

## Nelson F. Bowe Retires from Ford

Nelson F. Bowe, Ford International's assistant general marketing manager, retired recently after 39 years of service with Ford Motor Co.

Starting with the company as a bookkeeper machine operator in 1923, Bowe held a variety of positions in Ford's domestic sales organization. Dealers across the nation came to know him as his moves from Buffalo to Seattle to New York brought promotions from a wholesale manager to branch manager to a district sales manager.

Bowe, 690 Covington, Bloomfield Township, joined Ford International in 1951 as sales manager for export operations. His job of helping to establish a world-wide marketing staff for the company made him a familiar world-traveler. He trained key overseas marketing personnel in Europe, Latin America, Africa, and Southwest Asia. Bowe was promoted to assistant general marketing manager for Ford International in 1959.

Born in Buffalo, New York, on April 22, 1902, Bowe attended school in Highland Park, Mich., and the University of Buffalo.

**Joins Franklin Firm**

Lewis J. Sappington has joined the staff of Franklin Interiors, Inc., of Franklin, Sappington was formerly associated with the J. L. Hudson Company as Home Furnishings Coordinator.

**Manley A. Yeida Shifted by Chevy**

Appointment of Manley A. Yeida as manager of Chevrolet Motor Division's automobile assembly plant at Framingham, Mass., has been announced by Russell G. Ford, manager of Chevrolet's 13 assembly plants across the nation.

Yeida, 43, of 5726 Crabtree, Birmingham, has been general superintendent of production in the assembly research & development department at Chevrolet central office. He succeeds Emmett B. Adams, Jr., at Framingham. Adams has been named manager of Chevrolet's automobile and truck assembly plant at Kansas City, Mo.

The new Framingham manager joined Chevrolet in 1944 as a draftsman-designer at the division's automobile and truck assembly plant at St. Louis. He became a junior mechanical engineer there in 1946 and an engineer the following year.

In 1950 he was promoted to general foreman of maintenance at Chevrolet's car and truck assembly plant at Norwood, Ohio, and was elevated to superintendent-plant engineer there in 1951. He was named general superintendent of production at Chevrolet's assembly plant at Janesville in July, 1952, and two years later was assigned to the assembly research & development department at Detroit.

# NEWS OF BUSINESS

## MJ & A Elects 2 Vice Pres.

The election of two vice presidents of MacManus, John & Adams, Inc., has been announced by Ernest A. Jones, president. They are Liye Blahna, vice president and director, marketing, media, research and merchandising; and Carl B. Wheeler, vice president, production-traffic.

Blahna, of 19332 Beverly Road, Beverly Hills, came to the agency after 14 years in the grocery products division of General Mills, where his experience encompassed the marketing activity on the many General Mills products. In addition to serving as a product manager, he also served as consumer and trade promotional development manager, as well as counseling, brand managers, merchandising people, the sales department, and agency personnel. He served two years as director of marketing for The Anderson Company, automotive accessory, OEM, and aftermarket manufacturers. Blahna joined the agency in 1959 as director of marketing.

Wheeler, 2550 Lamplighter Lane, Bloomfield Hills, has been in the production, traffic, and research phases of advertising since 1934. He joined MacManus, John & Adams in 1948. In his present position, he supervises traffic and production on all agency accounts including industrial, consumer, and automotive. Wheeler was with Erwin Wasey Co. and Grant Advertising in similar positions before coming to MJA. Interested in young people, he has been a scoutmaster and cub scout committee chairman, PTA president, and is presently active in Babe Ruth (teen-age) baseball.

## Blahna Wheeler

**Realty Firm Expands Staff**

The J. L. Gillon Real Estate Co. has enlarged its sales staff to seven full time sales people. The company will move to the new Maple Office Building at 920 East Maple. The Gillon suite is in the west wing of the new building. It is easily accessible from the three parking lots provided.

Jim and Dorothy Gillon established their own brokerage business in January 1950, after many years of association with some of the largest realtors in the area. Mary Jane Connelly, Jean Fisk, Dorothy Kirkbride, Jo Bittinger and Marge Moore are now associated with the firm.

## Attend Confab

Mr. and Mrs. Harold J. Schenk of 6190 Old Orchard Drive, Bloomfield Township, recently attended a convention at the Greenleaf Hotel in White Sulphur Springs, W. Va. Schenk is a general agent of the American Plan Insurance Companies and was among the top 10 producers during 1961.

**Legal Notices**

ORDINANCE NO. 48  
AN ORDINANCE TO AMEND ORDINANCE NO. 47 ENTITLED "AN ORDINANCE TO PROVIDE FOR THE REGULATION AND CONTROL OF THE INSTALLATION, OPERATION, AND MAINTENANCE OF SWIMMING POOLS IN THE TOWNSHIP OF BLOOMFIELD AND TO PROVIDE PENALTIES FOR THE VIOLATION THEREOF."

The Township of Bloomfield Ordinance, Section 101. That Ordinance No. 47 entitled "An Ordinance to Provide for the Regulation and Control of the Installation, Operation and Maintenance of Swimming Pools in the Township of Bloomfield and to Provide Penalties for the Violation Thereof," be and the same is hereby amended by adding thereto a new paragraph reading as follows:

"Section 101. The provisions of this Ordinance shall also apply to any storm water reservoir or retention basin required to be constructed as a condition of issuance of a building permit or the placing of land."

This Ordinance shall take effect 30 days following its publication as required by law.

Read and passed by the Township Board of the Township of Bloomfield, the 28th day of May, A. D. 1962.

DELOREN V. LITTLE, Township Clerk. (14)

Louis E. Harrington, Attorney, 2361 First National Building, Detroit 26, Michigan.

**STATE OF MICHIGAN**—In the Probate Court for the County of Oakland.

In the Matter of the Estate of KATRICK SMITH, Deceased.

As the Matter of said Court, held at the Court House in the City of Pontiac, in and for the County of Oakland, Michigan, on the 1st day of May, A. D. 1962.

Present, Hon. Arthur E. Moore, Judge of Probate.

Louis E. Harrington, Special Administrator of said estate having filed in said Court his First and Final Account and petition praying for the examination and allowance thereof, allowance of fees, assignment of the residue of said estate to the discharge of said Special Administrator.

It is further Ordered that notice be given to all interested parties as shown by the records in this cause of their power to file their objections thereto personally or by mailing same with return of them by registered mail with return receipt demanded addressed as shown on the file. It is further Ordered that public notice of this order be published in a newspaper of general circulation in this county once each week for three consecutive weeks prior to the day of hearing in the Birmingham Court House, at said county, and printed in said county.

ATTEST: J. E. MOORE, Judge of Probate. (11-19-62)

## J. F. Henry Elected To Exec. Position

The board of directors of Geyer, Morey, Madden & Ballard, Inc., have elected J. F. Henry, Jr., of Detroit, Edward A. Gumpert and Howard M. Wilson to the executive committee. This represents an enlargement of the committee to nine members, reflecting the expanding agency operations.

Henry, 345 Shirley Drive, Birmingham, is a vice president and co-manager of the Detroit office, where he has been headquartered since 1953. He joined the Geyer organization in 1945 as an account executive on the then Nash Motors Division of Nash-Kelvinator Corp., now American Motors Corp. For several years he has been account executive in Detroit for the American Motors' Automotive Division account.

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## Edison Transfers Robert J. Huey

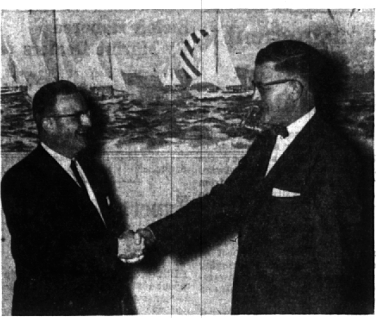
Robert J. Huey, Warren, has been appointed a general supervisor for Detroit Edison's customer service division with headquarters in Detroit.

Huey, former industrial sales engineer for the company's Oakland sales division in Birmingham, will be responsible for the operation of the customer service telephone center which each day receives and processes more than 5,000 inquiries, service orders and requests from residential, commercial, and industrial customers.

He joined Edison as an electrical engineer in 1954 and was assigned to the Oakland division as an industrial sales engineer in 1960.

## Takes New Post

Fred W. Gieryn, 480 Abbey, Birmingham, has been appointed to the newly created post of vice president in charge of marketing at Double A Products, Manchester, Michigan, a subsidiary of Brown & Sharpe Manufacturing Co.



## Salesman of the Year

Richard Zimmerman, 1519 Melton, Birmingham, was recently awarded the American Crayon Company's coveted "President's Award" for the top salesman of the year, at their offices in Sandusky, Ohio. American Crayon is a subsidiary of the Joseph Dixon Crucible Co., Jersey City, New Jersey. Zimmerman is pictured with W. Scott Purvis, Jr., 1477 Henrietta, Birmingham, regional sales manager of both companies.

## Scott Honored by Finns

George D. Scott, Ex-Cell-O Corporation vice president and manager of the Pure-Pak Division, was the recipient recently of the Finnish dairy industry's emblem of good will, a 15-pound brass replica of a Finnish cowherd trumpeting home his cattle and attempting to frighten off the wolves. Presentation was made by Eero Horelli, president of the Valio Dairies Cooperative Assn., one of the world's largest dairy organizations, headquartered in Helsinki, Finland. At the presentation ceremony, Horelli told Scott that "over the several-hundred-year history of the Finnish dairy industry, only ten of these trophies have been hand-crafted." Scott is the eighth and most recent man to be so honored.

**IT'S A-O'KAY . . .**  
SAVE THE CAPITOL WAY  
NOW WITH A BIG 4% CURRENT RATE PAYABLE QUARTERLY  
CAPITOL HAS PAID 4% FOR OVER 20 YEARS

**ADVANCED PAYMENT SHARES CERTIFICATES 4 1/2%**  
CURRENT RATE IF HELD TO MATURITY AVAILABLE IN UNITS OF \$0.00 PER SHARE

**FREE ASTRONAUT COIN BANK FOR OPENING YOUR NEW ACCOUNT**

**SAVE** by June 10th and Earn from the first at **4%** current rate

**CAPITOL SAVINGS & LOAN ASSOCIATION**  
CONTINUOUS DIVIDENDS SINCE 1890  
27215 SOUTHFIELD RD. DOWNTOWN DETROIT  
At 11-MILE, EL 6-7770 234 STATE ST., WO 2-1078

**ASK ABOUT OUR HOME LOANS**

Another beautiful example of DM & R's



Detroit Mortgage & Realty Company is proud to be associated with William J. Pulte, Inc. in the development of Greenwich Green, a new community of fine suburban homes. Located at 14 Mile Road and Evergreen in Beverly Hills, Greenwich Green is another typical example of how DM & R provides financial support and comprehensive mortgage service to both builders and buyers in this area.

250 MARTIN STREET BIRMINGHAM, MICHIGAN  
OFFICES IN DETROIT AND GRAND RAPIDS  
**DETROIT MORTGAGE & REALTY CO.**  
DM & R is never very far . . . just dial M1 7-2277



## Who I am... and why I'm running for the Birmingham Board of Education

BY WALTER SELOVER

A great number of people, I imagine, don't know any of the candidates in the Board of Education election next Monday, which is kind of a shame. It probably accounts for the fact that very few people go to the polls in a school election unless there is some much publicized issue at stake. If they don't know much about the people, it is difficult to become interested in the outcome. I think apathy is also the result of uncertainty by the voters. Not knowing the candidates, they feel that their votes might even go to the wrong man if they were one. Going to the polls might seem to be an unproductive effort under those circumstances.

That's why I thought I'd run this ad in the ECCENTRIC to let you know a

little more about me than you would otherwise.

We have lived in the school district a little over six years. Because the school building program was only underway when we moved into our home, we have probably seen more of the school system than most people. Our older son went into Bloomfield Village School, then to Franklin School for a year, and finally to Valley Woods to finish elementary. He is now in Derby Junior High. Our daughter attended kindergarten at Franklin, then moved to Valley Woods followed by our younger son who started there. As you can see, we have had a fairly broad view of the school district.

I am sure it is not hard to understand that the primary basis of my interest in running for election to the Board of Education stems from having three children in our schools. But there is another reason for it that has an earlier beginning. I decided in college to become a teacher. I graduated from Stanford University as a History Major and then, as required in California, did a year of graduate work in the Stanford School of Education to earn a General Secondary Teachers' Credential. While going to school, I coached football for two years in a public high school near Stanford. I also did my practice teaching there in History and Geography. I got a job in advertising in the summer before starting as a regular teacher. I never did get to teaching, though I intended to. I have been in the advertising business ever since.

I have a feeling that my background in education will help me to do a more effective job as a member of the Board of Education than I might without that experience. I don't want to make too much of it, because I'm not sure how much it will help, but I think it is something you ought to know about me.

As you can see, my background is in

business and, to some degree, education. My point of view is that of a parent and taxpayer. This combination of background and viewpoint has led me to do a lot of thinking about educational needs in the country as a whole and more particularly about our own community. I have a conviction about what comes first. There are many things that make up a school system, but there is only one thing that is essential to good education. No mystery about it. Good teachers! Fine schools, a good administration and a thoughtful curriculum are helpful to good teachers, but these things can't produce excellence in education without good teachers. I think communities like ours, to a greater degree than others, expect excellent schools. To me it means finding and holding excellent teachers. That is over simplifying the problem, I suppose, but I will stand by the objective.

If I am elected, I intend to make the job of upgrading our teaching staff my first concern. Please understand that I am not critical of the school administration's efforts in this area. On the contrary, I think a very good job has been done to date. I want to help with it. And, I want to be on hand to make sure that the emphasis on our teaching staff is maintained in future years. It is so important. Yet, sometimes emphasis is hard to maintain when things are going well in one area and other problems have to be faced.

I think I've covered the pertinent points about myself. I have coached and managed teams in the Little League, and I am on the Board of Directors of a camp for boys, but I really haven't done a great deal in the way of community service. I'm not much of a joiner, which I suppose accounts for it.

If there is anything more you want to know about me, I would be happy to have you call. I'll be near the phone all day Saturday, the ninth.

**Vote on Monday, June 11. Walter Selover Midwest 4-7896**