

## Ford Engineers To Take Part in Milwaukee Confab

Three leading engineers of the Ford Motor Co., Birmingham, will be participants in the National Paper, Construction and Industrial Machinery Meeting of the Society of Automotive Engineers to be held at the Milwaukee Auditorium, Sept. 1-3.

Highlighting the three-day meeting are a number of Production Engineering Forums which will discuss and analyze technical subjects of great interest to heavy-duty vehicle engineers.

The Ford Motor Co. personnel and their topics are: C. H. Riskey, Manager, Advanced Engineering Dept. and Chairman—"Tomorrow's Tractor Requirements"; M. A. Erickson, Supervisor Lab. Section—"Basic Approach to the Design of Load Carrying Members"; T. H. Porter, Materials—"Transmission and Hydraulic Fluids"; and J. W. Smith, Chief Engineer, Heavy Duty Vehicle Division.

## Dudley Appointed Copy Chief by Advertising Firm

Appointment of Joseph P. Dudley as copy chief for Oldsmobile, was announced at D. P. Brother & Co., Inc., which has been announced by Donald W. Walton, the agency's vice-president in charge of creative services.

Dudley, who joined D. P. Brother & Co. in 1960, has led a long career as a copywriter. He succeeds Leonard Kotowski who recently was promoted to creative supervisor on the Oldsmobile account.

Prior to his association with the agency as a senior copywriter, Dudley, of 5400 Westchester, Birmingham, held the same position at Leo Roy in Detroit; was copy chief at the Howard Swink Agency, Marion, Ohio; wrote copy for the Ostrom Propet Agency, Syracuse, New York; and was retail advertising manager for the Prechold Transcript, Freehold, N. J.

## John T. Benedict Named Section Chief by Chrysler Corp.

The appointment of John T. Benedict as chief of section—Technical Information Services in Chrysler Corp.'s Engineering division has been announced by A. G. Loufhour, vice president and director of engineering.

In his new position, Benedict will be responsible for overall direction of Technical Data, Publications Art and Engineering Photography Department, as well as for Engineering Division Public Relations activities.

Since joining Chrysler in 1957, Benedict, of 18769 Alhambra, Lathrup, has served as assistant chief—Technical Information Services.

Previously, he held various engineering positions in the automotive industry, and in the publishing field, was employed as a technical reporter and magazine editorial executive.



## Win Newspaper Award

Chevrolet Division of General Motors and its agency, Campbell-Ewald Co., were saluted in New York recently by the newspaper industry for achieving the highest ad rating among all ads in the 1962 model year. Shown here with a laminated reproduction of the ad are Carl Georgi, Jr., vice president and media director of Campbell-Ewald, Jack

## NEWS OF BUSINESS

### Behind The Store Fronts

To some, relaxation means golf. To others, fishing. And then there is Alvin Nelson's theory that there is nothing like a good massage—administered by competent hands—combined with a bit of supervised exercise.

Nelson is the originator of his newly opened Massage and Health Studio at 772 E. Maple, the same location where his sister, Carolyn Nilson, operates her health salon.

THE MEN'S department will have its own private side entrance. Modern massage and exercise tables are available. Nelson was formerly with the Eagle Club of Milwaukee, Sidney Hill of Detroit, and other similar type health clubs.

Miss Nilson operated her health salon on E. Maple for the past six years; she was previously located in the Sheraton-Orchard (Detroit), and before that owned her own health salon in New York city for 38 years.

FRANK MULHOLLAND of the Mulholland Co., has been re-elected president for his second term of the Michigan Apparell Division of the Michigan Retail Trade Ass'n.

A COUPLE of weeks ago we mentioned the availability of an interesting and helpful booklet titled "How to Sell Your Ideas," which was published in connection with Elmer Rosner's Business Today column.

The address digits were scrambled in printing. The correct address is: McClure Newspaper Syndicate, 239 West 43rd St., New York 36 (25 cents).

### William P. Benton Transferred to Ford Indianapolis Region

Appointment of William P. Benton as manager of Ford Division's Indianapolis district sales office has been announced by Paul Larson, Great Lakes regional sales manager.

Benton, of 130 Chestnut, Bloomfield Township, formerly was manager of the car sales promotion and training series which the Division's general marketing office in Dearborn, Michigan.

Benton, who attended the University of North Carolina, joined Ford in 1947 in the division's Charlotte district sales office. After serving in several managerial positions he was promoted to assistant manager of the Charlotte sales district in 1955.

In 1958, Benton was appointed executive assistant in the Ford Division's Southeastern sales region in Philadelphia, and in 1961 he was promoted to car sales promotion manager. He is a training department manager in the division's general marketing office.

Communities that were by-passed

## New Development Slated to Open In W. B'field Twp.

A \$2½ million development is scheduled to open in West Bloomfield Township in mid-September. Designed and built by Herman Frankel, the 400-acre project will be called "Franklin Corners."

The 40-acre community is located on Middlebelt between 14 Mile and Maple.

ORIGINAL FLOOR plans, emphasizing convenient traffic patterns for maximum efficiency and comfort, are featured in all four furnished models, including the 1962 Better Homes and Gardens Idea Home. Priced from approximately \$26,000, the homes will be situated on estate-sized lots, the majority of which are heavily wooded and all overlook the rolling terrain of the area.

Set among trees, Franklin Corners was designed in an early American village theme. It is highlighted by impressive entranceways, now under construction, which lead to a 96-foot circular driveway. From this focal point of the community, contour streets have been arranged to lend authenticity to the village atmosphere.

## Birmingham Man Promoted by IBM

W. D. Teuteberg, Jr., 487 Hupp Cross, Birmingham, has been appointed as marketing consultant on the Corporate Marketing Staff of International Business Machines Corp. He will be located at Yorktown Heights, New York.

Prior to this promotion he was district manager of IBM's Data Processing Division for Michigan, Ohio and Indiana area, with headquarters in Detroit.

## In Wisconsin

Edson S. Stevens, 425 N. Elton, manager of the Life Dept. of the Long Leean Co., is currently in Oshkosh, Wis., at the home office of the Wisconsin Life Insurance Co.

## Business Improves On Freeway Routes

Michigan's freeway system is getting its first full-scale test this summer.

Not that the freeway system is entirely completed, but enough of the routes have been opened to get an idea of how they will function as continuous highways.

Preliminary reports show that the freeways have generally increased the number of travelers. Some businesses report a decline in business, but the majority say business has never been better.

A NEWSPAPERMAN who made a check on travel conditions along new freeways in the middle and northern section of Lower Michigan reported the following conditions:

—People are taking more trips.

—They are going places they never went before, probably because they can get to them faster now.

—Travelers are spending less time in one place.

—They use freeways in preference to older highways.

In other words, more people are going north and they are moving around more.

Communities that were by-passed

## US-31 Is Michigan's Longest State Route

The 1962 Official Mileage Log of Michigan's state highways is off the press, the State Highway Department reports, and the State Highway Commissioner John C. Mackie said the Mileage Log is available to the public for the reproduction cost of \$1 per copy.

The log shows the state's longest highway—US-31 from the Michigan-Indiana state line to Mackinaw City—measures 368.1 miles. It runs from Sault Ste. Marie to the Michigan-Wisconsin border at Ironwood, is 376.4 miles long, but is disqualified as Michigan's longest state highway because 16 miles of the Soo-Ironwood route is in Wisconsin.

A NUMBER of long Michigan highways have been shortened by completion of new freeways. US-27, which starts at the Michigan-Indiana line, now measures 213.5 miles compared to 314.5 miles last year, because it now ends south of Grayling instead of Mackinaw City.

US-23, which extends from the Michigan-Ohio line to Mackinaw City, is 348.6 miles long compared to 358.5 miles last year.

M-109 is still Michigan's shortest highway. It extends four-tenths of a mile from Empire (M-72) into Glen Haven in Leelanau County.

Not included in the Michigan totals are such freeways as US-23 between Flint and the Ohio line, US-101 between Rapid and Kalamazoo, US-10 between Bay City and Clare and US-27 and US-127 between Jackson and Grayling.

Michigan has more than 300 miles of these superhighways. They are not designated as part of the Interstate system even though most of them meet Interstate specifications.

## Legal Notices

CITY OF BIRMINGHAM, MICHIGAN NOTICE OF SPECIAL ASSESSMENT NOW OPEN

1962 ROAD OIL PROGRAM SEAL COAT SUPPLEMENTAL Notice is hereby given that the special assessment roll heretofore made by the Assessor for the purpose of defraying the cost of construction of an improvement to be hereafter known as:

1962 ROAD OIL PROGRAM SEAL COAT SUPPLEMENTAL consisting of patching holes and applying two applications of asphaltic oil and stone chips to various streets, more specifically described in the official proceedings of the Birmingham City Commission, meeting held Monday July 23, 1962, is now on file in my office for public inspection.

Notice is also hereby given that the Commission of the City of Birmingham will meet in the Commission Room in the Municipal Building in said City on Monday, the 27th day of August, 1962, at 2:00 o'clock p.m. to review said assessment, at which time and place opportunity will be given to all persons interested to be heard.

IRVING E. HANLEY City Clerk (24-25)

ELLIS INC. SINCE 1945 MODERNIZATION Family—Activity—Recreation Rooms & Porches a Specialty. MI 6-4188 KITCHENS - BATHROOMS ROOFING - SIDING Most any alteration and repairs FREE ESTIMATES TERMS

## Burris Appointed

Radio station WJLM announces the appointment of Richard E. Burris, resident of Beverly Hills, as director of a newly created research and special promotions department.

## Back from Ill.

William B. Sanders, asst. group supervisor of the Detroit, Michigan territory of the Washington National Insurance Co., Evanston, Illinois attended the firm's annual Group Supervisors' Meeting last week in Evanston. Sanders lives at 6135 Thormerest, Birmingham.

To get general news printed in The Eccentric, call Midwest 1-1100 before 1:30 p.m. Tuesday.

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NEVER BEFORE! SUCH QUALITY AT SUCH A LOW PRICE! • Tubular rims • Built-in kickstand \$39.95 • Two-tone saddle 26 inch Money saving bargains hunters will welcome the Schwinn Typhoon... never before so much bike for so little money. Genuine Schwinn quality too.

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WINCHESTER.

## MODEL 94

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## The Watling, Lerchen Research Department offers this New Special Report on

## CLEVELAND ELECTRIC ILLUMINATING COMPANY

This major public utility is the sole supplier of electricity to a highly industrialized area of northern Ohio, and includes the city of Cleveland in its total market area of 1,700 square miles. Cleveland Electric has had a steady pattern of growth and expansion during the past ten years, paralleling closely the commercial and industrial growth of the market it serves. This comprehensive report details the company's past performance, discusses plans for continued expansion and provides general information on revenues, financial strength, etc. We believe the report will prove helpful to investors interested in public utility stocks with a history of steady growth, capital appreciation and dividend returns.

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Please send Research Report on Cleveland Electric.

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