

# BUSINESS NEWS

## Area Resident At Conference

John B. Flannery, credit union representative of credit unions in consultant, 239 Wellsboro Ave., Walled Lake, Mich., recently attended a member education public relations conference at Madison, Wis. The conference was sponsored by the Credit Union National Association (CUNA). Flannery, along with 36 other representatives of credit unions in the United States and Canada, studied such subjects as the philosophy of the credit union movement, family financial counseling, credit union annual meetings, direct mail campaigns, community relations and credit union public relations.

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EARL D. TRIPLETT

## Restaurant Group Elects Ford's Earl Triplett

Earl D. Triplett, 480 N. Williamsburg, Birmingham, and manager food services, Ford Motor Co., has been elected president of the Michigan Restaurant Assn. Triplett is a past president of the National Industrial Cafeteria Managers' Assn., and currently a member of the executive board of that group and of the International Society of Food Service Consultants. As food service manager for Ford he is responsible for all food and vending services in the United States. The system includes 16 company-operated cafeterias and executive dining rooms and 41 contract catered operations throughout the company.

## Birmingham Site Of New TV Consultancy Firm

Two former Campbell - Ewald broadcast executives, Philip L. McHugh, vice president and director of tv-radio, and his assistant, Peter Hoffman, have formed a new television consultancy firm to be headquartered at 470 N. Woodward, Birmingham.

The new firm, to be known as McHugh & Hoffman, will specialize in analyzing tv programs, commercials and other advertising from a completely unbiased point of view directly for advertisers, agencies, program packagers, networks and film companies," according to McHugh. McHugh said that a half-hour prime time show costs the advertiser about \$8 million (on a yearly basis) for the time and talent, and so he must "rely on more than just statistical analysis to determine the value of his expenditure." HE ALSO pointed out that the increasing selectivity of tv audience will make television advertising more selective in its effect during the next few years. "Networks and program packagers are faced with an increasing restlessness on the part of viewers and the need for more effective research to keep up with these changing trends in order to keep their programs at effective audience levels," he said.

## Stanley T. Weber Appointed by GM Division

Appointment of Stanley T. Weber as comptroller of the United Motors Service division of General Motors has been announced by William M. Walker, Jr., general manager of UMS. Weber, 574 Argyle, Birmingham, who has been director of the Operations Analysis section of the General Motors Comptroller's Staff, succeeds Michael C. Mehan, whose appointment as comptroller of the AC Spark Plug division of General Motors was also announced. He joined the Oldsmobile division of General Motors in Lansing as a timekeeper in 1942. He held a number of supervisory positions in the accounting section at Oldsmobile and in 1949 he was transferred to the General Motors Comptroller's Staff as an analyst in the Operations Analysis Section. He became assistant director of that section in May 1957 and in October, 1958, he was named director.



O. E. Hall

## Realtors Announce Realignment

Hall & Young, Inc., Birmingham realtors, have announced a realignment of company offices.

Owen E. Hall, former president of the Birmingham Real Estate Board and three times vice-president of the National Institute of Real Estate Brokers, was elected president of the firm.

John D. Dunn, formerly secretary-treasurer and a substantial stockholder, was elevated to vice-president and will be sales manager of the firm's Bloomfield office at West Maple and Telegraph roads.

Philip A. Hall, a director of the Birmingham Real Estate Board, was elected secretary-treasurer of the company and has acquired a stock interest. He will serve as advertising and sales promotion director.



P. A. Hall

Marvin R. Young, a founder of the company, has become an independent realtor and will continue serving his clients from the firm's Bloomfield office. Carl H. Plumhoff, veteran realtor in both Detroit and Birmingham, was re-elected a vice-president of the company and continues specializing in commercial, acreage and investment properties. Owen E. Hall, Philip A. Hall and Carl H. Plumhoff are headquartered in the company's offices at 345 South Woodward Ave., Birmingham.

## BBB Elects

Lawrence R. Nelson, 3301 Morningview, Birmingham, has been re-elected president of the Detroit Better Business Bureau. Nelson is chairman, executive committee and senior vice president

## Local Residents

of the Campbell Ewald Co. Richard B. King, 1700 Latham, vice president, Merrill Lynch, Pierce, Fenner & Smith, Inc., was elected to the bureau's board of directors.

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## American Motors Elevates Williamson

Promotion of J. Beach Williamson to assistant sales manager in charge of the Eastern half of the United States has been announced by Thomas A. Coupe, vice-president of automotive sales of American Motors Corp. Williamson, 5626 Shadow Lane, Bloomfield Hills, formerly director of dealer development, succeeds A. E. Tracy, who recently was promoted to sales manager. Williamson joined American Motors two years ago in the Detroit zone office after 20 years with Ford Motor Co. Eight months later he was named executive assistant to President Roy Abernathy, who then was vice-president of distribution and marketing. Last September he was elevated to director of dealer development.

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