

## Steel Corp. Selects New Melting Supt.

Anthony J. Nimeth has been named superintendent of melting for Jones & Laughlin Steel Corp., Stainless and Strip Division in Detroit.

Nimeth, 851 Helston Road, Birmingham, joined J&L in 1958 as assistant melting superintendent. Previously, he had been melting superintendent with Welland Electric Steel, Canadian Tube and Steel and Atlas Steels, Ltd., all Canadian firms.

A NATIVE of Welland, Ont., Nimeth is a member of the Electric Metal Makers Guild and of the American Institute of Mining and Metallurgical Engineers. He is also the author of technical papers on "Stainless Steel Melting" and "The Use of Lithium in Stainless Steel."

## Genius Ads Utilize Surprise Element, Executive States

The distinguishing technique between adequate and brilliant advertisements is the introduction of the unexpected, Bruce Urwin, vice president and executive ad director of MacManis, John & Adams, Inc., recently told members of the Rochester (N.Y.) Advertising & Art Directors Club.

Speaking at the club's annual awards dinner, Urwin, 4725 Tully Road, Bloomfield Township, declared: "The trouble is that many people would rather have the expected. It is more comfortable. It is simpler to deal with the familiar. And it is safer, or appears so. You can't go far wrong being a professional. But you are living dangerously when you are trying to be a genius."

## Gets Chapter Post

John M. LePevre, 271 Fairfax, Birmingham, a branch manager of the IBM Corp., was recently elected associate director of programs of the 1,100-member Detroit Chapter of the National Association of Accountants.

# NEWS OF BUSINESS



THOMAS A. GRIFFITH

## Ford Picks Resident for Committee

Thomas A. Griffith, 998 Suffed Road, Birmingham, has been named chairman of the Oakland County Community Relations Committee of Ford Motor Company's Tractor Division.

The committee is the authorized body to handle matters concerning the company's relations with the southeast Oakland County community area. Primary responsibility of the group is to assist the company in fulfilling its obligations as a community citizen.

GRIFFITH is assistant to the general sales manager, Roy Ramler, named committee secretary, is administrative manager of Tractor and Implement Operations (U.S.).

Other members of the committee include L. E. Dearborn, general operations manager; Neil F. Burnside, controller; Sam Kadak, public relations manager; and R. F. Webb, eastern region manager, all of Tractor and Implement Operations.

J. R. Hallock, industrial relations manager, and U. H. Holmes, public relations manager, both of Tractor Division; Arthur T. Poole,

## Equitable Life Selects Agent For Honors

The Equitable Life Assurance Society of the U.S. has announced the selection of William H. Mansfield, 626 Varboro Street, Bloomfield Hills, as honor agent of its entire east central division.

Mansfield, a member of the Robert C. Ryan Agency, Detroit, won over 925 other agents in the division which includes Michigan, Illinois, Indiana, Ohio and Kentucky.

## The Annual Award Made by the Equitable Old Guard, an Organization of the Company's 130 Agency Managers from Throughout the Nation.

It is given for over-all excellence in community service, cooperation with business associates, service to clients, participation in professional activities and standing on the Equitable honor roll.

## Employees Return From Orient Tour

Twelve members of the Ford Employees Recreation Association from Birmingham returned recently from a 22-day "People-to-People" tour of the Orient via Japan Air Lines.

They are Mr. and Mrs. Marley Bricker, 6706 Valley Spring Court; Mr. and Mrs. J. J. Felts, 1201 Foxchase; Mr. and Mrs. Lodo A. Habris, 6607 Valley Spring Drive; Mr. and Mrs. John E. Lane, 627 Larchlea Drive; Dr. and Mrs. Henry S. Schmidt, 32341 Mayfair Lane; and Mr. and Mrs. Miles H. Tuft, 470 Hanna.

manager of the Birmingham Parts Depot; and H. Fred Froehlich, manager of the company's Royal Oak Equipment Plant.

## Auto Corp. Announces Appointment

Fred Hartkopf, Jr. has been appointed to the newly created position of zone controller of American Motors Corp., it has been announced by Gerald C. Meyers, operations control director.

Hartkopf, 6218 Thorncrest Drive, Birmingham, will functionally supervise controllers of all automotive and appliance zones and parts warehouses, Meyers said.

HARTKOPF JOINED N.A.M. as Kelvinator Corp. in 1937 at the company's plant at Kenosha, Wis. After assignments in general accounting, he was named assistant plant controller in 1945.

In 1948 he was transferred to Detroit to work on forecasting and budget control. He was named automotive divisional controller in 1950.

## Engineers Attend Meeting in Miami

Mr. and Mrs. D. S. Lock, 2651 Avonhurst Drive, Birmingham, were among the 2,000 engineers and members of their families attending the 56th annual summer meeting of the American Society of Agricultural Engineers in Miami Beach, Fla., June 23-27.

The society is a non-profit, technical, professional and educational organization of engineers working in and for agriculture. It has more than 6,000 members in 70 countries.

## Watson Establishes Air Lines Office

Harold R. Watson, manager of agency sales for Eastern Air Lines in the Pittsburgh area, but recently based at Detroit, will be transferred to Pittsburgh July 1 to establish a local agency sales office for the airline in that territory.

Watson, of 1762 Graefeland Road, Birmingham, joined Eastern in 1940 as a courier at Newark, N.J., and was employed there and in New York City in various capacities, until 1957 when he was appointed city sales manager at Columbus, Ohio.

In 1942 he attended the Case-Jones School of Aeronautics in Newark, and from 1942 to 1946 served in the U. S. Army Air Force's air transport command with duty in the Pacific.

## Marketing Assn. Names Director

Robert E. Riordan, vice president and director of marketing and research, D. P. Boyer and Co., has been elected a director of the Detroit Chapter of the American Marketing Association.

With nearly 500 members, the Detroit Chapter is one of the largest groups in the AMA and schedules a program of nine meetings yearly.

Riordan lives at 4157 Far Hill Drive, Birmingham. His other professional affiliations include the Aderast Club of Detroit and Sigma Delta Chi, journalistic fraternity.

## More Business Briefs On 6-E



## Hughes Buys Stock

Signing up for long-term affiliation are Dr. John T. Pettitt, vice president-technology of Hughes Dynamics, Inc., and Stanley R. Brubaker, 433 Larchlea, Birmingham, president of Automated Systems International, Inc. Hughes Dynamics and ASI have announced Hughes Dynamics' option to purchase all outstanding stock of the Detroit automotive business systems firm. Hughes Dynamics is a wholly owned subsidiary through which Hughes Tool Co., basic business enterprise of industrialist Howard Hughes, recently embarked on a diversification program. The new firm has corporate offices in Houston and Los Angeles and provides services to business and industry in the management sciences and information technology.

## Electric Co. Lists Costs For 1962

Western Electric Co., manufacturing and supply unit of the Bell System has reported it spent almost \$85,000 a day in Michigan for supplies, services and gross payrolls in 1962.

Of this amount, the firm placed \$568,120 worth of orders with 34 Oakland county suppliers.

ROBERT L. KILPATRICK, Michigan Bell Telephone Co. manager here, pointed out that the Western Electric expenditures were in addition to those made by Michigan Bell throughout the state.

Total payments to Michigan suppliers for raw materials, telephone company supplies, government subcontracts and transportation services amounted to more than \$21.9 million.

The Western Electric payroll last year amounted to \$8.9 million.

## Wilson Dealership Names B'ham Man General Manager

Edward E. Wilson, president of Wilson Pontiac-Cadillac, 1350 N. Woodward, Birmingham, announces the appointment of Raymond S. West as general manager.

West, 8939 Oakland Drive, Birmingham, has been with the dealership since its opening in December, 1949. He started as a salesman, became sales manager and then general sales manager before assuming his new position.

Also announced is the promotion of William Schuch to Cadillac sales manager. He joined the dealership in March, 1959, as a new car salesman.

## F.A.S.T. AIRWAYS

FARES ONE WAY  
To  
Troyville City ..... \$25.00  
Belleire ..... 30.00  
Harbor Springs ..... 35.00  
Pellston ..... 40.00

## "Weekend Commuter" Scheduled Flights

Boarding at Michigan Aviation Center on M-30  
Departing Pontiac  
Fridays 6 P.M.  
Returning Sunday  
Evening

For Reservations  
Phone 674-0364  
June 28th to Sept. 2nd

## REAL ESTATE INVESTMENTS

Northern Lake & River Properties

Business Opportunities of All Kinds In The New Michigan Business Guide COST \$1.00 PER COPY

## PARTRIDGE & ASSOC., INC.

1050 W. HURON, PONTIAC



## Lauded

Edward E. DeFolio, 6335 Thoroast Drive, Birmingham, has been honored for 20 years service at the Shattroof Glass Corp., Detroit, where he is treasurer. Nineteen employees received awards at the annual Service Anniversary Party June 19.

## Chemical Society Elects Engineer To Editor's Job

Dr. Thomas J. Clark, 964 W. Adams Road, Birmingham, has been elected editor. The legislation, publication of Phi Lambda Upsilon, honorary chemical society.

He also has been named a member of the national executive committee. His three-year term in office starts July 1.

Dr. Clark is senior research engineer, Specialty Alloys Section, Metallurgical Products Dept., General Electric Co., Warren.

DR. CLARK'S office is seldom awarded to a man in industry. National officers of the society are usually chosen from the ranks of educators in the field of chemistry. Electrochemists are the members of the society's 60 active collegiate chapters.

Dr. Clark has been employed by General Electric Co. since he received his PhD degree in physical chemistry from Kansas State University in 1938. He served with the Hanford Laboratories Operation until it moved to his current position in 1961.

## Insurance Co. Honors Sales Achievement

Murray J. Sitkin, 1166 Charleston Road, Birmingham, recently was awarded a special honor for sales achievement by the National Life Insurance Co. of Vermont.

The company is represented in the metropolitan Detroit area by the Austin A. Kanter Agency.

Sitkin won this distinction by outperforming all other National Life agents during a specified sales period.

ACTIVE IN MANY fraternal and civic organizations, Sitkin has been a member of the National Life of Vermont organization for 26 years.

Together with his son, Richard, he maintains offices in the Guardian Building, Detroit.

## Erb-Restrick is Proud to Announce the Addition of Hanna Paints to our Paint Dept. Hanna's 75 Years is your Guarantee of top Quality Paints—Try it soon!

The handsmest homes are painted with



**HANNA'S GREEN SEAL HOUSE PAINT**  
No. 92 TRIM and OUTSIDE WHITE ..... \$6.59 Gal.

## HANNA'S DIAMOND JUBILEE SPECIAL OUTSIDE WHITE HOUSE PAINT

Top quality outside-house paint. One-time lifetime Hanna Diamond Jubilee Price. Provides long-lasting beauty and protection.

**Hanna Paint Jubilee Special**  
DIAMOND JUBILEE SPECIAL \$4.95 Gal.

## It's Picnic Table Time at Erb-Restrick

3 STYLES TO CHOOSE FROM  
• Hoyer Deluxe  
• Hoyer Economy  
• Emco Folding  
• 6'-7" Lengths  
• Emco Folding Table

You get the best at Erb-Restrick's!  
6 Ft. Economy ..... \$19.95  
6 Ft. Deluxe ..... 25.95  
Low As 14.95 6-Ft. Cash and Carry

## MULE-HIDE GLASS FIBRE INSULATION

Paper Enclosed	Footage	Price
1 1/2" Blids Blanket	120	4.15
2" Semi-thick	90	4.15
3" Full Thick	60	3.60
Single Reflective	Footage	Price
2" Semi-Thick	90	5.45
3" Semi-Thick	60	4.45

Free Use of Staple Gun



W. H. HURON, DETROIT

## A Complete Line of Home Fix-up Materials. Take Advantage of our Low Summer Prices.

### SCREEN DOORS

**STURDY PINE**  
1 1/2" x 8 1/2"  
Ready for New Homes or Replacement.  
Colors Ready for Painting.  
Available in Aluminum or Galvanized wire.

### GALVANIZED WIRE

Size	Price
2 1/2" X 6 1/2"	8.98
2 1/2" X 6 1/2"	9.39
3 0" X 6 1/2"	9.65

### ALUMINUM WIRE

Size	Price
2 1/2" X 6 1/2"	12.25
2 1/2" X 6 1/2"	12.49
3 0" X 6 1/2"	13.25

## 2 x 4's Low 39¢ 8 Ft. As

## BRUCE OAK PREFINISHED BLOCK FLOORING

Free Mastic and Trowel  
Install over any floor.  
Needs No Sanding. 59¢ Sq. Ft.

## ASPHALT SHINGLES

New 235 Lb. Weight Bright New Colors  
3 Bids. cover 100 sq. ft.  
\$263 per Bil.

We Will Close Saturday, June 29th, at 12 P.M. for Inventory. Be Wise, Shop Early.

**SAVING YOU MONEY SINCE 1915**

**NOBODY... BUT N-O-B-O-D-Y HAS VALUES THAT MEASURE UP TO THESE!**

# SALE

**Famous Brand Sporting Goods**

**BOAT COVERS**  
12-FT. SIZE  
Only \$6.88

14-Ft. Size	\$10.88
16-Ft. Size	\$12.88

With Windshield Pocket and Motor Cover

**\$2.00 CANVAS TROUT CREELS**

**\$1.59**

**SHAKESPEARE**

**ROD, REEL & LINE**

**\$8.88**

25c Shelled Hooks, pak of six ..... 10c  
TROUT LEADERS, very specially priced at ..... 3 for 25c  
\$6.00 Portable TOILET, with 4 disposable bags ..... \$3.98  
Fiber Glass ROD cases ..... \$1.59  
75 Feet Polyethylene SKI ropes, floating model ..... \$1.77  
Rubber Covered Baseballs ..... 39c  
Pup Tents, While they last 59c Sweet Sox, Sale ..... 3 for \$1.00

\$5.00 Badminton Sets, four rackets, metal poles and stakes, comes complete with carrying case ..... \$3.88  
18 inch Dart Game, comes with six darts, made in England ..... \$2.98  
ALL HOBBY AND BICYCLE SUPPLIES ..... 1/2 OFF  
\$1.00 Tennis Press ..... 79c  
\$12.00 Jack Kramer Tennis Racket, made by Wilson ..... \$7.98  
98c Plastic Baseball Bats ..... 39c

**Acme Sport Shop**  
2924 N. WOODWARD AVENUE  
Between 12 1/2 and 13-Mile  
Open Even. 'til 9-Sunday 'til 5 P.M.

**SALE SLEEPING BAGS**  
3 Lb. DUCKON and nylon filled, full double up zipper, 2 air mattresses included, clean, dry, cleanable.  
**\$13.88**  
2 for \$25.00  
OTHER BAGS \$4.99 to \$6.00 SAVE TO 40%

15.00 Tennis racket Covers, with pockets, water repellent ..... 88c  
LAUNDRY BAGS, ideal for the camper ..... 89c  
\$1.00 Wader suspenders ..... 89c  
Bowling Bags, full size, holds ball and shoes ..... \$1.99  
\$1.49 Bowling shoe bags ..... 88c  
75c Mosquito Netting, ideal for the fisherman ..... 29c  
\$12.00 Mary Hardwick Tennis Racket, made by Wilson ..... \$7.98

\$11.00 Scout Sleeping Bag, with rust proof zipper ..... \$6.88  
\$8.25 Wilson Basketball ..... \$4.98  
Tennis Ball, made in England, pak of 3 ..... \$1.29  
Landing net, 16 inch diameter, 24 inch handle ..... \$1.29  
59c Pencil Plugs. Hand made ..... 39c