

BUSINESS NEWS

Name Jells To New Post

Appointment of L. E. Jells, 29505 Westbrook Parkway, Southfield, as quality control manager for domestic operations for Ford Tractor Operations, Ford Motor Co., Birmingham, is announced by E. E. Hunt, operations general manager, factoring manager.

In this capacity, Jells will have functional responsibility for the quality control activities of the Ford Highland Park Tractor Plant, the Royal Oak Equipment Plant, and the Dearborn (Iowa) Implement Plant. Quality of vendor-supplied implements and equipment also is the functional responsibility of Jells.

Attend MAIA Confab

Prior to the establishment of Ford Tractor Operations, he had been manager of the quality control department of Ford's Tractor and Implement division.

A native of Detroit, he attended

Detroit Institute of Technology before joining Republic Aircraft Corp. in the quality control department. He subsequently was with Packard Motor Co., serving in purchasing, war assets liquidation, and quality control positions.

In 1947 he joined Dearborn Motors Corp., then national marketing organization for Ford tractors, and in 1953 became affiliated with Tractor and Implement Division as a supervisor in its quality control department. He was named manager in 1957.

Mr. and Mrs. M. E. Daniels of Surfside Avenue, Birmingham, attended the session of the Michigan Association of Insurance Agents which was held at Mackinac Island September 17, to 20.

By BOB OSBORN

Announcing a Small Revolution

Taking the chance of whipping up the wrath of men, I want to say it's time the ladies rose up in arms. Here's why:

Look at those favorite family photos. Who's missing? Generally Dad—he's behind the camera.

Nobody meant to slight him. He usually just gets hold of the camera first and won't let loose.

But photography really isn't a "for-men-only" proposition. Especially not since Kodak brought out the sleek, and easy-to-use cameras like the Brownie Starmatic Camera.

Ladies who use it don't have to know about lens settings and such. All they do is aim the Brownie Starmatic Camera and click the shutter. The electric-eye exposure meter automatically sets the lens opening for the best picture.

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Designer Paul McCobb's model home in Franklin Valley is called the "Delineator." It boasts the "vertical look," which brought about by strong upward lines of the furniture, gives the interior of the home a more spacious effect. The home was built by Birmingham's Frankel Bros. with furniture by Robinson.

'Vertical Look' in Area Home

A new concept in exterior and interior home design made its debut in the Birmingham area with the showing of the Franklin Valley Paul McCobb Delineator House built by Birmingham's Frankel Bros. and stocked by Detroit's Robinson Furniture company.

The "Delineator" is a new vertical look employing a simple rhythmic repetition of a basic theme. The strong emphasis on the vertical gives the furnishings the appearance of being taller.

The three major areas evolved in the complete home are: the home itself, the landscaping and the decor.

There ARE three separate levels in the McCobb house. Actually, there are two major divisions in the home which are tied together by the center core which functions as the grand entrance.

This grand entrance, which is approximately 11 by 18 feet, is in itself a room, a sort of welcome room. From this point, traffic can take off in any direction without using any room in the house as a hall.

The main level provides a food preparation center. It is planned as a family kitchen of Early American style but with all the marvels of modern convenience. The informal eating space is divided from the actual work area of the kitchen.

Immediately adjacent to the kitchen is a laundry-mud room, which is entered from the garage. On the same level and to the rear,

overlooking grounds, are the living and dining room areas.

GOING DOWN five stairs, one enters the informal wing—the area for home spun living. A spacious family room, a complete bath, and

a den or bedroom, as well as the engineering room (which contains the mechanical equipment) are also on this level.

Directly above this level, the McCobb house provides three twin-size bedrooms, and two full baths.

The master bedroom has a walk-in closet, a dressing room and a private bath.

Regarding furniture and decor: Slender, straight legs spaced at 18-inch intervals extend the unbroken lines from the floor to the top of a buffet, server, dresser or chest to create the "vertical look."

IN COMBINATION with the light scaling and McCobb's sensitivity to proportion, the repetition of vertical lines appears to push ceilings upward and make walls wider. The airiness is achieved entirely in illusory design treatment.

The "Delineator" adapts itself to varying tastes in color and decorating schemes because of its design employing no purely ornamental carvings or embellishments. The house is located on Middlebelt, just north of 14 Mile in West Bloomfield Township.

Attends Convention

Francis J. Sehn, 3515 Brookside, Bloomfield Township, attended a meeting of the American Society of Tool and Manufacturing Engineers last weekend in Detroit.

Sehn, president of Press Automation Systems, Inc. is a vice president of the 41,000-member society. The meeting was attended by the society's officers and national committee chairmen.

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