

Behind The Store Fronts

With
ANGUS
McKELLAR



Chuck Patterson of Patterson Chevrolet Co., 1000 S. Woodward, announced this week the formation of a new Owner Relations department, headed up by Bob Crandall. The new department will emphasize Patterson's desire to serve their customers even better—on a more personal basis.

Joe Fallois is the new hair stylist on the staff of Gerald & Chett's Franklin Salon. Joe counts a number of years hair-styling experience in the Birmingham area.

Mrs. Ross (Elizabeth) Campbell is the new manager of Young Clothes Children's Shop, 116 S. Woodward. Mrs. Campbell is no stranger to retailing (or to Birmingham). The late Mr. Campbell she founded Pierre Street's Village Store, then known as

Campbell's Village Store. The Campbells sold the store in 1953.

Joe Wierbicki, sales representative at Birmingham Chrysler-Plymouth, Inc., 800 S. Woodward, recently returned from the Caribbean area where he was a guest of Chrysler Corp. at Nassau, Haiti and other points of interest. Joe was one of the six top Chrysler Corp. salesmen from Michigan to win the eight-day trip as the top prize of a sales contest which was based on the salesman's records through 1962. "Never had such a time in my life," said Joe.

The McCellan-Ball Co., 850 S. Woodward, announces a change in hours of many years standing: The store will remain open all day Wednesday.

Nate Chalick of Chase Cleaners, (E. Maple at Hunter and in Bloomfield Plaza), is back from an exhibit and convention sponsored by the National Institute of Dry Cleaning in Washington, D. C. He also found time to enjoy visiting some of the capital city's outstanding attractions.

We have wondered at times just how well filled-in areas hold up for construction when the earth and debris is packed in by bulldozer. "Not too well," says Lawrence E. Smith, who operates a landscape design and construction business at 720 E. Maple. "The best and safest way is to use water and let it do the settling."

B'ham Resident Is Architect for Burroughs Home

Carl B. Marr, 455 Fairfax Road, Birmingham, of the Detroit firm Marr & Marr, is architect for the new building of Burroughs Corp., which has announced a multi-million dollar expansion program.

Burroughs is planning to provide new facilities for its U. S. marketing headquarters. Detroit area sales offices and a large-scale "Hall of Products" for the company's new electronic data processing systems.

RAY R. EPPERT, president, said the five-story Curtis Building in Detroit has been leased by the business machine company.

Construction will begin in July to enlarge and transform the building into a glass-walled, air-conditioned structure with 100,000 square feet of office space.

Director Is Chosen By Burroughs Corp.

Burroughs Corp. has announced the appointment of James M. Bridgman as director of corporate industrial relations.

Bridgman has held executive positions since 1955 when he joined the company at Burroughs Laboratories, Paoli, Pa. He lives at 1091 Mohegan, Birmingham.



200-Gallon Winner

David Payne of 2193 Windemere, Birmingham (left) was recently awarded 200 gallons of premium gasoline for picking the winners in the Mobilgas Economy Run. The award was made by Tom Marsh, station manager of Mobil Friendly Service, 910 N. Woodward, Birmingham.

NEWS OF BUSINESS

Worthley's Gas Station Wins Award

A Certificate of Distinction has been awarded to Dick Worthley's Super Service, 121 N. Hunter, Birmingham, in the Brand Name Retailer-of-the-Year Awards Competition, gasoline service station category.

The award was presented by Brand Names Foundation, sponsors of the annual competition, at a luncheon held in the Imperial Ballroom of the Americana Hotel, New York City.

Weldon R. Worthley opened the Sunoco service station in 1947. Dick Worthley's Super Service began operations from a metal shack, and the service station pumped over 720,000 gallons the first year.

IN 1949 business increased with the opening of a new service station building and three well-equipped bays. In 1961 Worthley opened a second station in Royal Oak.

Worthley has been in the service station business for 31 years and has managed a service station since 1957. This is his second year as a Certificate of Distinction winner.

Ad Man Rejoins Campbell-Ewald

Charles N. Campbell has rejoined Campbell-Ewald Co.—Advertising, Detroit, as supervisor of network broadcasting media.

He joined Campbell-Ewald's media department in 1950 after graduating from the University of Michigan. For the last 10 years he has been associated with Mac Manus, John & Adams, where in his last position he served as an account executive.

Campbell lives at 6180 Eastmoor Road, Birmingham.

Joseph Zafarana Opens Enterprises In Lathrup Village

Joseph J. Zafarana, formerly executive president of Merchants Wholesale Service Co., announces the formation of Zafarana Merchandising Enterprises at 27224 Southfield, Lathrup Village.

Zafarana Merchandising will create and develop merchandising programs in supermarkets for manufacturers, and will also serve as non-food consultants for supermarkets, food processing companies, and rack jobbers.

Clients in the Orient, France, Italy and other principal countries have become associated with Zafarana Merchandising Enterprises.

Bloomfield Resident Leads Conference For Touring Group

A conference with 10 Japanese industrial and personnel leaders was conducted last week by Genaro A. Florez, 452 Thetford Lane, Bloomfield Hills, president and board chairman of Florez, Inc., Detroit international sales training organization.

The Florez firm and American Motors Corp. were hosts to the group which is touring the United States as part of the Japanese Industrial Audio-Visual Activities Study Team.

The conference provided insight into techniques used to develop increased sales efficiency in the automobile industry.

Leads Conference

Charles W. Cairns, regional plastics sales manager of Dow Chemical Co., Detroit, is the general chairman of the 14th Coating Conference, sponsored by the Technical Association of the Pulp & Paper Industry. It will be held May 20-22 at the Concord Hotel, Lake Kennesaw, N.Y. Cairns lives at 447 Kennesaw, Birmingham.

Purchasers Plan New Club House For Golf Course

A new club house and a lighted driving range are among improvements to be added immediately to the Lancaster Hills golf course, it has been announced by new owners of the property.

Purchasers of the 30-year-old nine-hole course, Arthur Howard and Richard Sloan revealed architect's plans for a club house and pro shop of contemporary design and said they expect work to be completed early in June. The structure was designed by Levine, Alpern & Associates.

Associates of Howard and Sloan in the acquisition of Lancaster Hills, located at Telegraph and 12 Mile Roads, Southfield, are Paul Zuckerman, Robert Sloan and Milt Howard.

Leo Hanson, 26, for eight years assistant greenskeeper at Glen Oaks, Farmington, has been hired as head greenskeeper at Lancaster Hills. An intensive program for improvement of fairways and greens already is under way.

Earns Promotion

Among promotions in the Sales and Advertising Department of Eastern Air Lines is that of Rollin H. Wilson, manager of incentive sales. He is to manage a series of agency sales at Syracuse, N.Y. Wilson lives at 1939 Graefield Road, Birmingham.



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April 18, 1963 THE BIRMINGHAM (MICH.) ECCENTRIC 3-E

Manager Appointed

Appointment of R. Vance Wagley as implement and industrial equipment planning manager for the Ford Tractor Division has been announced by E. S. Rumely, product planning manager.

Wagley has been with Ford since 1954 and has served in various supervisory posts in the division's marketing and product planning offices. He lives at 2794 Derby Road, Birmingham.

Gleaner Insurance Production Rises

Gleaner Life Insurance Society chalked up a 70 per cent increase in production during the first quarter of this year, compared with the same period in 1962.

R. C. Ransford, president, pointed out that the increase in premium income also accounted for a 23 per cent gain over last year's first quarter.

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