

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, September 21, 1961

SECTION
B

Why do some men, including many scientists and professors, grow whiskers and/or beards? It has been said that in many cases it adds nothing to masculine patchitude, although some are told that such hirsute adornment improves their looks. Is it to save money on shaving materials, plus daily time required? Does stroking or pulling their beards provide an outlet for nervousness?

BUSINESS NEWS

Burroughs Begins New Endeavor

Burroughs Corp. Tuesday announced its entry into the punched card electronic computer business, putting the company squarely into competition for the largest single bloc of the billion dollar a year market for automatic business data processing equipment.

Ray K. Eppert of Bloomfield Hills, president, said the company's program includes a new family of four solid-state computer systems, an expanded customer training program, a sizeable increase in the company's U.S. data processing sales and technical support force, and a manufacturing program that will utilize resources of four plants in Detroit and Pasadena, Calif.

The Burroughs president said the world market for automatic data processing equipment is growing at a faster rate than the rest of the business machines industry. The market for all business figuring machines (\$2 billion in 1960) has been doubling in size every five years.

"Within the growth pattern predicted for automatic business data processing machines in the United States—from \$1 billion in 1960 to approximately quadruple that by 1970—lower priced equipment will continue to make up the lion's share of the market," Eppert said.

In preparing for entry into this mass market, Burroughs has systematically realigned its marketing organization during the past two years. The company's U.S. equipment and systems sales, technical support and field engineering units have been consolidated into one marketing division employing more than 7,500 people.

Eppert stated that "this enables Burroughs to supply equipment, customer training and systems counsel for the widely varied needs of punched card equipment users."

Attorney Relocates

James G. Hartrick, attorney at law, recently removed his offices to Adams Plaza Building, 801 Adams, Birmingham.



Sure Transportation

Mrs. Erna Hradetzky, head bookkeeper for Mills Pharmacy, W. Maple at Chesterfield, gets a push from store manager Howard Coe. Mrs. Hradetzky has been with Mills the past four years. She came from Germany five years ago. Riding a bike to and from work, Mrs. Hradetzky has no worries about bus strikes or car troubles.

Torrence Oil Co. Expands Services

Announcement was made last week by the Torrence Oil Co., Birmingham, one of the nation's largest independent fuel oil distributors, of the appointment of Robert Brady of Clawson, as wholesale representative for Jet-Heat and Jet-Cool distribution in lower Michigan.

According to Frank Van Doren, Torrence vice president in charge of the heating division, Jet-Heat distributorship represents an important expansion of the company's operation. He said franchisees to dealers in the southeastern Michigan area will be available within 30 days.

Former Resident Now Vice President

The board of directors of Detrex Chemical Industries, Inc. has elected Leroy Camel, former Birmingham resident, vice president of the firm.

Camel joined Detrex in 1936 as technical director of the Alkali division. His recent assignment has been sales manager of the chemical processing division. He will continue with this responsibility.

Hardware People Meet in Rochester

Today's leisure time market as related to the activities of the Department of Conservation was featured on the audience participation program presented Monday when the Michigan Retail Hardware Association convened one of its fifteen district meetings in Rochester.

Hardware merchants and wives, their employees and salespeople of wholesalers and manufacturers in Oakland county attended the meeting.

Dr. Brayshaw Joins GMC

Appointment of Dr. James R. Brayshaw, 1343 N. Woodward, Birmingham, to a position in the Biological Sciences and Systems Department of the General Motors Defense Systems Division was announced Monday.

Dr. Brayshaw will head the Cardio-vascular group of the department under the supervision of Dr. Norman L. Barr. A specialist in the cardio-vascular field, Dr. Brayshaw came to the Defense Systems division from Georgetown University Medical Center of Washington, D. C.

After graduation from Johns Hopkins University Medical School in 1954, Dr. Brayshaw interned at Johns Hopkins Hospital* for one year, then served two years as a lieutenant in the U.S. Navy Medical Corps. Following this, he accepted a residency at Grace-New Haven Community Hospital at New Haven, Conn. During his subsequent training at Georgetown University Medical Center, he fulfilled the training requirements for admission to the American Board of Cardiology.

In his new post, Dr. Brayshaw will be primarily concerned with studying the reactions of cardio-vascular systems to the physical and psychological stresses of hostile environments and to the acceleration and deceleration forces that will occur in humans as they eventually travel to and from outer space.

Castillo Selected Chief Engineer

Herman B. Castillo has recently been appointed chief engineer of Temprite Products Corp. of Birmingham. He has been with Temprite since 1956 and succeeded Frank O. Graham, who is retiring and who will be retained on a consulting basis.

Prior to 1956, Castillo had been an instructor of refrigeration engineering at Detroit's Lawrence Institute of Technology, and at the Detroit Air Conditioning Institute.

Temprite manufactures and distributes nationally, self-contained drinking water coolers, carbonators, oil separators and other liquid cooling devices for beverage vending and dispensing machines.

Donald S. Hutton, of Advertising Sales Associates in Bloomfield Hills, has been appointed representative for several publications of the Universal Publishing & Distributing Corp., of New York.

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PLACE:
Demery's Birmingham Room
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Birmingham, Michigan

TIME:
7:15 P. M. until 8:30 P. M.

Here are examples of the material we will cover in simple, everyday language:

Friday, October 6:

- How you can profit from investing.
- What are stocks and bonds and why they fluctuate.
- How the New York Stock Exchange operates.
- What the Over-the-Counter Market is and how it operates.

Friday, October 13:

- Monthly Investment Plan and how it works.
- How small orders are handled.
- The cost of buying stock.
- How to understand financial information and the averages.

Friday, October 20:

- How to determine your investment objective, plan your program and get started.
- How your broker can help you.
- Margin trading and short selling.
- Trading techniques.

There's no charge for the course, nor for the material you will be given. However, because of space limitations, reservations are necessary. They may be made BY MAIL ONLY and sent to the ADDRESS below. Please indicate whether the reservation is for an individual or a couple.

Please make.....reservations for HOW TO INVEST COURSE.

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A-N-D

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telephone lines

By AL WARNER, Manager

FIFTY YEARS AGO about 250 people met in Boston—birthplace of the telephone—to form the Telephone Pioneers of America. It's an organization dedicated to promoting ideals in the telephone business, and serving communities where Pioneers live. This fall nearly a quarter of a million active and retired members of this international organization—all having at least 21 years of telephone service—will celebrate the Pioneers' 50th Anniversary across the United States and Canada. The 6,000-member Michigan Wolverine Chapter will mark the occasion in special observances at nine state points. We salute the Pioneers on 50 years of accomplishment.

TO EACH HER OWN PRINCESS! Like to surprise the lady of your life with something lovely as a princess, yet practical as a telephone? Well, you can, easily and economically with the Princess pattern Mother, teen-ager or grandmother will love the Princess. It's little, it's lovely, and the dial lights up in the dark! Comes in five regal colors, too. Order hers from our business office today.

MICHIGAN REACHED A MILESTONE in its communications history on September 14. Michigan Bell installed its 3,000,000th telephone—an outdoor public phone—at a safety rest area on Interstate Highway 94, seven miles west of Ann Arbor. It took 65 years to reach our first 1,000,000th telephone, back in 1942. In 1952 we put in the 2,000,000th. Only seven countries outside the United States have more telephones than the 3,000,000 we serve here in Michigan. We're proud indeed to contribute to the progress of our State by serving its growing communications needs.

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