

## Business Show To Open Soon In Cobo Hall

Many businessmen and women from Birmingham are expected to be among the more than 30,000 persons attending the 1963 Detroit Business Show opening in Cobo Hall on Tuesday.

Running for three days, from noon to 9 p.m., March 26 to 28, the 1963 Detroit Business Show will give the metropolitan business community and the public an opportunity to see the latest in business machines and equipment designed to make work easier and more efficient.

## Accountants Hold Technical Sessions

The Oakland County Chapter of the National Association of Accountants is holding technical committee meetings on March 25 at Devon Gables. Meetings will be scheduled from 5 p.m. to 9:30 p.m. with dinner between sessions.

Topics will cover analysis and reporting, cost control and reduction, forecasting and profit planning, and financial and general accounting.

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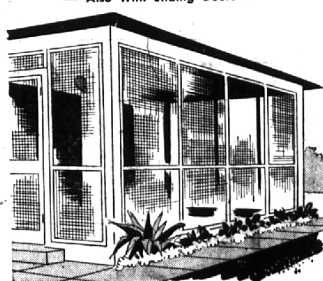
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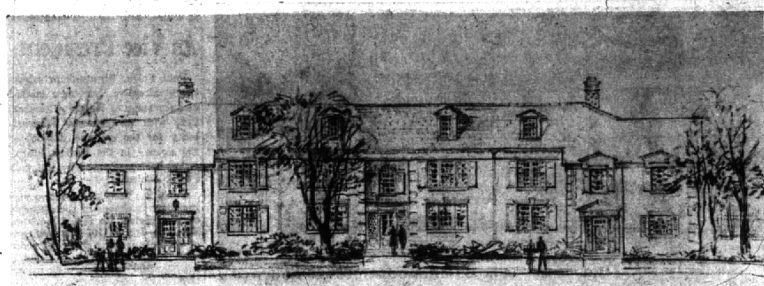
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ARTIST'S SKETCH OF PROPOSED BLOOMFIELD COLONIAL SUBDIVISION

## Robinson Builds B'field Apartments

Details on the construction of the first luxury apartment complex in Bloomfield Township have been announced by Robinson Brothers, Birmingham building firm which has developed several award-winning residential communities in the Birmingham-Bloomfield area.

According to David Robinson, spokesman for Robinson Brothers, the architectural styling of the new apartment community will be an authentic colonial design, with custom interior and exterior features. It will include an Olympic-sized swimming pool and putting green for the exclusive use of residents.

"DUE TO RECENT zoning changes in Bloomfield Township," Robinson pointed out, "this will be the first apartment complex in the entire area providing deluxe accommodations for discriminating individuals who seek the ultimate in apartment living... in exclusive, suburban surroundings."

Located at Maple and Telegraph Roads, adjacent to the community of Foxcroft, the new apartment complex will feature both two and three-bedroom units, with central air-conditioning, covered parking facilities and separate basements for each apartment.

TWO-BEDROOM UNITS will have two full baths, while three bedroom apartments will feature 2½ baths.

In keeping with the trend toward more formal entertaining, all units will include a large, separate dining room. Kitchens in each apartment are designed for complete convenience, with fully built-in appliances.

The supervised 30 x 40 foot swimming pool will be heated and lighted for maximum usage, Robinson said.

Local Designer Receives Award

Three professional designers — Hugh Acton, designer and manufacturer of Birmingham, Cuthbert and Cuthbert, architects and engineers of Dearborn, and William M. Schmidt Associates, designers of Harper Woods — received high honors from the steel industry last week at a dinner in New York.

Acton was awarded a specially designed hand tooled and engraved stainless steel plaque for design of a folding pedestal table using rectangular cold rolled steel bars.

These were among 10 award winning designs and 15 honorable mention designs selected for special honors by a jury of nine distinguished leaders from the architectural, engineering and industrial design professions. The 540 entries in the program were judged on the basis of imaginative use of eight categories of steel.

son said, and will also provide bathroom facilities for the convenience of residents. In addition, golfing enthusiasts will enjoy a four-hole putting green which adjoins the swimming pool area.

WITH CONSTRUCTION getting underway shortly, the apartments are scheduled to open sometime in June, Robinson said.

Builders of more than 250 homes in the Bloomfield and Birmingham

area, Robinson Brothers was awarded the Good Building Citation by Good Housekeeping Magazine in both 1962 and 1963 for new home development in the Beverly Hills community of Huntley and in Birmingham Farms.

The awards were given for "excellence of architectural design, land development and house planning."

MEMBERS OF THE National

Association of Home Builders, the firm also received the 1962 NAHB award for outstanding marketing of better homes. For the last three years, Robinson Brothers have been builders of the Detroit Builders Association Idea Home.

In addition to the communities of Huntley and Birmingham Farms, Robinson Brothers have built many other outstanding new-home developments in the north and northwest suburban areas, including Devonbrook and Glencoe Estates.

## NEWS OF BUSINESS



JOHN E. MELLEN



RICHARD E. HENNE

## Life Insurance Firm Elects Top Executives

John E. Mellen, 642 Pilgrim, Birmingham, has been elected president of the Michigan Life Insurance Co.

Richard E. Henne, formerly vice president, was elected executive vice president, replacing Mellen. Henne lives at 479 Larchlea, Birmingham.

Mellen joined Michigan Life in March, 1962 as executive vice president. He entered the life insurance field in 1940 as an underwriter.

Later, he served as manager of policyholders service and regional manager of many states with Farm Bureau Insurance Companies which later became Nationwide Insurance Companies.

THREE YEARS AGO, he was made assistant treasurer of the Nationwide Corp., a holding company dealing with insurance and financial institutions.

Henne joined Michigan Life in January, 1961, as vice president—group division, after serving as secretary, actuary and field superintendent for the Clearer Life Insurance Society.

He is a Chartered Life Underwriter. For the past year, he has directed all sales operations of Michigan Life.

John F. Henry, Jr. Receives Promotion

Geyer, Moray, Ballard, Inc., has promoted John F. Henry, Jr., of Birmingham, a senior vice president and account supervisor for the automotive division of the American Motors Corp. account, to be announced today by Richard J. Farricker, president of the agency.

Henry has been a director of the agency for seven years and a member of the executive committee since May 1962. He was elected a vice president in 1955.

Mr. Henry has served the American Motors account since joining the agency in 1945. He will continue to make his headquarters in the Detroit office.

## Local Resident To Be Speaker At Life Institute

Coy G. Eklund, a former Birmingham resident now agency vice president of the Equitable Life Assurance Society of the United States, will keynote the life management institute to be held at Oakland University, Wednesday, which has as its theme "New Dimensions in Life Insurance Management." The institute is sponsored by the division of continuing education.

Genaro A. Florez, 452 Theford, Bloomfield Hills, will be one of three other Institute speakers. Florez will talk on "Making the Most of Your Manpower Investment Firm." He is president and chairman of the board of Florez, Inc., Detroit sales manpower development firm.

Eklund was Equitable's Agency Manager in Detroit from 1947 to 1957. During these years the Eklunds lived with their three children at 1280 Fairfax, Birmingham. His topic for the institute will be "Manpower Measurement—Retention and Productivity."

## Manager Finishes Advanced Course

E. Joseph Gryson, 5527 Crabtree Road, Birmingham, manager of the Detroit branch office of Connecticut General Life Insurance Co., has completed the most advanced course offered by the company to its field management personnel.

A certificate was presented to Gryson at a final seminar held recently at Old Sturbridge, Mass., marking the completion of the two-year program.

Gets Appointment

Barry Wayburn of Bloomfield Hills, vice-president of Triangle Furniture Co., announces the appointment of Dean O. Corey as manager of the commercial interior division, with headquarters at 818 North Woodward, Royal Oak.

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## Ad Man Goes Up in Plane, Down in Corn

(Escape) Hatch does it again. They hit the ground "dead stick" on a furrowed and trenched corn field. The pilot, Charles Barendsen, flew the plane over the furrows to a successful—though corny—emergency stop.

Hatch of 30745 Vernon Drive, Birmingham, along with Campbell-Ewald vice president George Davis, was a passenger in a company plane heading for Indianapolis in a blinding snow storm.

AT 10,000 FEET, near Toledo, one engine went out and then the other.

Emergency landing was called for, as when the plane broke out of clouds at 500 feet, the men discovered they were over farm land.

They hit the ground "dead stick" on a furrowed and trenched corn field. The pilot, Charles Barendsen, flew the plane over the furrows to a successful—though corny—emergency stop.

## Birmingham Men To Participate in Ad Conference

General chairman of a day-long advertising conference at the Statler-Hilton Hotel Friday will be Barney M. Bogue of Mail Advertising Corp. of America. The 17th annual direct mail day in Detroit is expected to attract advertising people from 31 states with the 1963 theme of "red letter day." Mr. Bogue resides at 824 Wimbledon Drive, Birmingham.

Other area men assisting with the activity, include: Harry Goss, 4410 Middlefield Drive, West Bloomfield, assistant general chairman; C. F. McLaughlin, 290 Chesterfield, Bloomfield Hills, promotion chairman; and George L. Staudt, 5339 Kellen Lane, Bloomfield Hills, program chairman.

Scheduled to appear as panelists on the program are: C. Norman Fry, 839 Jonathan Lane, Bloomfield Hills, vice president; R. L. Polk Co.; James N. Hastings, 1022 Bayville, Birmingham, vice president; Campbell-Ewald Co.; and Kenneth H. MacQueen, 1257 Club Drive, Bloomfield Hills, vice president of MacManus, John & Adams, Inc.

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## Strike N' Spare Names Manager

Eleanor Gorman, one of Michigan's bowling champions, has been appointed manager of Strike N' Spare Lanes.

Mrs. Gorman, a certified bowling instructor, bowled with the Detroit All Stars for six years.

In 1959, Mrs. Gorman was among the Chicago American women's classic team champions and in 1961 and 1962 the Michigan Women's state team champions.

Strike N' Spare Lanes, a member of the Great Lakes Bowling

## Local Men Named By Insurance Firm

The Prudential Insurance Co. has named eight sales representatives to its northern star club, based on their 1962 sales and service achievements.

They are Stanley Johnston, Mike Anusian, Stanley Herman and Earl Norton, all of Southfield; John Crinblatt, Royal Oak and Ralph Berggren of Berkley.

Corporation, is located at Maple Road and Telegraph in Bloomfield Hills.

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PLAN A	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN B	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN C	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN D	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN E	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN F	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN G	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN H	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN I	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN J	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN K	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN L	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN M	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN N	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN O	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN P	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN Q	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN R	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN S	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN T	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN U	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN V	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN W	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN X	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN Y	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.
PLAN Z	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.	100 lbs.

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