



One-stop Shopping on the Commons

Bloomfield Commons Shopping Center, with emphasis on one-stop shopping for all the family's goods and services, will be located on the southeast corner of Maple and Lahser. Construction has already begun on the center which will comprise approximately seven and one-half acres of land with 70,000 square feet of buildings and parking for 500 cars. There will be specialty stores, service shops, medical suites and general offices. Owners of the development are Leslie Schmier, Sidney Katzman and Barney Katzman who

built the community of Westchester. Architects are Levine, Alpern and Associates, Detroit. The Joseph M. Fulford Co. of Birmingham will be the leasing agents and managers of the center. According to Joseph Fulford, a woman shopper would be able to lunch, have her hair done and conduct a complete shopping and additional services tour "on the Commons." More than 60 per cent of the center is already leased, and negotiations are being completed on the other 30 per cent. The center will open in the fall.

B'ham Service Station Employs Gal Worker

By ETHEL SIMMONS
Business Editor

New customers at Tillard's Mobil Center, Adams and W. Maple, Birmingham, are usually started when they see a woman working at the station.

She's not pumping gas, however. "I wouldn't even know how to turn one of those things on," says Mrs. Leo Tillard, wife of the owner-operator.

Eight full-time men are kept busy as station attendants and as mechanics at Tillard's Mobil Center.

WHAT THEN is Mrs. Tillard's line? Chiefly, bookkeeper, recorder and telephone answerer. But she's also, less typically, parts orderer and information bureau.

Mrs. Tillard says she "runs after parts" because the mechanics are usually too busy. "The parts shops at first were taken aback," she notes.

Of her information bureau duties, she explains, "I've had to sort out the map. People want directions, where to go for what, where to eat."

"If someone asks something I don't know, I find out."

MRS. TILLARD went "to school"

in January for two weeks, along with 13 men dealer-trainees, at the Mobil service and training station on Oak and Hunter, Birmingham.

"It is Mobil Oil's belief that you will see a bookkeeper or cashier in every station eventually," she says.

Mrs. Tillard used to do the station's recordkeeping at home up until last December when she began coming to work with her husband daily from 8 a.m. to 6 p.m.

HER FOUR children, Cathy, 7, Lenny, 6, Mickey, 5, and Linda, 4, are left behind in Clawson with her mother as baby-sitter.

"We're only five minutes from home," says Mrs. Tillard, "and my helping out here really takes a lot off my husband's shoulders."

Resident Qualifies For Quality Award

John H. Leonard, 212 Argyle Blvd., Birmingham, has been granted the National Quality Award, it was announced today by Willard A. Guerber, manager of the Federal Insurance Co's Willard A. Guerber and Associates Agency, Southfield.

This is the tenth year that Leonard has received the honor. To qualify for the award, an agent must keep in force a high percentage of the new insurance he has sold.

NEWS OF BUSINESS

Edison Executives Are Named Officers By Electric Assn.

Three Birmingham-area men, executives at the Detroit Edison Co., were elected officers of the Michigan Electric Association at its annual meeting last week at Mackinac Island.

Donald F. Kiegar, 32786 Bingham Lane, Southfield, executive vice president at Edison, was elected vice president.

George Lahodny, 31771 Verona Circle, Birmingham, and Tom J. Peterson, 1324 Juniper Lane, Bloomfield Hills, assistant managers of sales at Edison, were named to the board of directors.

A. F. Dettloff, general manager of Rogers City Power Co., was elected president of the association.

Woodall Inc. Creates New Planning Post

The appointment of James Lizenby, 323 Sheffield, Troy, to the newly created position of director of market planning for Woodall Industries, Inc., Detroit, has been announced.

Lizenby will be responsible for new product planning, market research and related activities aimed at further expanding the company's product lines and services for the automotive, appliance and building industries.

Betman Is Second In Insurance Sales

Maurice A. Betman, CLU of the Northwestern Mutual Life Insurance Co., sold over one million dollars of life insurance for the 1962-63 agents year.

Betman was second in sales for all Southeastern Michigan.

Caplan Appointed Head Of GM Research Dept.

John D. Caplan, 2515 Covington, Birmingham, was appointed head of fuels and lubricants department at General Motors Research Laboratories.

Caplan, who joined the department in 1949 as a college graduate in training, succeeds Dr. Lloyd L. Withrow who retired June 30. From junior engineer he was promoted to research engineer, senior research engineer, supervisor of engine tests and in May 1955 was named assistant to Dr. Withrow.

HIS ACTIVITIES have covered many phases of fundamental research in fuels and lubricants, as well as problems involving engineering and commercial applica-

Mosely Buys GMC Branch

The GMC Truck Factory Branch in Atlanta, Ga., was sold recently to J. Branch Mosely of 2891 Broadway, Bloomfield Township.

Mosely is a 23-year veteran of GMC Truck's sales organization and has served as national fleet sales manager since Feb., 1961.

DURING HIS long career with GMC Truck he has served as Memphis, Factory Branch manager, Kansas City and Atlanta Zone manager, and sales manager in the Southern and Eastern Regions.

Mosely said his new dealership will be staffed by present branch personnel.

Cote Fills New Manufacturing Post At Fruehauf Trailer

Anthony J. Cote, 520 Pleasant, Birmingham, has been named to the newly created post of supervisor-production control on the Fruehauf Trailer Division manufacturing staff.

Cote will be responsible for the coordination of all material control and scheduling functions at the divisional level.

Cote received his masters degree in business administration from the University of Michigan in 1961.

Dearth Named Executive VP

Robert A. Dearth, 310 Martell Drive, Bloomfield Hills, has been elected executive vice president of Kenyon & Eckhardt, Inc.

Dearth began at Kenyon & Eckhardt in 1961 as senior vice president and manager of the agency's Detroit office.

He has been vice president and assistant to the president of Ross Roy, Inc. and president and general manager of Morse International.

Insurance Agent Attends Meeting

James H. Moorcroft, of his Detroit agency of The Midland Mutual Life Insurance Co., attended a general meeting of sales representatives June 26 through 29 in Colorado Springs, Colo.

Moorcroft, 32915 Norchester, Beverly Hills, general agent, was accompanied by Mrs. Moorcroft.

Ducker Research Opens New Office In Rhode Island

Ducker Research Company, Troy, is opening an office in Providence, R.I.

The new office will supplement Ducker's Chicago and Detroit offices, since it will be close to markets in New England and Middle Atlantic States.

The office will be under the direction of C. H. Rickard, former vice president and senior account supervisor for an eastern advertising agency.

Area Couples Attend Sales Conference

Two Birmingham area couples will be hosts and another couple among the guests next week at a sales conference to be held by the Gleaner Life Insurance Society at Harbour Inn near Harbor Springs.

The conference for top sales producers of Gleaner Life will be hosted by Mr. and Mrs. R. G. Ranford of 1711 Cedar Hill Drive, Bloomfield Township, (Ranford is president) and Mr. and Mrs. John W. Dressler of 5477 Van Ness, Bloomfield Hills (Dressler is field superintendent).

LOCAL GUESTS include Mr. and Mrs. Charles E. Keaton Jr. of 4129 Squirrel Road, Birmingham. Keaton is local area manager. On Tuesday the group will tour Mackinac Island.

Doelle Manages Flint Pepsi Co.

Harry K. Doelle, 16269 Kirkshire, Birmingham, was promoted to manager of the Pepsi-Cola Bottling Company's Flint operation.

Doelle, former chain store representative for the company, assumed his new duties on Monday.

WITH PEPSI for nearly three years, Doelle previously worked in sales for the Pepsi distributor in Saginaw.

A native of London, Ont., Can., he joined Pepsi in Detroit in Jan., 1961.

DEVELOPERS OF

Colonial Communities

CONCORD GREEN
EAST GREENWICH GREEN
WEST GREENWICH GREEN
NOW—METAMORA GREEN—

Wm. J. PULTE, Inc.
MASTER BUILDERS
BIRMINGHAM
MI. 6-0105

PULTE • BUILT • MEANS • BETTER • BUILT

NO SHORT CUTS!

..... in Overbrook*

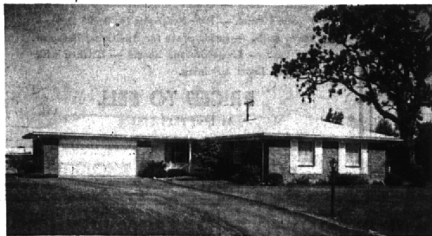
All roads, sewers, water, gas, underground utilities

are in — and paid for!

MAX BROOK INC.

MI 4-6700

*West Long Lake and Lahser Roads.



OWNER TRANSFERRED—VACANT SOON! 3 bedrooms, 2½ baths, family room plus recreation room in BASEMENT. Great kitchen with Frigidaire oven, range and refrigerator. Bloomfield schools. \$31,250.



IT'S REALLY TRUE—all of this for only \$15,900. Three bedrooms (2nd floor bedroom is huge with many built-ins) dining room, fireplace, paneled recreation room with refreshment bar. Carpeting. Perfect condition, low down payment and quick possession! YOU CANT BEAT IT!



... AND IT FACES PINE LAKE! Ideal home for large family. 6 huge bedrooms and 3½ baths. 18 foot dining room, 20 foot library and a great porch. DON'T WAIT ... and be disappointed!



BEAUTIFUL BLOOMFIELD HILLS BI-LEVEL with four twin sized bedrooms and three baths. Separate dining room. Fireplace in living room as well as in family room. Jalousied porch. Carpeting and draperies. May we take you INSIDE? \$59,500. in Rudgate!



\$18,250. for FOUR BEDROOMS and TWO BATHS! Separate dining room, fireplace in living room, carpeting, draperies and 20 x 20 walled patio. Fenced yard. NOTICE, all brick, no painting!

Weir, Manuel & Snyder, Inc.

298 South Woodward
Birmingham, Michigan Realtors

Birmingham 644-6300
Phone: From Detroit 566-2323