

The careful forester sees that the infant tree's roots are in good soil, that its trunk is straight up... for he knows the truth of the old axiom: "As the twig is bent so the tree is inclined." It likewise is true in the raising of children. Wise parents need to raise a child in patient love, of course... but also in an environment of obedience, consideration, respect.

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, October 26, 1961

SECTION
B



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BUSINESS NEWS

Architects Name Board

At the annual meeting of the stockholders of Minoru Yamasaki and Associates, architects and engineers, 1025 E. Maple, Birmingham, the following were re-elected to the board of directors for the ensuing year: Minoru Yamasaki, president; Cass S. Wudowski, vice president-treasurer; William K. secretary; Walter Graydon; and Harold Tsuchiya.



At the same meeting, Aaron Schreier was named an associate of the firm. Other associates are Henry J. Guthard, Robert L. Morris, Daniel L. Treacy, Arvin R. Prevost, Peter Turner and Alex. J. Viola.

Yamasaki has designed government and public buildings, colleges, school and church buildings.

Among his most nationally known works are his urban redevelopment studies in St. Louis and Detroit, his design for the St. Louis air terminal, the Federal Reserve Bank in Detroit, and Wayne State University's McGreggor Memorial Conference.

His works have been exhibited at the Brussels World's Fair, the American National Exhibition in Moscow and the International Building Exposition in Berlin.

New Implement Manager at Ford Motor

A man with 23 years of experience as a farm equipment sales administrator has been named farm implement manager of Ford Tractor Operations, Ford Motor Company, in Birmingham.

Kenneth S. Spicer, in this capacity, will be responsible for analyzing the farm implement business in the United States and world markets, reporting to R. J. Hampson, operations vice president and general manager.

Spicer, who was born in Moose Jaw, Saskatchewan, Canada, joined Massey-Harris Co., Ltd., following graduation from local high and technical schools. After three years he left that organization to manage a large farm equipment dealership at Yorkton, Saskatchewan, but returned to Massey-Harris three years later to become production supervisor at its Woodstock, Ontario, plant.

Following this he contacted dealers in western Canada, and subsequently was named assistant manager of the Calgary branch. In 1949, he was transferred to the United States headquarters at Racine, Wis., as assistant sales manager.

HE WAS APPOINTED Western sales manager in 1950, and two years later was named assistant to the president. He occupied that position during the amalgamation of the Massey-Harris and Harry Ferguson companies.

Following this amalgamation, he moved to Australia to organize marketing procedures for the new company and its Australian implement facility, H. V. Mackay Co., as director and general sales manager of Massey-Ferguson of Australia. He returned to the parent company's Canadian headquarters at Toronto in 1958 as general manager of parts and service sales.

In 1959, he left M-F to return to Melbourne, Australia, as director of marketing and new development for Rockman's, an Australian chain department store. He served currently as a director of J. I. Case Co. of Australia.

In his new capacity with Ford Tractor Operations, he will be responsible for staff studies and recommendations concerning Ford's participation in the agricultural implement field.

Auto Conversion Appoints Duryea

Charles Duryea, Jr., has joined the Automotive Conversion Corp. of Birmingham as sales manager. His duties will include developing markets for new products, as well as supervising sales of the company's funeral cars and ambulances.

Prior to his association with Automotive Conversion Duryea was a divisional manager for the Warner Lambert Pharmaceutical Co.

Joins B'field Firm

Russell G. Brown, 3277 Robin Hood, Beverly Hills, has been appointed head of the marketing-merchandising division of MacManus, John & Adams, Inc., Bloomfield Hills advertising agency.

Brown has been in the advertising and merchandising fields for more than 15 years and has had both agency and client experience. Formerly with the N. W. Ayer and Leo Burnett agencies in Chicago, he was also brand manager of a division of Armour & Co. and a sales supervisor of General Mills.

Walker Advises Purdue Students

"A management trainee must be willing to accept the personal responsibilities required of an industrial executive," said Theodore P. Walker, 1042 Puritan, Birmingham, in a recent speech to industrial management and economics students at Purdue University.

Walker, who is executive vice president of Kent-Moore Organization, Inc. of Warren, said the broad educational experience of liberal arts students is better preparation for the management trainee because of the better development of communicative skills.

"Many qualified engineers are overlooked or incapable of being promoted because of the inability to express themselves," he said.

Bauer Receives P-D Appointment

E. Steven Bauer, 4511 Middleton, Orchard Lake, has been appointed director of the overseas division of the newly formed international marketing group at Parke, Davis & Co.

He joined the world-wide pharmaceutical firm at the New York Branch in 1948 as a medical service representative, and in 1949, transferred to the hospital sales division of that branch.

After three years, he was assigned to headquarters overseas division offices in Detroit, and was named regional manager.

In 1955, Bauer was appointed operations executive for the Eastern Hemisphere, and a year later became executive assistant to the Eastern Hemisphere director, the position he held until his recent advancement.

In his new position Bauer will advise and assist in the formulation of Parke-Davis' international marketing efforts and develop services to maximize the effectiveness of the firm's marketing functions abroad.

Bauer's professional affiliations include membership in the American Pharmaceutical Association and the American Society of Hospital Pharmacists.

MJ&A's Fred Hatch Heads Oil Accounts

To meet expanding agency activities in behalf of American Oil Co. and Standard Oil (Indiana), Ernest A. Jones, president of MacManus, John & Adams, Inc., Bloomfield Hills, has appointed Fred J. Hatch, who is a senior vice president of the advertising agency, as company officer in charge of the account.

Richard P. Manley will continue to function as account supervisor on the American-Standard business, and Joseph L. Hardig has been named account executive.

Executives Hear Four Presidents

The presidents of American-Standard Industrial division, Burroughs, Campbell-Ewald, Wyandotte Chemicals, were the principal speakers Wednesday at the day-long seventh annual Sales Management Conference of the Sales-Marketing Executives of Detroit.

"Beating The Profit Squeeze" was the theme of the conference. Burroughs Corp. President, Ray R. Eppert, of Bloomfield Hills, and American-Standard Industrial division President, A. O'H. Andrews, addressed the meeting session. Eppert's address dealt with "The Corporate Funnel" and the importance of profits, and Andrews spoke on "Planning for Profits".

The afternoon session was addressed by Robert B. Semple, Wyandotte Chemicals Corp. president, whose subject was "Better Management for Profits"; and Thomas B. Adams, president of Campbell-Ewald Co., who talked about "Flexibility for Profits".

Two Firms Affiliated

W. J. DeGrace Co., 2113 Yorkshire, Birmingham, Mich., and W. Robert Grubb Associates of Westport, Conn., both public relations counsel and advertising agencies, have become affiliated.

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