

Behind The Store Fronts



With ANGUS MCKELLAR

Eidon Generous, 147 Pierce St., tells us that he is still very much in the custom tailoring business and expects to continue so for a long time to come. Generous, has been in his present location for four years, and was associated with Joseph Stolz across the street on Pierce for another four years.

Brown as the sand dunes, Mrs. Caroline McQuaid, of Birmingham Hardware, is back in town after a vacation near Frankfort, Mich. Ed Heckman, manager of Gregg, Mayor & Thom's annual branch store at 167 N. Woodward, is hospitalized at Mt. Carmel Mercy Hospital—for about a week stay.

Combine a friendly personality with a spirit of helpfulness and service in a person and you have a winning combination for any business. So it is that many of Sire's customers will be glad to know that Lila Youens who has had the responsibilities of Sire's dairy counter for the past four years, is recovering nicely at home according to her husband, Leo, of Sire's meat department. Three of Lila's five weeks away from the store were spent in a hospital.

Hawthorne Electric, 375 Hamilton, has a new ad writer. It would very much appear that Jim and Mary Schmidt's little daughter, Susan, age 8, has the makings of a top-flight copy writer. Her first effort appears in Hawthorne Electrical Co.'s ad in this week's Eccentric.

Mrs. Claudette Schuman is the new replacement for Loria Castano at Maple Cleaners, 361 W. Maple.



BARTLETT KING

Bell Announces Exec Promotions

The promotion of two Birmingham men to high level positions has been announced by the Michigan Bell Telephone Co.

Edward L. King, of 3828 Top View Court, who has been general plant manager since July 1, 1961, has been appointed general manager of the Western Electric Co.'s southern region with headquarters in Atlanta, Ga.

C. Philip Bartlett, of 964 Dursley, general plant manager of Michigan Bell's Fort Division since last August 1, has been promoted to assistant vice-president-labor relations. Bartlett succeeds Dan F. Smith, who was named general plant manager.

KING, WHO transferred to Michigan Bell in 1954 from the American Telephone and Telegraph Co., will assume his new post with Western Electric, which is manufacturing and supply arm of the Bell System, on August 1.

King started his telephone career in 1946 with New Jersey Bell. He held several engineering department positions with Michigan Bell before being named general plant supervisor in the company's plant department in 1958.

King was appointed Fort Division plant manager in 1959, and in July, 1960, he was named teleprinter mechanization director. Three months later, he was promoted to assistant vice president-labor relations, a position he held until being named general plant manager.

BARTLETT JOINED Michigan-Bell in 1947 as an accounting assistant following his graduation from the University of Michigan. In 1954, he was appointed assistant division accounting manager in Detroit. A year later, he was named supervising statistician. In 1958, he was named general staff supervisor in the executive department, and in October, 1959, Bartlett was appointed district plant manager at Traverse City.

He returned to Detroit as general plant supervisor in 1960, and on August 1, 1961, he was named Fort Division plant manager.

Always paste your name, address and telephone number on the inside of your suitcase lid, in addition to the name tag you put on the handle. American Airlines says this accomplishes two purposes: It helps you identify your own luggage, and—if lost—can be found quickly.

Legal Notices

Richard P. Condit, Atty., 114 S. Woodward, Birmingham.

STATE OF MICHIGAN—The Probate Court for the County of Oakland. At a regular session of said court, held at said county, on the 20th day of July, 1962, Edward H. Moore, Judge of Probate, Hon. Arthur E. Moore, Judge of Probate.

In the Matter of the Estate of HENRY ALBERT MUEHLE, also known as ALON H. MUEHLE and HENRY A. MUEHLE, deceased.

Albert A. Stuart having filed a petition praying that an administrator be appointed to administer the estate of said decedent, and that the said will and testament be admitted to probate, and that administration of said estate be granted to the petitioner, and that he be named as executor, and for determination of the legal heirs of said decedent.

ASTHER E. MOORE, Judge of Probate.

B'ham Architects Design New 30-Story Skyscraper

The romantic work of Frank Lloyd Wright, the poetic approach of Corbusier, the rational of Mies Van der Rohe, have had a profound influence in the designing of 100 Lafayette East, Detroit's newest skyscraper, for which ground was broken last week.

"I believe in discipline in architecture," said Gunnar Birkerts, 37-year-old architect who, with his partner, 45-year-old Frank A. Straub, are giving this beautiful new building to Detroit.

"I believe in structural freedom," said Birkerts, whose office is at 287 E. Maple. Birkerts, in an interview shortly before ground was broken for this, his latest effort in design.

"I DO NOT believe in dogma," Birkerts added. "To me, the world's greatest architect is the digma-free Alvaro Siza. The automobile adds a new physical dimension to architectural planning but does not alter certain basic qualities."

"We shall enhance our environment with our buildings. They shall be most appropriate to the site, the use—not the world's most beautiful, nor the world's most exciting, where it is not called for.

"We need to avoid unnecessary exuberance in form, to use forms appropriately, to consider the human scale, feeling, quality and structural integrity. I believe in structure serving the building, in space as first in the architectural concept, in structure helping to support the enclosure—however, true, honest and apparent."

Detroit, Birkerts believes, is and will continue to be a dynamic city—a city of today.

He feels that too many buildings, not great but significant, have been destroyed. He feels

that the destruction of the old City Hall—torn down last year—was a great loss.

A WORLD without ancestry is what the youthful architect—appraising the past, the present and the future—foresees for this and other major cities in America.

Birkerts is well qualified to philosophize on the subject of architecture. Born in Riga, Latvia, in 1925, he received a diploma in architecture and engineering from Technische Hochschule, Stuttgart, Germany, in 1949.

He came to the United States the same year and joined the architectural firm of Perkins & Will, Chicago, as a draftsman and designer and remained there until 1951.

Birkerts joined the architectural firm of Eric Saarinen & Associates, Bloomfield Hills, in 1951 as a designer, later becoming a project designer, and remained with Saarinen until September, 1955.

He joined Yamasaki, Leinweber & Associates, Birmingham, in June, 1956, as associate and chief designer, participating in many of Yamasaki's great projects, including the Reynolds Building on Northwestern Highway near the J. I. Hudson Company's Northland Shopping Center.

BIRKERTS REMAINED with Yamasaki until December, 1959, when he and Straub, also a Yamasaki associate, teamed up to form the partnership of Birkerts & Straub.

A member of the American Institute of Architects and the Michigan Society of Architects, Birkerts is a visiting lecturer in architecture at the University of Michigan.

A writer of note in the architectural field, Birkerts has re-

ceived nine major awards for his work in ecclesiastical architecture and other noteworthy achievements in the United States and abroad.

Straub is a native of St. Paul, Minn., holds a degree from the University of Michigan and is a registered architect in Michigan, Illinois and Ohio.

From 1950 until 1955, he was draftsman, job captain and field superintendent for Walter T. Anicka & Associates, A. N. Arbor.

From 1955 until 1957, Straub was chief designer for Yamasaki, Leinweber & Associates, later becoming Yamasaki's project director.

He is a member of the American Institute of Architects, the Michigan Society of Architects and Tau Sigma Delta, professional architectural honor society.

Straub has shared many architectural awards with Birkerts.

SCHOLINCK'S 1300 Lafayette East represents certain design concepts ages old but forgotten in most modern apartment buildings in Detroit and elsewhere.

"This structure," said Birkerts, "will be unique in the central-city area. It represents the first attempt in this development to have a facade on the building which expresses the layout of the interior."

We have placed tapered columns, spaced at random, on the sides. These are based on the module of a room. Bay windows project as much as two feet, these columns, serving to eliminate the "grid look". The tapered columns also serve as dividers so that occupants of each apartment will be able to enjoy maximum "privacy."



Named GM

Earl L. McDuffee has been appointed to the position of General Sales Manager for Berry Industries, Inc., Birmingham, according to Glenn Berry, president.

In his new position, McDuffee will be responsible for national sales of the company's line of building products, including the complete Berry line of steel and fiberglass garage doors, and the new automatic radio-controlled Electronic garage door operator.

Yates, manager of new business development in Detroit, formerly was assistant secretary. Prior to joining Talcott in 1955, he was vice president of Prudential Acceptance Corp.

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Chapel Hills Estates In Second Place
Open New Model in Bloomfield Township
A new four bedroom home is being offered by Chapel Hills Estates. The model is located on Adams between Square Lake and South Boulevard in Bloomfield Township. Colonial in design the home features a 20-foot family room paneled in walnut. Also included is a large laundry room, heated ceiling, fireplace, parquet floors and a window well.
The provincial designed kitchen features a Mother Hubbard cupboard as well as the latest in appliances. The model, developed by Hall & Young, Realtors, is open afternoons.

First Canadian INTERNATIONAL SPORTS CARS ROAD RACES July 28 & 29 11 a.m. to 5 p.m. Located 1/4 Mile East of U.S.-10 on Waterford Rd., Waterford, Mich. Admission Adults \$1.00 Sun. \$2.00 Sun. Children under 12 with parents admitted free "Free Parking"

Detroit Firm Names Richard J. Yates
Richard J. Yates, 672 Westbourne Drive, Bloomfield Township, has been named assistant vice president in the Detroit office of James Talcott Inc. at has been announced by Alfred F. Ryan, vice president and manager.
James Talcott, Inc. is the nation's largest independent commercial finance firm. The 108-year-old company handled a loan volume of \$1.5 billion in 1961.
Yates, manager of new business development in Detroit, formerly was assistant secretary. Prior to joining Talcott in 1955, he was vice president of Prudential Acceptance Corp.

"ENJOY COOL DRIVING" INSTALL AIR CONDITIONING NOW!

We Sell and Service All Chrysler Make AIR CONDITIONERS DAY AND NITE SERVICES "Factory Trained Technicians"

HODGES-DODGE, INC.
23000 Woodward - Ferndale
3 blocks North of 9 Mile
LI 1-3032 JO 4-6605

International Group Re-Elects Bodette

John L. Bodette, 859 Lakeview, Birmingham, was re-elected secretary-treasurer of Interlora, Inc., the international flows-by-wire organization, at the annual meeting of the Interlora Board held recently in London, England.

Interlora, Inc. is the international affiliate of FTL, whose headquarters are at 900 W. Lafayette Boulevard, Detroit. The international organization, with 14,000 members in North and South America and 19,000 members overseas, provides a world-wide flows-by-wire service to practically every country on earth. Annually, a total of 17 million orders are processed through the FTL-Interlora network—an average of one order every other second.

Umberto Formichella, 1628 Grandfield Road, Birmingham, was named assistant secretary of Interlora at the London meeting.

Savings and Loan Sets New Records

The American Savings and Loan Association, which has an office at Telegraph and Maple Road, Bloomfield Township, has announced the payment of all-time record dividend of \$3,793,000 for the fiscal year ended June 30. The announcement was made by Alfred I. Deutsch, executive vice president.

Deutsch said American Savings financed more than \$31,000,000 in mortgages for the period, for another all-time record. At the end of the fiscal year, outstanding mortgages totaled \$113,471,706 compared with \$95,984,221 for the previous fiscal year. This represented a net increase of more than \$17,000,000.

SAVINGS ACCOUNTS on June 30, were \$112,108,857, a net increase of almost \$12,000,000 from the previous year.

Total assets of American Savings Michigan's largest state-chartered savings and loan association, a record \$132,079,213 on June 30, as compared with \$115,044,472 on the same date in 1961.



ADAM J. SCHUBEL

A. Schubel Elected Exec Vice President Of Shedd-Bartush

Adam J. Schubel of Franklin has been elected executive vice president and general manager of Shedd-Bartush Foods, Inc. It has been announced by William G. Karnes, president of Beatrice Foods Co., Chicago, of which Shedd-Bartush is a division. Schubel succeeds W. E. Welsh, who died in May.

Schubel, 26565 Willow Green, is a veteran of 33 years in the food business. He joined Shedd-Bartush in 1948 as a salesman and was appointed district sales manager for Detroit operations in 1951. Two years later, he was named a sales manager.

He advanced to sales manager in 1954 and subsequently was elected vice president of Shedd-Bartush.

Remember, dial MI 4-1100 to reach Eccentric readers through efficient and economical classified.



OPEN THIS WEEK-END ONLY—HOME HAS BEEN SOLD

The ageless charm of Traditional plus oldtime building skills combine in REGENCY COLONIAL

By John Northrup

A picked crew of crafts-builders who take personal pride in their work built this house, using only the best of modern materials and techniques. Add really good Early American design and you have an unbeatable combination for lasting enjoyment and proven resale value. You'll recognize these pedigree marks: handsplit cedar shake roof, side-lighted double entrance with eagle-venn suoper boxes on the downspouts. You'll admire the big walk-in fireplace in the family room, the plank floor and scrub-plane tables. Previous few crafts-men know how to use the scrub-plane today—but nothing equals it for handcraft effects. Distinctive? Just wait till you see the inside!

• 3 spacious rooms include 1 bedroom, 2 1/2 baths, 1 hand-split staircase, kitchen of modern built-in equipment. Full basement, 20 x 25 garage.

\$29,900
Elevation
front view

Look no more, you are moving out! See it this week-end only. This home may be seen in Northville, Drive West on Mile 16, to the intersection of Mile 16, to the intersection of West Main Street (Main St.) is an extension of Northville Rd.

JOHN N. NORTHRUP CO.

349-1563 NORTHVILLE 349-2499

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