

Behind The Store Fronts



With ANGUS MCKELLAR

When Erna Hradetzky decided to come to America—and resigned her job as interpreter in the historical research division at the Land Refugee Reception Camp at Weinsberg, Wurttemberg, Germany—her U. S. air force commanding officer wrote her a letter of commendation in which he also told her that she was leaving for “the land of unlimited opportunity.”

Mrs. Hradetzky is bookkeeper at Mills Pharmacy. Two sons, half brothers, Ulrich, Kell, 25, and Pete Hradetzky, 29, have taken the air force officer's letter seriously. They recently established the Kehran Arts Co. on Michigan Ave., in Detroit, and are offering display and sign work, as well as commercial art and silk screen specialties work. Ulrich has a background of three years training in art at Stuttgart, Germany, besides other trade school training. Pete plans to continue his studies at evening classes at the University of Detroit. Another son, Peter, 14, is a student at the Hammond Eccentric shop (now in a new printing estimator in Hammond, Ind.



ERNA HRADETZKY

Detroit Edison Appoints New CD Director

Paul A. Van der Meer of Detroit Edison has been promoted to the position of director of the company's civil defense department. His appointment was announced by Edison Executive Vice President Donald F. Kigar.

Van der Meer, former assistant director of public information, will be responsible for implementing the company's preparedness program and coordinating plans throughout principal departments to maintain operations in the event of civil defense emergencies. The program will provide for protection of employes and restoration of electric power service and facilities.

The new civil defense head, a graduate of the University of Michigan, has been with Detroit Edison since 1949, and served as a buyer in the purchasing department until 1949 when he was appointed to the public information staff. He became assistant director in 1951.

He was granted a leave of absence in 1954 to direct the organization of a new utility relations program for the Brazilian Traction, Light and Power Co., South America's largest electric utility. He returned to Detroit Edison in 1956 on completion of his assignment with the Brazilian company, which serves more than a million people in the Rio de Janeiro and Sao Paulo industrial centers.



'Let Me See Now....'

Robert C. Burchill of the Birmingham Chapter of the Veterans Motor Car Club of America goes over a list of the items to be sold at the Michigan State Fair Grounds this weekend as the antique season opens. Burchill, who runs an antique auto parts business in Port Huron, will have an exhibit of antique cars and car parts at the show. The show will be open Friday through Sunday from 12 noon to 10 p.m.

Promoted

Stuart O. Schaefer has been appointed assistant division industrial engineer of the Stainless Steel Division of Jones & Laughlin Steel Corp. It was announced by Jerome Brown, division industrial engineer. Schaefer, 49, of East Birmingham, had been plant industrial engineer at J & L's Detroit plant.

Chemical Firm Names Decker To Top Post

Century Chemical Products Co., world's largest producer of special deodorants for the transportation industry, announces the opening of its new and larger factory and general offices at 3300 W. Eleven Mile Road, Berkley.

New chief executive officer of the company is Peter W. Decker of 2222 Roosevelt Drive, Beverly Hills. Decker was previously vice-president and sales manager of the company for a number of years.

He is chairman of the Board of Review of the Village of Beverly Hills, a member of the board of directors and on the executive committee of the Michigan Employment Center and Association, a neighborhood commissioner for the Boy Scouts of America, a member of the Detroit Society of Model Engineers, a school teacher at Grace Baptist Church of Birmingham, and chairman of the board of directors of the Detroit Society of Model Engineers. He has previously served on the board of directors and is a past president of the West Beverly Hills Civic Association, and as chairman of boy's activities for the Beverly School P.T.A. He has been active as a leader in the Boy Scouts of America for the past ten years.

Century Chemical Products Co. serves the major airline, railroad and bus companies of the world with its De-Germ Deodorant products.

Joins MJ&A

Arthur E. Erickson, assistant advertising manager, of Brown and Williamson Tobacco Co., Louisville, Ky., has joined MacManus, John & Adams, Inc., as account executive on Standard Oil Co. (Indiana) and American Oil Co., Chicago, accounts, according to Fred J. Hatch, senior vice president of the agency.

WHEN WORLD WAR II broke out...

Mrs. Hradetzky said, "it came as a complete surprise to us. We were living near the German-Polish border, and thought that the disputes would be settled. The first we knew that war had come was when we saw the sound of Hitler's radio announcing the news."

World War II, and the important lessons from it, untold thousands of missing soldiers took its tragic toll from Mrs. Hradetzky's life. Both her first and second husbands were killed.

THIS WEEK will see the departure of many area young people to various schools and colleges. Included in the group heading for Western Michigan University, at Kalamazoo, is Kathy Foster, 2578 Wendover Dr., Bloomfield Hills. Last spring, Miss Foster walked in to Jimmie's Rusties, a few days after Jimmie opened his new Birmingham store, and applied for a job.

"It was about the 50th application I had made," Kathy said. "But I was determined to get a job. I couldn't stand the thought of having all summer."

Jimmie called her a few days later, and Kathy started her first job. How completely she won Jimmie's confidence was demonstrated in late summer, when Jimmie went on vacation—and Kathy was left to tend the store.

"I like retailing," Kathy remarked. "But I've always wanted to be a nurse—and nursing is what I plan to study at Western."

AND FROM del Gaudio's, 148 Pierce St., George del Gaudio will start his second year at Western where his major is business administration. His sister, Nicolette, will also return to Western for her senior year. Art and home economics are her majors.

BIRMINGHAM Chrysler-Plymouth, Inc., 212 S. Woodward, is offering an all day free service inspection on all Chrysler Corp. cars during their auto clinic this Saturday, with a complete written report included.

DALE MILLER, 444 Wadding-



Barbershop Duet

A pretty young model helps the Bloomfield Shopping Center's Chris Colombo to celebrate National Barbers Week. Chris, who opened his shop at Maple and Telegraph three years ago, has five barbers ready to serve you. The shop is open from 8 a.m. to 6 p.m. every day except Wednesday.

NEWS OF BUSINESS

Local Man Helps Develop Undersea Tracking System

A new system for tracking the movements of large marine fishes by means of submarine ultrasonic signals has been successfully tested for the first time. The results are reported by Dr. C. M. Broder, Chairman of the Department of Ichthyology of The College of the Sea of Natural History, which designed the system under contract to the Office of Naval Research.

The Aug. 3 operation was part of the Museum's Tuna Tracking Project which has been under research and development for three years. First reported in 1959, the project is aimed at ultimately obtaining detailed knowledge of the migratory patterns of Bluefin Tuna, an important food and sport fish, in the western Atlantic and Caribbean.

It is expected that the device, when perfected, can give data that no amount of simple tagging could provide, covering such matters as detailed trajectories of the fishes, their depth movements, and the speed and directness of their transit.

The shark, taken by rod and reel four miles off shore on Aug. 3, was tagged with an aluminum capsule containing a miniature transmitter, which automatically sends a superionic signal at 38 kilocycles. The instrument, 10 1/2 inches long, 2 1/2 inches in diameter, and weighing a little over one pound (12 pounds), was attached to the shark behind its first dorsal fin. The animal's breath immediately untracked by a small boat carrying special range and direction finding equipment.

THE PROJECT is being developed under the direction of George A. Bass, Field Associate in the Museum's Department of Ichthyology, Bass, of the Bass Construction Co., Troy, is assisted by Mark R. Basscock, Research Fellow in the Department.

Accountants Meet To Hear Romney

The Detroit Chapter, National Association of Accountants, will hold its opening meeting Thursday, Sept. 20, at Cobo Hall. George Romney, candidate for governor of Michigan, will speak on "The Business Climate of Michigan."

IT'S KICK OFF TIME!

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WE GIVE SAH GREEN STAMPS OPEN SUNDAYS 10 TO 4

Engineers to Hear Van Dusen Tonight

A discussion of the new Michigan Constitution by Richard Van Dusen of Bingham Farms will mark the first meeting for this season for the Oakland Chapter of the Michigan Society of Professional Engineers.

According to Irvin Poston, secretary, of 2496 Devon Lane, Birmingham, the group meets for dinner at 7 p.m. tonight at Rotunda Inn.

Van Dusen, a member of the law firm of Dickinson, Wright, McKean and Cudlip, was delegate to the Constitutional Convention and was previously a state representative.

Three Executive Changes Revealed By Paint Company

Three executive management changes have been announced by Frederick G. Weed, president of Rinsch-Mason Co.—national paint and chemical coatings manufacturer.

William R. Barrett, 6014 Snowshoe Circle, Bloomfield Township, has been named executive vice president. Formerly vice president and general manager, he has been with R-M since 1947.

Lyle E. Froberg, 5324 VanNess Drive, Bloomfield Hills, has been named vice president—automotive. He started with R-M in 1948 and was formerly general sales manager.

Roger A. Storey has been appointed industrial sales manager. He has been the Cleveland territory salesman for Rinsch-Mason since 1960—prior to that a sales representative with Glidden Paints.

3 Special Agents To Attend Seminar

Three Birmingham area special agents will attend an advanced underwriters' seminar to be held by Northwestern Mutual Life Insurance Company Monday and Tuesday in Flint.

Attending are Special Agent Maurice A. Betman, CLU, who maintains offices at 528 N. Woodward, Birmingham, and Special Agents J. W. Savage and A. Warren Woughter, associated with the Detroit, Michigan general agency.

WHO IS SHE?

Suburban
Homemaker of the Year
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CLASSES STARTING THIS WEEK

"It Pays to Attend Pontiac Business Institute"

The asterisks indicate subjects offered both in the day school program and in the evening division. Miss Parker, Mrs. Adair, or Mr. Tull will be glad to answer any questions you may have. The phone number is FEderal, 5-9228. A copy of our new school catalog will be sent to you on request.

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*102 Principles of Acct. II
*103 Principles of Accounting III
*105 Payroll Accounting
*201 Intermediate Acct. I
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*203 Intermediate Acct. III
*207 Cost Accounting I
*208 Cost Accounting II
*220 Federal Income Tax I
*301 Advanced Accounting I
*302 Advanced Accounting II
*303 Advanced Accounting III
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