Board**

Harold Marko, president of Soss Manufacturing Co., has announced the election by the board of directors of Richard J. Carter, 1890 Humphrey, Birmingham, as vice president in charge of manufacturing.

Carter, plant manager of Soss for the past two years, has been associated with automotive parts manufacturing since 1946.

Previously, he was with Gemmer Manufacturing Co. for ten years and with the Fitzsimmons Manufacturing Co. immediately preceding his joining Soss.

**Moriarty Named
Refining Manager**

Francis C. Moriarty, 191 Baldwin, Birmingham, has been named manager of domestic refining for The Ohio Oil Co. and will headquarter in Findlay, Ohio. He continues as vice president of manufacturing for Aurora Gasoline Co., an Ohio Oil subsidiary.

In his new position, Moriarty will be responsible for the operations of the three Ohio Oil refineries located at Robinson, Ill., and Detroit and Muskegon.

Moriarty joined Aurora in 1950 as assistant vice president of manufacturing. He previously had worked as an engineer, department head and presidential assistant for Universal Oil Products Co., Chicago. He has been a vice president of Aurora since 1952.

Ohio Oil acquired Aurora Gasoline Co. and its subsidiary, Speedway Petroleum Corp., in 1959.

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**Rummel Promoted
At Pontiac Motors**

Martin F. Rummel, 1168 Lyonhurst, Birmingham, has been elevated to the new position of director of purchasing and production control at Pontiac Motor division. He has been director of purchasing since 1946. In his new position he will direct the purchasing and production control operations.

Rummel joined the Pontiac organization in 1927. Progressing from manufacturing duties to purchasing, he became a buyer in 1932 and assistant purchasing agent in 1941.

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

Jacobson Selected Station Manager

Dennan F. Jacobson, 4074 Rouge Circle, Troy, has been named station manager of WWJ, Detroit. He started at the station in 1959 as local sales manager and was later promoted to sales manager with responsibility for national, regional and local sales.

Prior to his association with the Detroit radio station he was an account executive with the Detroit office of the Columbia Broadcasting System. He has also been service

representative for N. W. Ayer & Son, Inc. and New York regional manager for the industrial division of Scott Paper Co.

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