

It happened 100 YEARS ago

The oldest incorporated trade association in the country, the United States Brewers Association, was organized in 1862 . . . the same year that



IN MICHIGAN, hearing of the gallant fighting of the 1st, 4th, 5th and 7th Michigan regiments against the Confederacy, folks all over the state toasted their troops' bravery with foaming steins of beer.

For then as now, beer was the traditional beverage of moderation. But beer means more than enjoyment to our state. The Brewing Industry pays more than 16 million dollars in taxes to Michigan each year, money that helps support our parks, hospitals and schools.

TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



UNITED STATES BREWERS ASSOCIATION, INC.



Thinking About Car Insurance?

GET MORE THAN LOW COST

- Get consistently low rates
- Get prompt, convenient and satisfying claim service
- Get broad, proven protections
- Get Michigan's most popular car insurance

Exchange-insured Auto Club members know that their insurance offers the advantages of outstanding service and protection at a low cost. Ask them about it!

Detroit Automobile Inter-Insurance Exchange at Automobile Club of Michigan

VISIT OR PHONE YOUR NEAREST OFFICE
BIRMINGHAM DIVISION
275 S. Hunter Blvd.
PHONE: 646-4400 or 566-4729
Douglas Brown, Manager

See first page of local phone books for offices in state cities

Page 2-B THE BHAM ECCENTRIC March 29, 1962

A. Frye Ayers To Chairman Mich. Week Group

A Frye Ayers, North Central zone manager of Westinghouse Electric, has been appointed chairman of the Detroit and Wayne County promotion of Michigan products committee for Michigan Week.

The appointment was announced by Jerry Moore, chairman of the Detroit and Wayne County committee for Michigan Week.

Ayers, president of the YMCA of Metropolitan Detroit and Chairman of the Board of Detroit Institute of Technology, lives at 672 Puritan, Birmingham.

He received the Order of Merit, highest award of the Westinghouse Co. in 1955 for outstanding performance in his long years of service.

B'ham Architects Awarded South Lyon School Contract

The Board of Education of the Lyon Township School District has awarded the architectural contract for the \$1,000,000 high school to O'Dell, Hewlett and Luckenbach, Architects of Birmingham.

The new school, which has been recommended by a citizen's committee representing the community will have a capacity of 700 with future expansion planned for a total of 1200 students. The present high school building will become a junior high school as soon as the new building can be opened.

O'Dell, Hewlett and Luckenbach has designed many outstanding school buildings in Royal Oak, Oak Park, Warren, Rochester, Detroit and Highland Park. They are also architects for the new Jackson County Service Center at Pontiac, the Oakwood Hospital in Dearborn, the Science Engineering Building for Michigan State University, Oakland, and many other prominent buildings.

"Construction of the new High School may begin in the fall of this year if the voters approve the bond issue." Said Harry Haberkorn, who is directing the work for O'Dell, Hewlett & Luckenbach. "We hope to have classrooms open for boys and girls in 1964."

Frank Minninger To Attend Confab

Frank M. Minninger, agent for Connecticut General Life Insurance Co., has qualified for a National Agents Conference to be held by the company in April.

Members of Connecticut General's national sales force who set records of excellence in service and in sales performance during 1961 are invited to the conference. Minninger, 1965 Crosswicks, Birmingham, is one of the 276 agents who will attend the meeting at the Greenbrier in White Sulphur Springs, W. Va.

Campbell-Ewald Promotes F. E. Fish

F. Ellsworth Fish, formerly senior copy supervisor at Campbell-Ewald Co., has been appointed associate copy director of the advertising agency.

Fish, 2853 Yorkshire, Birmingham, joined Campbell-Ewald in 1953 as a dealer promotional writer on the Chevrolet account. A one time he was an advertising art director for the J. L. Hudson Co.

BUSINESS NEWS



EDMUND STEEVES



RALPH W. MOORE

Moore Retires at GM; Steeves to Assume Spot

Edmund Steeves, 3660 Forest Hill, Bloomfield Hills, has been appointed director of field operations on the General Motors public relations staff it has been announced by Anthony De Lorenzo, vice president in charge of public relations. Steeves succeeded Ralph W. Moore, 340 Puritan, Birmingham, who is retiring April 1 under provisions of the GM retirement program after 38 years' service.

STEEVES JOINED General Motors in 1954 as head of news rela-

tions in GM's New York office. He was promoted to director of news relations for GM with offices in Detroit in 1956.

Moore joined General Motors Acceptance Corp. in 1923. He was transferred to Peoria, Ill. as branch manager in 1936, and three years later was promoted to manager of GMAC's Chicago branch. In 1943, he was transferred to GM Public Relations staff as regional manager in Chicago. He became director of field operations in 1959.

Area Residents Attend Meeting

Three area residents attended the annual sales meeting of the American Hospital Association last week.

Harold J. Schenck, 6199 Old Orchard Drive, Bloomfield Township, was one of the top producers in 1961 for the companion companies, the American Hospital Medical Benefit and the American Community Mutual Insurance Co. He received a plaque as a member of the President's Club and is to be feted at a special convention in May at White Sulphur Springs.

Karl M. Fremuth, 592 Woodland, Birmingham, local general agent for the companion companies, was on hand, as well as William J. DeGraese, 2195 Yorkville, Birmingham, public relations counsel.

Area Representative At Bankers Confab

John R. Taylor of the Birmingham office of the First of Michigan Corp. recently attended the Institute of Investment Banking sponsored by the Investment Bankers Assn. of America in cooperation with the Warton School of Finance and Commerce on the University of Pennsylvania campus in Philadelphia.

This three year executive development program for investment bankers is designed to develop individual leadership ability and to foster efficiency in all phases of investment banking operations. The institute is an invaluable program for experienced personnel who are being prepared for positions of greater responsibility in IBA member organizations.

Over 35 men from all parts of the country attended the 1962 Institute and 76 men completed the three year program.

Agency Appoints Two Executives

Two executive appointments have been made at Zimmer, Keller & Calvert, Inc., Detroit advertising agency, according to H. W. Calvert, president.

David A. Hallack, 3400 Chierking Lane, Bloomfield Hills, has been named supervisor of public relations and account executive, and William J. Luddy has been appointed manager of public relations.

Hallack, who has been with the agency for the past 10 years, has been public relations director during that period of time.

Luddy, who joins the organization, has been associate editor of the American Legion Magazine in New York City for the past three years.

Former Lion Star Joins Bradley Co.

Jack Simmons, University of Detroit and Detroit Lions football star, has been appointed national account sales representative of Bradley Moving and Storage, 1495 Axtell, Birmingham.

Simmons, a Birmingham resident, has been in the trucking business since 1960.

As national account sales representative, Simmons will work with major business organizations to help them solve any and all of their moving problems.

Top Shell Salesman

R. S. Perry, 1772 Torry, Birmingham, has been named the outstanding merchandising salesman for Shell Oil Co. in the Michigan-Ohio area. The announcement was made by N. H. Miles, division manager for Shell. As a result of his sales achievements for 1961, Perry was named from over 100 men for membership in the Shell Galaxy Club, the company's top sales group.

Development To Feature Park, Pool

On July 1st, the only builder-donated swimming pool and park in Southfield will be opened to the residents of Beacon Square, a new community of homes about ten minutes time from Birmingham.

A \$110,000 pool and recreation area will be given by the Bert L. Smoker Co. to the homeowners of this new Southfield community at 11 Mile and Adjacent.

The huge pool and adjacent park is the first of its kind in this section.

Future home owners will also have full use of the pool and park while their homes are being constructed.

Beacon Square was developed and built by the Smoker Co.

The pool itself is heated and full Olympic size. It is 75 feet long and five racing lanes wide, large enough to accommodate the entire community and guests without crowding. The sun deck and lounging area surrounding the pool is approximately 5800 feet square.

Surrounding the pool will be a landscaped park and picnic area. Families may lunch here or stop and have dinner on a warm summer evening. The entire area is centrally located.

Area Ford Salesmen Presented Awards

Fred Moonshes; Bert D. Wood, Turner, Raymond Haley, Neil Blackmer, H. Dee Lowe, Roy I. Amell, Gerald H. Goff, Edward Ascione, Tom Durie, Walter Dakin, George Milne and W. Merritt of Harold Turner Inc., Birmingham, will be presented Ford Motor Company's 300-500 Club award at a banquet in Detroit honoring high-ranking Ford dealership car and truck salesmen of 1961 in the Detroit sales district.

J. O. Wardwell, Detroit district sales manager and 300-500 Club membership awards are presented for excellent retail sales performance. The Ford 300-500 Club was founded in 1950 to recognize the performance of outstanding Ford salesmen throughout the country.

Wardwell added that the average 300-500 Club member sold nearly \$400,000 worth of automotive merchandise in qualifying for the national honors.

Attends Confab

John W. Paige, 4300 Derry, Bloomfield Hills, is currently attending the Indianapolis Life Insurance Co's Counselors' Club meeting at Edgewater Park, Miss.

Flowers Named GE Finance Chief

John F. Flowers, of Bloomfield Hills, has been appointed manager of finance for the Metallurgical Products department of General Electric Co., in Detroit.

He joined GE in 1947 in the accounting department. In 1954 he was appointed specialist, appropriations accounting and secretary of the corporation's appropriations council. He was named manager of budgets and measurements for the large steam turbine-generator department in 1958.

Architect Opens New Area Firm

A new architectural firm has opened its doors in the Birmingham area.

Francis Bartlett, 909 W. Maple, Clawson, is the owner of the new company.

Bartlett is a graduate of the University of Michigan and was chief designer for E. H. Daniels, Architects of Ann Arbor.

He also worked as a designer and project director for Yamasaki Associates in Birmingham.

LEADERSHIP IN

service

MORE THAN \$35,000,000 IN MORTGAGE LOANS ARRANGED BY DETROIT MORTGAGE & REALTY COMPANY DURING 1961

MORTGAGE LOANS

RESIDENTIAL • CONSTRUCTION • COMMERCIAL

Mortgage Loan Correspondent for—

- Aetna Life Insurance Company
- Metropolitan Life Insurance Company
- New York Life Insurance Company
- Northwestern National Life Insurance Company
- Security Mutual Life Insurance Company
- Sun Life Assurance Company of Canada

DETROIT MORTGAGE & REALTY CO.
250 MARTIN STREET, BIRMINGHAM, MICHIGAN MI 7-2277
Offices in Detroit and Grand Rapids

Kresge's BIG BUY

for family savings

Thur.-Fri.-Sat. Only!

HERSHEY KISSES

Reg. 79¢ lb!

57¢ lb

Over 1/3 off on your favorite milk chocolates! Each delicious piece is wrapped in foil to stay fresh longer!

Buy several pounds at this special Big Buy price!

West Maple at Henrietta, Birmingham

Open Friday Evenings to 9 p.m.

Kitty says "CHARGE IT at KRESGE'S"

There's no magic way to solve money problems, but **American-Savers** found a practical solution . . . to save REGULARLY where they receive the HIGHEST return in this area on INSURED savings!

Michigan's Largest State-Chartered Savings and Loan Ass'n

4%

COMPOUNDED AND PAID QUARTERLY

Savings Insured to \$10,000 by an Agency of the United States Gov't

AMERICAN SAVINGS

MAIN OFFICE: WOODWARD AT CONGRESS

- 14 MILE NEAR CROOKS RD. IN CLAWSON LIVENOIS AT W. 7 MILE
- DEXTER AT CORTLAND FORT STREET AT MILITARY
- W. 9 MILE NEAR COLIDGE IN OAK PARK TELEGRAPH AT SCHOOLCRAFT
- TELEGRAPH AT MAPLE IN BLOOMFIELD VAN DYKE AT E. 7 MILE