

# NEWS OF BUSINESS

## Local Investment Firm to Conduct Education Series

A new concept in educational service to the investing public is being introduced next Monday, Oct. 1, by Watling, Lerchen & Co. throughout its nine offices in Michigan, according to Paul D. Richmond, general partner in charge of their public information program. During the month of October the Watling, Lerchen & Co. offices will be kept open in the evenings from 7:30 to 9:30, during which time "investment round table—question and answer" sessions for small, informal groups will be conducted by staff members. "These sessions are open to the general public, but reservations are necessary," Richmond emphasized.

Designed to help the busy investor get answers to his particular individual problems, these round tables eliminate having to sit through a series of lectures on subjects in which he might not be interested.

IT IS EXPECTED that the following will be typical of the questions asked: how dollar cost averaging works, types of monthly investing plans, what is the Dow theory, how does margin buying or short selling work, what do some of the special terms of investing mean, how do you begin an investment club, what should the investor look for in financial reports.

Each round table will be limited to twenty persons, with a husband and wife counting as one. Reservations can be obtained by phoning the Watling, Lerchen & Co. office in the Creson Building. Those attending will be supplied with a round-table questionnaire on which to indicate the subjects they want discussed. Questions appearing most frequently will be taken up first.

## Business Editor Attends Confab At White House

Edward L. Henderson, 535 Glenhurst, Birmingham, attended an all-day press yesterday at the White House.

Henderson is the publisher of Air Conditioning, Refrigeration & Heating News, Air Engineering and Food Merchandising News.

The conference was held for the editors and publishers of the nation's business magazines. It was arranged by the Society of Business Magazine Editors.

THE PURPOSE of the conference, which President Kennedy addressed, was to communicate the administration's views on highly important topics which affect the business community and to elicit the editor's views in subjects which they consider paramount in the relationship between government and business.

Henderson is the president of the Business News publishers, a director of the National Association of Business Newspapers and a director of the Audit Bureau of Circulation.

## Elected

William B. Nance, CPA of Birmingham, has been elected a member of the American Institute of Certified Public Accountants. Nance is vice president and treasurer of finance with Cadillac Products, Inc. in Warren.

## W. E. Graham Joins Automotive Rubber

Automotive Rubber Co. of Detroit has announced the appointment of William E. Graham as product sales manager of its ARCO-Wynn Valve Division.

Graham, of 1740 Bates, Birmingham, was formerly employed by Hills-McCanna Co. of Chicago and directed sales of valves, proportioning pumps and magnesium castings. He brings to Detroit a wide background in the field of diaphragm valves in which ARCO-Wynn specializes.

## Beverly Resident Wins National Insurance Award

Ray E. Becker, president of the W. W. Becker Agency, Inc., was awarded the coveted Chartered Life Underwriter award for a series of professional examinations and meet the stringent experience and ethical requirements of the College. This year 776 men and women will be awarded the designation, bringing to 10,559 the number of people who have received it since the College was founded in 1927.

In 1947, upon graduation from Northwestern University, Evanston, Ill., Becker, of 9230 Sheridan Drive, Beverly Hills, entered the insurance business with the W. W. Becker Agency which was organized by members of his family in 1930. In 1960 Becker became President of the Agency. His business expertise in the field of general insurance as well as that of life and health insurance.

A WORLD WAR II veteran, Becker holds the rank of Lieutenant Commander in the U.S. Naval Reserve and is currently the Commanding Officer of U.S. Naval Reserve Surface Division 9-76, Dearborn, having held this designation for the past two years.

## F. A. Carlson Named By Advertising Co.

Frank A. Carlson has been named supervisor of the field service department of the J. Walter Thompson Co. It has been announced by William D. Laurie, Jr., executive vice president of the world-wide advertising agency and manager of the Detroit office.

Carlson, of 899 Fox Run, Bloomfield Township, has been manager of the department, which supervises activities of 14 field offices, since 1960. He succeeds Joseph D. Snoyer, a company vice president, who has been made responsible for marketing planning programs.

## You're Invited to Our Investor's Roundtable

A One-Session Capsule Clinic That Answers Your Questions About Investing

During the month of October, Watling, Lerchen & Co. will offer a number of informal, one-session evening discussions on stock market investment. Rather than a course on the fundamentals or theory of investing, these Roundtable discussions are designed primarily to answer your specific questions, and shed light on items and topics of practical interest to you. Typical of the many subjects to be discussed upon request are:

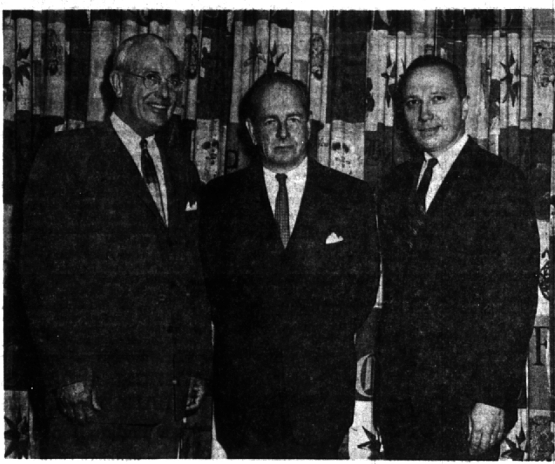
- DOLLAR COST AVERAGING
- MONTHLY INVESTMENT PLANS
- TAX SWITCHING
- CONVERTIBLE DEBENTURES
- DOW JONES AVERAGES
- TAX-FREE BONDS
- MUTUAL FUNDS
- MARGIN BUYING
- RESEARCH REPORTS
- SELLING SHORT
- COMMISSION DEDUCTIONS, FEES, ETC.

Each session will be directed by experienced Watling, Lerchen staff members. Attendance at each Roundtable clinic is limited to a small, informal group and therefore reservations are necessary. Of course, there is no cost or obligation of any kind.

WHERE AND WHEN...  
The Watling, Lerchen Birmingham office, Creson Building, W. Maple at Cranbrook Rd.—beginning Monday, October 1, 7:30-9:15 P.M.

TO MAKE RESERVATIONS  
Call Mrs. Kristensen at MI 6-9100

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## Edison Promotes William Meese To New Position

William G. Meese of 2776 Pine Hill Drive, Birmingham, has been promoted to assistant general superintendent of Detroit Edison's electrical system department.

Meese, former director of Edison's engineering research department, will succeed F. Clifford Pohl who is retiring.

The new assistant general superintendent, a native of Rugby, North Dakota, joined Detroit Edison in 1941, soon after earning an electrical engineering degree at Purdue University, Lafayette, Indiana.

During World War II he served as an aerial officer and as General Staff Corps officer in amphibious operations in Europe and Asia.

FOLLOWING THE war, he returned to the Detroit Edison engineering department where he was named senior engineer of the industrial power planning group in 1948 and appointed assistant supervisor of the staff and service division in 1952. Later, he was assigned to the engineering research department where he held several posts before being named director in 1958.

He is a member of the American Institute of Electrical Engineers, the Association for Applied Solar Energy, the Engineering Society of Detroit and the Research Projects Committee for Edison Electric Institute.

As a representative of EEI, he observed Atomic Energy Commission tests at Yucca Flats, Nevada, in May of 1954 to appraise the effects of atomic bombing on electric power facilities.

## Akers Transferred To Canton, Ohio By Burroughs Corp.

Robert W. Akers, formerly of 1925 N. Glenhurst Dr., Birmingham, has been named manager of the Canton, Ohio, branch of Burroughs Corp.

His appointment follows two months in Canton as assistant manager.

Akers joined Burroughs in 1953 as a salesman in Cleveland. He since has handled electronic data processing financial promotion in Detroit, and, most recently, was manager of policy administration there.

## Merge Investment Firms

Manley, Bennett & Co. and McDonald-Moore & Co., two of the metropolitan area's best known investment firms, announced this week plans to consolidate. Subject to approval of the New York and Detroit Stock Exchanges and other regulatory bodies, Harry A. McDonald, Jr. and Joseph F. Gatz will be admitted as partners to the new firm, to be known as Manley, Bennett, McDonald & Co. Here Milton Manley, Edward Bennett Jr., and Harry A. McDonald discuss plans for the new company.

## Burton Abstract Elects Robinson To Exec. Position

William L. Robinson has been elected a vice president of Burton Abstract & Title Co., in charge of the firm's Title Insurance Order and Rates Department, according to Edson Burton, president of Burton Abstract.

Robinson has been with Burton Abstract since 1950 and formerly was president of Malcolm MacDowell & Associates, Inc., Detroit mortgage bankers.

Born in Birmingham and educated at the University of Michigan, Robinson served three and a half years in the U.S. Navy during World War II, and currently holds the rank of Lieutenant in the U. S. Naval Reserve.

## Enters Practice

J. Robert Sterling, 29, of Birmingham, has announced his resignation as an Assistant Prosecuting Attorney to enter private practice at 114 S. Woodward, Birmingham. Sterling has been an assistant to George F. Taylor since April 1960, and previously was with the legal department of the Standard Oil Co.

## Complete Course

Harold L. Kush, 2168 Wycliffe, West Bloomfield Township, recently graduated from the Life Underwriter Training Course. Donald B. McKelvey, 2275 Keith Road, Union Lake, completed the first year of the LUTC course. Both men are District Representatives of the Elmer F. Snower Agency for Aid Association for Lutherans.



## Wild Target

Dwarfing Fred Bear is the huge Brown bear which the archery equipment manufacturer killed several years ago in Alaska, with a bow and arrow. It is now a mounted trophy. The animal will be on display today, tomorrow and Saturday at Griswold Sports Goods store, 269 Hamilton.

## Behind The Store Fronts

John O'Reilly, long-time DeWalt factory representative, will conduct a demonstration night on the varied and proper use of DeWalt power shop woodworking equipment at Erb-Restrick's Birmingham store, 425 S. Egan Rd. The public is invited to see the new push button DeWalt power shop in operation. "There will be room for everybody," branch manager Clint Sieweak said, "refreshments and a door prize too." A question and answer period will follow the demonstrations.

DONALD E. TERRY is the new addition to the sales staff of the Ernest W. Kurth, Real Estate & Insurance Co., 290 S. Woodward. Terry has lived in and around Birmingham since he was four years old. He worked for the Birmingham post office for 30 years until he retired.

JOE CHILA, who has been with Jimmie's Baskets for some six years, is now at Jimmie's Birmingham store.

HAROLD BELCASTRO is back at Harold Turner's as new car sales manager. He held the same post in 1958-60. And just in time for the Ford dealer's 1963 model customers, Turner is completing six new salesmen's offices on the north side of the showroom. The new offices will provide greater convenience and privacy for the firm's customers.

GLEEKES' Hunt & Hack, formerly at 245 Pierce, is now located at 925 E. Maple. Owner David Gleeke, who has been associated with Clyde E. Horning, Inc., for 28

## Dental Group Holds 4th Annual Meeting

Among those planning the fourth annual "All-Component Meeting" of the Detroit District Dental Society from 9 a.m. to 5 p.m. Oct. 3, is the Sheraton-Cadillac Hotel in Dr. James V. Barone, of 32029 Sheridan, Beverly Hills.

Speaker at the meeting, which brings together members of the various regional societies which make up the DDS, will be Dr. J. Lewis Bass, of New York University. He will conduct a seminar on effective dentist-patient relationships. Also considered will be the psychological reactions of various types of patients.

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## Township Resident Joins New Company

James Cooke, president, has announced the appointment of Ted J. Simon as assistant director of real estate operations for Allied Supermarkets, Inc.

Simon, of 236 Wadsworth, Bloomfield Township, had previously been associated with a leading Detroit real estate firm for 7 years, where in the last several years he served as vice president and head of the commercial brokerage department. He has been active in the sale, leasing and development of shopping centers and commercial properties in the Detroit metropolitan area.

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