

Max Brook Reator Talks On Acreage

Land prices "have bottomed out" in Oakland County, says Earl W. Fernelius, vice president of Max Brook, Inc., and we can expect a gradual rise in prices of acreage and residential lots for the next several years.

Fernelius, head of the Brook land development department, spoke at Michigan State University-Oakland, as part of the real estate problems.

He said, however, that while prices would rise steadily, maximum market values would be obtained only in subdivisions with high quality standards that should be developed in the planning stage.

HE POINTED OUT that underground utilities were fast becoming standard in the better type subdivisions, and that there had been a tightening of controls over roads, water and sewer systems in the last few years that has gone to increase the prices of such lands.

He predicted that in view of increased costs, lot prices would move upward in the near future.

Fernelius also discussed near-future developments including the "cluster type" developments whereby a developer dedicates certain lands under development for greenbelt and park purposes.

He stated that this had been done successfully in some parts of the country and expressed the thought that this new and undeveloped area, such as in the City of Troy today, should be developed aesthetically pleasing and practical lines.

Ternstedt Moves Two Area Men Into New Posts

Hugo M. Rissman, plant manager of the Ternstedt-Detroit Plant since 1949, will retire in the effective March 1, completing 45 years of continuous service, according to an announcement by Frank O. Riley, general manager of the Ternstedt Division.

Riley announced at the same time Douglas E. Beaudry of 1546 Sodon Lake Drive, Bloomfield Hills, would move from general director of Product Reliability and Quality Control to succeed Rissman as plant manager at the Detroit Plant.

Beaudry started in the Detroit plant in 1945 as supervisor of the test laboratory. During his years at Ternstedt, he had various jobs in the engineering department and was assistant superintendent in 1950.

In 1955, he became superintendent of Michigan and was also assistant production manager, production manager, and works manager at the Detroit Plant, and in February, 1962, was made general director of Product Reliability and Quality Control.

Succeeding Beaudry will be Z. L. Horn of 936 Hickory Heights, Birmingham, who was appointed assistant chief engineer at the Divisional Offices in Warren in November, 1961. He joined General Motors on the hourly rate at Fisher Body as a college graduate-in-training in 1947.

3 Bloomfield Brothers Run Tool Company

Three brothers who live in Bloomfield operate a Detroit area tool company, Multifastener Corp., specialists in industrial fastener research and development for Pierce Nuts, a threaded nut that punches its own hole and locks itself into place in automobile production.

They also operate FabriSteel Products, Inc., manufacturer of Pierce and Clinch Nuts.

All were born in Detroit, and all were in the Air Force in World War II. After their release from service they entered the University of Michigan and were graduated.

John Steward, 1576 Apple Lane, Bloomfield Hills, is president of FabriSteel and heads the company's field engineering department. He has three boys and wife Phyllis.

Jerry Steward, 809 Vaughan Road, Bloomfield Hills, President of Multifastener, has three girls and two boys and wife Margaret.

Joseph Steward, 1790 Schoenheit Lane, Bloomfield Hills, is a director of both companies and secretary and treasurer of FabriSteel. He has two girls and one boy and wife Phoebe.

The John R. Chapman Company, Birmingham, has been appointed advertising and sales promotion agency for Standard Detroit Paint Co. Detroit manufacturers of paint for industrial, architectural and commercial uses and by RJA Products Co., Tulsa, manufacturers of power hand scrapers and flakers.

NEWS OF BUSINESS

Birmingham Man Serves as Chairman For Pharmacists

Gordon F. Goyette, Jr., president of the Wayne State University College of Pharmacy Alumni Association, is serving as general chairman for the 19th annual Joint Pharmacy Seminar of WSU's College of Pharmacy to be held at 9 a.m. Feb. 28.

Goyette of 7099 Springridge, Birmingham, is manager of sales training for Parke, Davis and Co. Pharmacy, 1700 H. Smith of 1967 Greenwood, Southfield, will preside at the seminar luncheon.

Theme for the seminar, to be held at the McGregor Memorial Core Center, is "Pharmacy in the Sixties." Participants will evaluate present and proposed pharmacy laws and their effect on the profession.

B'ham Landscapers Get Florist Prize

Joseph F. Reske, president of Birmingham Landscape Service, 28225 Evergreen Road, Southfield, landscaper contractor, and James Scott of James C. Scott Associates, 27 W. Long Lake Road, Birmingham, landscape architects, have received national recognition for the landscape construction and design for the Florist Telegraph Delivery Association International headquarters at Detroit.

They were presented Plant America Awards from the American Association of Nurserymen by AAN secretary F. Raymond Brush of Washington, D.C., at the 41st annual convention of the Michigan Association of Nurserymen at Grand Rapids.

Remodel Brewery

Alan E. Johnson of 635 Hillcrest, Bloomfield Hills, has purchased the old Wolverine Brewing Co. plant in Pontiac, according to Bruce J. Annett of Annett, Inc., Reardon, Annett, said that Johnson plans to remodel the building into a paint manufacturing concern.

Real Estate Board Elects New Head

The Birmingham Real Estate Board announces the election of Rudolph F. Ranke as its president for 1963.

Ranke, who is a vice president and director of Weir, Mann & Snyder, Inc., has been active in real estate in the Birmingham-Bloomfield area for 12 years.

He graduated from Michigan State University and received his real estate certificate from the University of Michigan. Ranke, his wife, Nancy, and their four children, reside in Orchard Lake.

The board that will serve with Ranke during his term includes J. W. Robert Keating, vice president; Sally Alta, secretary; and Don Whitfield, treasurer.

Directors are Finel Pierce, Clarence Clobest, James Gilson, Phil Hall and Paul F. Schoeffel.

Fred Pierce Realtors Join Home Service

A new service to other families who are transferring to other cities is now being offered by Fred Pierce, Inc., one of the realtors in the Birmingham-Bloomfield area.

By giving specifications of what type and price of home the transferee wants, he is furnished lists of homes, has been selected nationwide find-a-home Service whose members are a cooperating group of realtors.

By giving specifications of what type and price of home the transferee wants, he is furnished lists of homes, has been selected nationwide find-a-home Service whose members are a cooperating group of realtors.

This is done so that he can select homes he would like to see when he arrives in his destination city thus saving him valuable time.

If he moves before his house is sold the transferee can have him informed on the progress of the sale of his house and aid him on final negotiations.

The Oakland Chapter of the Michigan Society of Professional Engineers is planning a Ladies Night meeting tonight at the Rotunda Inn, on Pine Lake Road, Detroit. Reservations should be made by 7 p.m.

Jickling & Lyman Design Addition To Student Union

The Birmingham firm of Jickling & Lyman architects has been selected to design a major addition to Eastern Michigan University's student union, Charles McKenny Hall.

Estimated cost of the project, which includes equipment and furnishings and remodeling of the existing structure, is \$2,000,000. Financing will come from funds borrowed against student fees.

If legislative approval is received, construction is expected to begin in late fall or early spring with completion anticipated by September, 1965.

THE FIRM HAS also been selected to design a service building complex at the North Campus of the University of Michigan. Included are a boiler and incinerator building, a laundry, and a food service building to serve the entire university, and a plant storage building to serve the North Campus area.

Currently, in addition to work for the Birmingham Board of Education and the Birmingham Federal Savings and Loan Association, the firm is supervising the construction of the Helen Newberry Joy Residence for Women, Wayne State University's first dormitory.

The building was designed by architect Edward Larrabee Barnes of New York. Completion is scheduled for this fall.

Resident Becomes Assistant Cashier

A Birmingham man, Roland C. Schroeder, of 1309 Shipman Blvd., has been promoted to the executive position of assistant cashier at the Detroit Bank and Trust Co.

Schroeder, a commercial bank officer, joined Detroit Bank and Trust as a credit analyst in June, 1959, after assignments with the Croyace Co., division of W. R. Grace & Co., and Delco Products Division of General Motors.



Reynolds Man Plans Move To Richmond

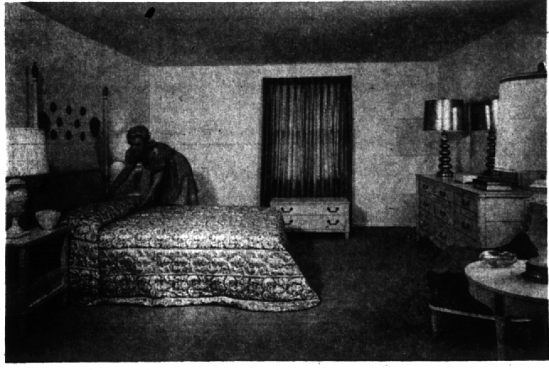
John E. Blomquist has been elected vice president and general sales manager of the Reynolds Metals Co., Richard S. Reynolds, Jr., president, announces.

Blomquist, who has been general manager of the company's Great Lakes Region with headquarters in Detroit, will move to Richmond and succeed William T. Ingram, who has been appointed vice president in charge of distributor, executive and government sales.

Blomquist resides at 1401 Pembroke, Bloomfield Hills, with his wife, Harriet, and daughter, Mary. He joined the company in 1940 and since has risen from salesman through the position of general manager, industrial parts, to his present assignment.

As regional general manager in Detroit, he has had an important role in the introduction of many applications of aluminum in the automotive industry.

Getting ready to sell your car? Advertise it in the Classified Ads.



Ideal Home Bedroom

This 25-foot master bedroom is a feature of The Fox Chase model home built and open for inspection by Robertson Brothers Co. in Hickory Heights subdivision on Adams Road between Wattles and Long Lake Road. This is one of the 1963 Builder's Show Ideal

Homes. It contains four bedrooms, two-and-a-half baths, a family room and a special "Ideal" kitchen with provincial spice-wood cabinets and built-ins including dishwasher.

With ANGUS MCKELLAR

Behind The Store Fronts

Mrs. Grace P. Reilly of Birmingham Travel Service 379 Hamilton, is back home after an "island-hopping" voyage through the West Indies toward islands on the Norwegian ship, the MS Meteor. In summer, the Meteor plies the Norwegian fjords and extreme northern capital cities and then switches to the Caribbean cruises starting in December.

Mrs. Reilly spent five days in San Juan, P.R., where the 10-day cruise started. Among the points of call were St. Maarten, St. Hartselie, Martinique, St. Vincent, Grenadines, Tobago, and St. Lucia, one of the newer resort developments now a-building.

One of the newest luxury resorts in the Caribbean is the Trinidad Hilton, the "Upside-Down" hotel. Guests enter from the top and descend by elevators to seven lower levels where the 260 guest rooms are located. The glamour is enhanced by spectacular views of Port-of-Spain and the sea.

Bruce Sedgewick of Sedgewick Opticians, 350 E. Maple, is entering his eighth year of business in Birmingham. While oculist's prescriptions are his main forte, Sedgewick maintains a keen interest in weather instruments and binoculars.

Michigan Bank Readies New Area Offices

Rene C. "Bud" Becker, manager of the Birmingham-Bloomfield office of the Michigan Bank, announces that the building soon to be the office's permanent home, at Maple Road and Laher, is expected to be completed for occupancy by the middle of April.

Temporarily located in the area since last July, the bank has been conducting business in trailer offices.

THE NEW BANK will have 10 employees, seven teller windows, two drive-in windows and safety deposit facilities. One of its features will be a large civic room in the basement which will accommodate 120 persons and will be available free of charge to all civic groups in the area for meeting purposes.

Styled by Jan De Marco of Long Lake Road, Bloomfield Hills, the inside of the bank will be decorated and furnished in a colonial motif. Free parking will be provided for some 300 cars.

Charles N. Agree, Inc., of Detroit are the architects of the bank building, the first building in a shopping center now being developed by the Judson Bradley Co. Michigan Bank, with total assets of over \$250,000,000 is now 154th in size in the United States out of a total of 13,100 banks in the country.

Vickers Receives Special Citation

Vickers Inc., Division of Sperry Rand Corp., has been awarded a special citation by the Martin Co. for cost reduction accomplishments during Martin's "T-Minus-10" cost reduction program on the Titan missile.

A. L. Stone, marketing manager of the Vickers Aerospace Division, received the award from I. Nevin Pally, Martin-Denver director of cost reduction. Stone lives at 1636 Apple Lane, Bloomfield Hills.

Chevy Names Ellis J. Premo Chief Engineer

Promotion of Ellis J. Premo to chief engineer of Chevrolet Motor Division, effective March 1, is announced by S. E. Knudsen, general manager of the division and vice president of General Motors.

Premo, executive assistant chief engineer since 1956, succeeded Harold F. Barry, who will become vice president of General Motors and chief of engineering staff.

PREMO JOINED Chevrolet in 1935 as a drafting detailer after seven years experience in engineering assignments with other firms. He began his progressive rise through the organization five months later with his first promotion to layout man and by 1945 was design engineer in charge of truck bodies and sheet metal.

In 1946 Premo was promoted to staff engineer with expanded responsibilities and in 1952 was made assistant chief engineer in charge of passenger cars and by 1958 was chief engineer. He held that post until his appointment as executive assistant chief engineer in 1956.

Premo and his wife live at 26880 Willowgreen Road in Franklin where he is active in civic affairs. He recently was chairman of the zoning board of appeals.

Michigan Bank Readies New Area Offices

Rene C. "Bud" Becker, manager of the Birmingham-Bloomfield office of the Michigan Bank, announces that the building soon to be the office's permanent home, at Maple Road and Laher, is expected to be completed for occupancy by the middle of April.

Temporarily located in the area since last July, the bank has been conducting business in trailer offices.

Aluminum Company Chooses Official for Great Lakes Region

J. Donald Shircliff has been named vice president of Reynolds Aluminum Sales Co. and general manager of the Great Lakes Region of Reynolds Metals Co.

Shircliff came to Detroit in 1959 as automotive sales manager for Reynolds Metals Co. He began his career with Reynolds in 1943 as the company sales headquarters then located in Louisville, Ky.

Shircliff, 40, resides with his wife, the former Suzanne Richard of Louisville, Ky.; his son, J. D. Shircliff, Jr., 17, and his daughter, Frances, 6, at 2276 Avon Lane, Birmingham.

Cleaners Earn Quality Seal from Laundry Bureau

Birmingham Cleaners, Inc., at 1253 S. Woodward, has been awarded the seal from the Bureau of Laundry and Dry Cleaning Standards, according to Harold Kalbelein, operator of the cleaners.

The Certified Seal Program has been set up after seven years of testing, experimenting and research by the Bureau in Washington, D.C. The seal of the bureau cannot be purchased by any laundry or dry cleaner. It can only be earned by a plant submitting its services to regular quality audit and by continuing to meet the high standards.

Ad Agency Notes

The John R. Chapman Company, Birmingham, has been appointed advertising and sales promotion agency for Standard Detroit Paint Co. Detroit manufacturers of paint for industrial, architectural and commercial uses and by RJA Products Co., Tulsa, manufacturers of power hand scrapers and flakers.

ERB-RESTRICK... YOUR LUMBER HEADQUARTERS

BRUCE FINISH QUALITY PLYWOOD PANELING	
RUSTIC WALNUT OR CHERRY	ANTIQUE BIRCH BRUCE FINISH
MAHOAGANY Natural Finish	NUTMEG SEN 1st QUALITY WELSHTON
PHILIPPINE MAHOAGANY Antique Finish	DRIFTWOOD MANILA BRUCE FINISH
4' x 7' - \$4.85	4' x 8' - \$5.45
5-Coat Finish	4' x 8' - \$7.95
V-Edge	V-Groove
V-Groove	V-Edge
5-Coat Finish	4' x 8' - \$10.45
V-Edge	V-Groove
V-Groove	V-Edge

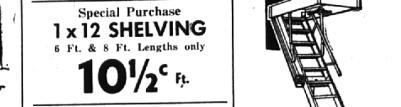
LOUVRE DOORS	LOUVRE DOORS	BIFOLD FOLDING DOOR
1 1/2" Thick	1 1/2" Thick	COMPLETE WITH HARDWARE
1'0" x 6'8" .. \$4.95	1'3" x 6'8" .. \$5.95	MAH. BIRCH LOUVRE
1'3" x 6'8" .. \$5.15	1'6" x 6'8" .. 6.50	10.95 11.95 15.50
1'6" x 6'8" .. \$5.45	2'0" x 6'8" .. 8.65	12.95 13.95 16.95
	2'4" x 6'8" .. 9.45	14.25 15.95 18.50
	2'6" x 6'8" .. 9.75	20.95 23.50 30.75
		22.95 25.95 33.95
		25.95 28.95 35.25

INTERIOR SHUTTERS



Plain white 12 x 12 64 Ft. Qns.	10¢ Sq. ft.
Special Purchase 1 x 12 SHELVING 6 Ft. & 8 Ft. Lengths only	10 1/2¢ ft.
Utility Tables	\$24.95
Train Table	1.29
Ideal for ping pong	1.59
Easy to assemble	1.59
1/2" Plywood	1.89
SHEET ROCK	1.95
3/4" - 4 x 8'	\$1.59
1 1/2" - 4 x 8'	\$1.88

FOLDING STAIRWAY



Completely Assembled 25 1/2" x 54" opening Fits Ceilings to 8'9" \$16.88

ERB-RESTRICK

Lumber Company

HOME OF THE HOUSE DOCTOR

ALL SALE ITEMS CASH & CARRY