

Attend Meeting

Mr. and Mrs. Allan V. Cooke, 1772 Washington Street, Birmingham, attended the eighth national bituminous concrete association convention in Chicago Feb. 16-23.

SPRING TERM
BEGINS MARCH 11
 (Day, Evening Divisions)



"It Pays to Attend
 Pontiac
 Business Institute"

Miss Parker, Mrs. Adair, or Mr. Chapin will be glad to answer any questions you may have. The phone number is FEderal 3-7028. A copy of the school catalog will be sent to you on request. Following is a partial list of subjects offered in both the day school and in the evening division:

- Business English and Letter Writing I and II
 - Business Math I, II, and III
 - Speedwriting Shorthand
 - Gregg Shorthand
 - Dictation Studies
 - Word Study
 - Typing I through IV
 - 101 Principles of Acct. I
 - 102 Principles of Acct. II
 - 103 Principles of Accounting III
 - 104 Payroll Accounting
 - 201 Intermediate Acct. I
 - 202 Intermediate Acct. II
 - 203 Intermediate Acct. III
 - 207 Cost Accounting I
 - 208 Cost Accounting II
 - 301 Advanced Accounting I
 - 302 Advanced Accounting II
 - 303 Advanced Accounting III
 - 111 Accounting Systems
 - Business Law I
 - Economics II
 - Business Psychology
 - Office Machines
 - Telephone and Filing
 - Nancy Taylor Charm Course
- Free Placement Service for Graduates**
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 BUSINESS
 INSTITUTE**
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HERBERT A. MARTENS
Avis Industrial
Tells Appointment
Of Chief Engineer

Herbert A. Martens of 560 Pierce, Birmingham, has been appointed chief engineer of the Mackworth G. Ross Division of Avis Industrial Corp., according to John C. Woode, president.

Martens, a graduate of the University of Michigan, was formerly a staff engineer with the Cross Co.

In his new position, he will direct new design and product engineering on the Ross lines of electrical controls including pushbuttons, limit, foot and selector switches and pilot lights, as well as welding cables and equipment produced by Ross.

Makes Plant Tour

Eliot W. Higgins of the E. W. Higgins Co. recently toured the Industrial Acoustics Co. plant along with other Detroit sales representatives attending a New York sales meeting. Higgins lives at 252 Clifton Road, Birmingham.

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This fine Grosse Pointe Home has a collection of fine china and glassware collected over the past twenty-five years.

A fine pair of Sevres vases, Royal Vienna vases, collection of Meissen figures, Canton china and Limoges.

A collection of antique throw rugs and a fine Kerman rug 13x24 (Cost \$7,500.00). Napoleonic French desk, parlor chairs.

A collection of antique and European clocks.

Sterling tea set, Sheffield candelabras.

Plain Prices

Du Mouchelle Art Galleries Co.

Lawrence F. Du Mouchelle Conducting Sale

IN WEST BLOOMFIELD

**Kitchen Research Project
 To Feature Model Homes**

A joint workshop-research program between Kelvinox Division of American Motors Corp. and the Ivan Frankel Construction Co. W. Bloomfield Township, home building, has been announced to provide a continuing source of data about the kitchen "as the core of the house" and improvement of major appliance design and function.

E. B. Barnes, vice president of Kelvinox sales, and Ivan Frankel, director of the building company, announced the new program, which will be launched with six "workshop homes" in West Bloomfield Township this year.

"RECOGNIZING THAT the kitchen as the core of the home, we believe that the combined resources and talents of the two organizations will enable us to provide improved kitchens and home appliances through a continuous flow of consumer reaction to the workshop homes," they said.

"Generally speaking, the kitchen that fulfills its maximum function in the home will contribute to a better overall home plan because it will relate to every part of the house in its basic usefulness," they said.

Kelvinox engineering and styling staffs will work with the Frankel organization to plan the cables and equipment produced by design.

Over-all house designs will be produced by the Frankel organization and well-known architect will be called upon for counsel or complete designs.

ALL OF THE HOMES will be completely equipped with Kelvinox electric appliances including refrigerator-freezers, built-in ovens and surface units or the new slide-in ranges, built-in dishwashers, disposers, and automatic washers with matching clothes dryers.

Models will vary according to design of house and kitchen plan. The spring series of homes will include three models in the \$25,000 to \$30,000 price range plus lot.

These will be opened on the following schedule: Craft House, March 15; Town and Country, April 1; and Hillside-Paul McCobb House, May 1.

THREE ADDITIONAL models in the fall series will be opened during October. All models will have specific architectural themes to appeal to individual tastes, with kitchens treated distinctively but harmoniously in each house.

The homes will be built in the "Fairways" south of Maple Road between Inokter and Middlebell Roads, W. Bloomfield Township. Robinson Decorating Galleries will do the interior decorating.

The first home to be completed

and opened for the public will be the Craft Home, which contains "the best of everything, including a colonial for today's living. It is a three or four-bedroom family home that moves away from excessive togetherness," Frankel said.

The house is named after the Craft House in colonial Williamsburg.

A second refrigerator of five cubic foot capacity can be rolled around to be used wherever it is most convenient.

Although the Frankel organization will retain exclusive use of the house plans developed in the joint program for the Detroit area, Kelvinox will promote the plans through its builder sales organization so that builders throughout the country will be able to adopt the plans for local use.

**Five Men Named
 To Local District
 By Ford Motor**

Five appointments in the newly-established Birmingham sales district were announced today by Robert C. Irwin, general sales manager of Ford Motor Co.'s tractor and implement operations (U.S.).

Joseph B. Haas, formerly sales manager of Allegheny Tractor and Equipment Co., Ford distributor for western Pennsylvania, has been named manager.

Robert T. Armstrong was named marketing services manager and will be responsible for advertising, sales promotion, training, market representation, dealer development and business management. He formerly was sales promotion manager for tractor and implement operations (U.S.).

Harold Handley is parts and service manager, responsible for all parts and service merchandising and technical operations. He previously was regional service representative, eastern region.

Martin J. Walsh is operations manager, responsible for all accounting, administrative services, distribution and warehousing. He previously was expense analysis section supervisor, Budget Analysis Department, tractor and implement operations (U.S.) controller's office.

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**Greenfield's Offices
 Moved to Detroit**

As of Feb. 21, the general offices of The Greenfield-Mills Restaurant Co. will move to 2961 Woodward Avenue, Detroit. Office space above the Greenfield's Restaurant at this address was damaged in a fire last Aug. 1. This space has been completely remodeled to accommodate the general offices formerly located at 725 South Hunter Blvd., Birmingham.

The former office area at the Birmingham restaurant will be converted into facilities for banquets and private parties.

**Birmingham Man
 Is Sales Leader**

Life insurance man Richard G. Worth, 16026 Buckingham Road, Birmingham, has qualified to attend Mutual of New York's business and educational conference in Denver this spring for members of the company's 1962 National Field Club.

Membership in the club is based on high standards of sales and service to policyholders. Worth is associated with MONY'S Stuart Goldsmith agency in Detroit.

**Local Clergyman
 Guest Speaker at
 Sales Academy**

Dr. Ralph L. Lee, 938 Lakeside, Birmingham, clergyman, a speaker on employee relations among business subjects, will be one of the special guest lecturers at an academy for retail sales executives at McGregor Memorial conference center. The academy opened Monday.

The academy is the outcome of the joint efforts of Wayne State University and the U. of M. with Chevrolet motor division of General Motors Corp.

Part of the company's new management advancement program, the inaugural two-weeks session will be followed by a second, beginning March 18. Aimed at establishing management qualities to lead to a more dynamic dealership operation, the classes will be made up of top-ranking sales managers from each of Chevrolet's 47 sales zones.

Remember, dial MI 4-1100 to reach Eccentric readers through efficient and economical classified.

**NEWS OF
 BUSINESS**

**GM Retires
 Chayne from
 Engineering**

Charles A. Chayne, of 5130 Clarendon Crest, Bloomfield Hills, General Motors vice president in charge of Engineering Staff, will retire Friday under provisions of the GM retirement program after more than 33 years with the Corporation.

Chayne entered the automotive field in 1926 with Lycoming Manufacturing Co., Williamsport, Pa., as an experimental engineer. A year later he was engine designer for Marmion Automobile Co., Indianapolis, Ind.

In January, 1930, he joined General Motors as staff engineer in charge of the engine division of Buick Motor Division. Three years later he was promoted to assistant chief engineer, and in 1936 he was named chief engineer.

Joins Bank

On Friday, George E. Altmanberger will join Manufacturers National Bank of Detroit as head of their Corporate Planning Division. He has been director of the Personnel Services Office of Ford Motor Co.'s Industrial Relations Staff since April, 1960. He and Mrs. Altmanberger have four children and live at 32820 Whittier, Franklin.

**Accountant Speaks
 On Audit Controls
 At Banking Clinic**

Jack Savage, certified public accountant, of 955 Shirley Drive, Birmingham, will speak on "Audit Controls for Small Banks" at the asset protection clinic Wednesday in Grand Rapids.

Savage is national director of services for banks of Ernst & Ernst, is a member of the Committee on Banking of the American Institute of Certified Public Accountants and is past chairman of a similar committee for the Michigan Association of CPAs.

The program is sponsored by the Michigan Bankers Association in cooperation with the National Association of Bank Auditors and Controllers. An attendance of 300-plus is expected.

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G 32	1.92	2.10	2.44	2.77	2.92	2.98	3.29
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