

Average life-time earnings of a high school graduate in America approximates \$243,000. A college graduate may expect \$100,000 more. These figures might help young folks to want to remain in school as long as possible. Not only does schooling help one economically, but it provides an even greater wealth—the riches that attend the mind made acquainted with culture.

# The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, February 8, 1962

SECTION

B

## BUSINESS NEWS

### Jackson Life Names Watkins Regional Chief

Eugene G. Watkins has been named regional manager of the Jackson Life Insurance Co., in charge of Oakland, Wayne, Monroe, Macomb and St. Clair counties.

The announcement was made by A. J. Pasani, president of the company, as part of a program to provide a closer working relationship between agents and home office through on-the-spot supervision, and to permit greater flexibility of agency expansion.

Watkins' insurance background dates back to 1953 when he became vice president of Life Underwriters Insurance Co. of Shreveport, La. In 1955 he became vice president of Continental Equity Life Insurance Co., of Alexandria, La.

In 1959 he formed a partnership agency with General Life of Wisconsin, of Milwaukee, producing \$10 million in volume in the first two years. He sold his interest in the agency to join Jackson National Life Insurance company in 1961.

In his new position he will be responsible for intensifying agency efforts and developing agency operations.

Jackson National was chartered last Aug. 3, as a Michigan domiciled general reserve life insurance company, and sold its first policy last Sept. 5. The company now has passed the \$10 million mark in volume.

### LaCivita Named By Burroughs Corp.

Albert F. LaCivita, 32215 Sheridan, Beverly Hills, has been appointed federal government representative for the San Francisco and Los Angeles districts of Burroughs Corporation. He has been a special commercial sales representative for the past three years.

LaCivita will report to Claggett Jones, manager of federal government activity in Washington, D.C. He will be responsible for the coordination of all federal government sales activity in California, Nevada, Arizona, Utah, Idaho, Washington, Oregon, Montana, Hawaii and Alaska.

LaCivita joined Burroughs in 1949 as a sales representative at Jamestown, N. Y. In 1956 he was transferred to the Great Lakes regional office in Detroit and he joined the company's office commercial sales staff in 1959.

### Local Resident Named Autolite Promotion Head

R. S. Boyd has been appointed as sales promotion manager for Autolite Division of Ford Motor Co.

Boyd, of 176 Saffield, Birmingham, has served in an advertising and sales promotion capacity since joining the division last year and will now have responsibility for originating and directing sales promotion programs at the distributor, jobber and retail levels of distribution for Autolite products. These include Autolite spark plugs, batteries and related electrical components and other automotive replacement parts.

In 1951 he was named broadcasting and sales promotion director of the Ashland Oil Company in Kentucky and remained there until 1959 when he left to become general manager of WKBE radio in Huntington, West Virginia.

He was an account executive for Grant Advertising agency in Detroit prior to joining Ford in 1961.

### Paul D. Metzler Promoted by Pontiac

The promotion of Paul D. Metzler, 4455 Charing Cross, Birmingham, to general supervisor of reliability engineering has been announced by H. A. C. Anderson, director of reliability for Pontiac. Metzler, who has been transmission development engineer for Pontiac since 1956, will now report directly to Orin E. Brown, director of reliability systems appraisal.

### SPECIAL

Hi Limits Accidental death, dismemberment & disability.

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## Behind The Store Fronts

With ANGUS McKELLAR



Just home from the New York Drapery and Curtain trade show, former Birmingham resident, Carl Wieneke, of Hesseger's (on Woodward, between 9 and 10 Mile Rds.)

tells us of the intense interest generated by the exhibition of his own invention—a machine designed to take a drapery fabric, form, locate, and accurately space all pleats in the drapery material at one time.

Entirely new in the drapery industry, the machine has been used successfully for a year in his own shop. It has also been tested locally for a year in the custom drapery work room of a large department store.

"It is the first machine of its kind designed for the custom drapery trade which will eliminate the tedious hand work always associated with custom work—and do it better!" Wieneke said.

Manufacturing production is now underway by the Carl M. Wieneke Co., recently formed as a division of Hesseger's.

Sales will be handled by the industrial division of one of the leading sewing machine companies.

We welcome a brand new food store to Birmingham. Sam Butty has opened his Birmingham Foods store at 219 N. Eton Rd. in the new shopping center, just north of E. Maple. A complete line of foods is carried, including meats. Three full time people are employed. Butty formerly operated a food store in Detroit on Second

Bldg., just north of Grand Blvd., a location he was forced to vacate to make room for the new IBM building.

Services were held Saturday at the Harris Funeral home in Detroit for Cecil T. Smullen, who was probably as well known as any other person who was engaged in the food business in the Birmingham area.

Mr. Smullen worked for the A & P stores for 32 years. He first worked at Seven Mile Rd. and Livernois, where he made many friends who later moved out North Woodward. His first Birmingham store was on Woodward, and then at A & P's new store, Bowers and Adams Rd. He was affectionately known as Cecil to all, and in the minds of many friends and customers he was Mr. Meat Man.

It was not at all unusual for him to have had as his customers third generation members of the same family.

He will be sorely missed.

No Extra Charge for Classified Orders Placed by Telephone

You have 'til Sat. Noon after your classified ad appears before the charge rate takes effect!

## We Like Visitors . . .

Maybe we don't roll out a red carpet, but we are genuinely glad to see you. It is our policy to make all visitors feel as much at home in our offices as they would in their own house. Our competent staff is always ready to serve you without obligation. Every working day is "open house" at Manley, Bennett, so please feel free to drop in at any time and we will be happy to answer any questions you may have regarding investments. We Like Visitors.

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Women's Sizes 32-40

**No-Iron, Wash 'N Wear Dacron-Cotton Classic SHIRT BLOUSE**

Big-bargain savings! Dacron-Cotton roll-up sleeve blouse stays neater longer! Needs little or no ironing. Boasts soft convertible collar and pearlized buttons! Perfect with skirts, slacks, suits!

\*Da Pont T.M. for its polyester fiber

**\$1.97**

West Maple at Henrietta, Birmingham  
Open Friday Evenings to 9 p.m.

**'CHARGE IT at KRESGE'S'**

The **Birmingham Lions Club** Presents

Mr. Piano . . . **ROGER WILLIAMS** AND HIS COMPANY

on February 20th

IN "AN EVENING FOR YOU"

GROVES HIGH SCHOOL (13 Mile and Evergreen) — 8:30 P. M.

A delightful 2½ hour trip from Bach . . . to Gershwin . . . to Swing . . . to Rock 'N' Roll! It will seem like 20 minutes with "Mr. Piano" playing! A major music event for any city . . . and now ROGER WILLIAMS comes to Birmingham . . . Groves High School . . . on Tuesday Night, February 20. If you remember the standing ovation he received the last time the Lions brought him to Birmingham, you'll order your tickets early . . . a standing room only crowd is expected. So come out for a fun-filled, enjoyable musical evening with ROGER WILLIAMS.

**GET YOUR TICKETS NOW!**

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- MARTY'S RECORDS
- WABEEK PHARMACY
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Student Tickets: \$1.10	Adult Bleacher: \$2.20
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