

With
ANGUS
MCKELLAR

Behind The Store Fronts

Three of a kind is now at the home of Mr. and Mrs. James S. Schmitt, 201 S. Seminary. (The same Jim Schmitt you know at Hawthorne Electric Co. on Hamilton.) The newest member of the family arrived Monday morning, weighing in at 7 lbs., 12 1/2 oz., and was promptly named Peter Gerard.

Suzette, of the Suzette's on Pierce street, is back today from a four-day buying trip to New York, where she made the rounds seeking out casual and sportswear for spring and summer wear, for what is more commonly known in the trade today as "contemporary" clothes, suited to the more spontaneous mood of today's sophisticated living.

Correction: The Birmingham Finance Co. is still at their same location, 114 S. Woodward, but is now operated under the name of Pioneer Credit Co. of Birmingham. It is not associated with any Pontiac finance business.

Robert Overcashier, who has

Max Brook Realtors Elect New Officers

Birmingham-Bloomfield realtors, Max Brook, Inc., have announced the election of officers of the real estate corporation.

Re-elected are F. M. Brock, chairman; Frederick C. Pew, president; Earl W. Ferrellus, vice president; and Margaret B. DeNador, secretary.

Newly elected officers are E. M. Douglas, treasurer; Charles W. Kirkpatrick, assistant secretary; and Bowen R. Brock, assistant treasurer.

BROCK AND Pew have been leaders in suburban real estate since 1935. Ferrellus and Mrs. DeNador have been active in the business since 1950. Douglas, in his four years with the firm has been working in the area of commercial, industrial and investment properties.

Kirkpatrick has background in the sales end of the business.

Bowen R. Brock, active in the business for four years, comes to his new office as the third generation of the family.

According to Pew, who announced the executive appointments, the directors of the firm decided that an enlarged and active group is needed to serve the increased volume of business occasioned by the population growth of the Birmingham-Bloomfield area and adjoining Oakland County area.

PEW SAID business volume and the number of homes sold by the Brock organization have increased annually since 1937 when a Brock branch office was opened in Birmingham. He reported the firm's gross has grown from five million dollars of real estate sales in 1955 to over eight million dollars in 1963.

The Brock firm has been responsible for a large share of the land development and general brokerage real estate business transacted in this area since 1937.

Rudgate and Indianwood are only two of the firm's residential developments and Overbrook, at Long Lake and Amber Roads, is its most recent subdivision.

Seven new homes have been built in Overbrook and plans are being prepared for several more in the \$60,000-80,000.00 range.

New Stock Office Completes Merger Of Goodbody-Hogle

The merging of securities investment firms J. A. Hogle & Co. and Goodbody & Co. has been carried out with a minimum of dislocation, reports John K. Martin, manager of the Birmingham office of the company located at 115 W. Brown.

Effective at the first of the year, all branches of the two firms, which included 71 offices in 65 cities, began to operate under the name of Goodbody & Co.

"AS A RESULT of the consolidation," Martin said, "our company has assets of approximately \$225,000,000 and a net worth of \$20,000,000."

Martin said that the transition was smooth because the nature of both firms was very similar though Goodbody principally operated in the East and Hogle was in the West.

James E. Hogle, former managing partner of the Hogle firm, remains partner in charge of the Western branches and is a member of the executive committee of the firm. Under the consolidation arrangement, Harold F. Goodbody retains his former title as managing partner of Goodbody & Co.

Select Local Eye Specialist For SAE Panel

Dr. Paul L. Connolly, ophthalmologist and automotive visual consultant residing at 4347 Karen Lane, Bloomfield Hills, was a participant in the Automotive Engineering Congress and Exposition of the Society of Automotive Engineers.

This meeting, held at Cobo Hall last week, attracted approximately 20,000 engineers.

DR. CONNOLLY served on a panel discussing "Objective Measurements of Driver Behavior." This paper was given by Dr. Bruce D. Greenhalgh, acting director of the transportation institute, University of Michigan, and Fletcher N. Platt, manager, traffic safety and highway improvement department, Ford Motor Company.

Serving on the panel with Dr. Connolly were N. Rashevsky, professor and chairman, committee on mathematical biology, of the University of Chicago; and Malcolm L. Ritchie, human factors specialist and president and technical director of Ritchie, Inc.

DR. CONNOLLY, who is a frequent contributor to technical journals and design magazines on vision, automobile design and driving, discussed the visual factors that are involved in driving and how they relate to driver performance as measured by the "driving" car. This car measures how efficiently a driver handles his vehicle.

His grandfather was an illustrator for that old Detroit magazine, The American Boy. A magazine which won national circulation and prestige and faded into nostalgic memories and onto dusty reference shelves in big city libraries.

Lowell T. Snell, formerly national sales manager of the Johnston-Martin Co., is now associated with the Harry L. Martin Co. real estate firm at 27465 Southfield, Lathrup Village. While with Johnston-Martin, he worked closely with real estate interests and jobbers and later was active in the building and in the sale of homes in the Farmington area.

The Martin Co. is now providing its own sales training classes, including all-important appraising. Special attention is concentrated on appraising with the result, Snell said, "that their appraisers are generally within a couple hundred dollars of the bank's appraisal." Nine sales people are employed at the Martin Co.

CLIFFORD N. WRIGHT, architects & Associates, P.A., 4066 W. Maple Road, announces the elevation of Johnston P. Stemplosky, A.I.A., as an associate of the newly chartered corporation.

Stemplosky, vice president, secretary, has been with the firm of Clifford N. Wright since 1958, became registered over a year ago, and has been accepted in A.I.A. He has worked closely with Wright in the design of all projects, and is very active in the residential field.

The firm is now in the preliminary design and study stages of automotive dealership facilities, shopping centers, banks, medical buildings, as well as residences, involving approximately \$4,000,000.

Resident Elected To First Federal Savings Board

Officer and director changes have been announced by Hans Gehrke, Jr., president of First Federal Savings of Detroit, in connection with the election of James A. Aliber as a member of the board of directors.

He will continue as First Federal vice president and treasurer, Gehrke said.

Aliber, 678 Henley, Birmingham, is treasurer of Camp Oakland, a member of the Detroit Mortgage Bankers Association, the Detroit Athletic Club, Economic Club and the Detroit Club.

He is also a member of the Committee of Voluntary Home Mortgage Credit Program of the Housing and Home Finance Agency of Washington D. C.

Automotive Engineers Honor E. A. Thompson

A Bloomfield Hills executive, Earl A. Thompson was presented the Elmer A. Sperry Award last week for his development of the hydraulic transmission.

The Society of Automotive Engineers honored Thompson, 401 Dunston Road, and five others at a luncheon during the SAE convention in Detroit.

Two other area men, Oliver E. Kelley, 266 Woodberry Drive, Bloomfield Hills, and Maurice S. Rosenberger, 3495 Broadway, Bloomfield Township were also honored at the luncheon.

The citation accompanying the Sperry Award honors Thompson for his "outstanding leadership and genius exhibited in the design and development of the first notably successful automobile transmission."

The Sperry Award commemorates the life and achievements of Elmer A. Sperry by seeking to encourage progress in the engineering of transportation.

All six of the men honored were General Motors employees at the time of their work on the hydraulic transmission. Thompson's first association with GM began in the mid-1920's when he brought to Cadillac management his idea for what later became the synchromesh transmission.

In 1929 he joined Cadillac as assistant chief engineer and in 1932 began work on a step-ratio transmission in which shifting would be accomplished by hydraulic servomechanisms.

During the next few years the other members of the engineering team joining in the operation and design of the hydraulic transmission was introduced for use in the 1940 Oldsmobiles.

Thompson left GM in 1939 to begin his own business, the E. A. Thompson Manufacturing Co., Ferndale. He agreed, however to serve as a consultant during the critical period of early production of the hydraulic.

Kelley is director of the engineering development departments of the GM engineering development departments of the GM engineering staff.

Rosenberger is executive engineer in charge of passenger car chassis and engines at Chevrolet.

Hubbell, a graduate of the College of Engineering, University of Michigan, 1929, received the professional degree of Civil Engineer from the University in 1941.

OTHER OFFICERS of the firm include: Theodore G. Biehl, executive vice president; James W. Hubbell, vice president and secretary; Frank M. Barnes, vice president-treasurer; and George S. Roth, vice president.

Members of the board of directors were Franklin A. Burn, 1846 Pembroke, Birmingham; Clarence W. Hubbell and M. David Waring.

Engineering Firm Elects Officers

The consulting engineering firm of Hubbell, Roth & Clark, Inc., 954 N. Hunter Blvd., Birmingham, announces the election of George E. Hubbell as corporate president.

Hubbell succeeds H. Omer W. Clark who retired from active participation in the company as of January 1st.

Hubbell, a graduate of the College of Engineering, University of Michigan, 1929, received the professional degree of Civil Engineer from the University in 1941.

Named Agency VP

Following the January meeting of the Board of Directors of Campbell-Ewald Co., it was announced by Thomas B. Adams, president of the Detroit based advertising agency, that John L. (Jack) Thornhill, 2645 Broadway, Birmingham, associate Chevrolet account supervisor in the agency's Detroit office, was promoted to the position of senior vice president. Thornhill joined Campbell-Ewald in 1956 and was assigned to the Chevrolet truck account. He was named a vice president and Chevrolet passenger car associate account executive two years later. Prior to joining Campbell-Ewald he had been with Ross Roy, Inc.

B'ham Federal Reports Rise In Revenue

At the annual shareholders' meeting of the Birmingham Federal Savings and Loan Association, Henry F. Johnson, president, announced an increase of \$6,217,000 in assets during 1963 to a new high of \$48,899,000.

Total savings accounts reached \$39,676,000 at year end compared to \$34,732,000 for the previous year. Dividends paid on savings accounts during the year exceeded \$1,450,000.

JOHNSON ALSO announced William R. Yaw, Jr., 823 Hickory Heights Drive, Bloomfield Township, and Robert F. Edwards, Detroit, have been appointed to the staff of Birmingham Federal Savings.

Following the annual meeting the board of directors elected Jack A. Wood, an assistant vice president, Robert A. Young, auditor, and named John S. Townsend, senior vice president.

Pool Firm Founder Named Director Of U.S. Institute

Seymour Brode, 25075 Franklin Park Drive, Franklin, was elected to a three-year term as director of the National Swimming Pool Institute last week at the annual business meeting concluding its four-day convention and exposition.

He is founder and president of Starlite Pools, Inc., Southfield, which was organized in 1957.

The firm is the largest builder of commercial and residential pools in Michigan with a volume of 150 to 200 pools a year.

BRODE IS PAST president of the Greater Detroit and Michigan Swimming Pool Association, which recently changed its name to Michigan Swimming Pool Association.

It was under his presidency that the group, formed in 1958, took steps to become a statewide organization.

The 800-member N.S.P.A. has 21 directors including four officers and the immediate past president.

Fife Electric Becomes Division Of Briggs Sales

D. Lyle Fife and Basil M. Briggs have announced that Fife Electric Supply Co. would become a division of Briggs Sales Corp., a corporation with real estate and securities investments.

Fife Electric, one of the largest electrical distributors in the greater Detroit metropolitan area, is now in its 37th year of operation.

Waiter O. "Spike" Briggs, founder of Briggs Sales Corp., has been a stockholder and director of Fife Electric for many years. In 1961 he was succeeded on the board of Fife Electric by his son, Basil M. Briggs, 1010 Puritan, Birmingham, president of Briggs Sales Corp.

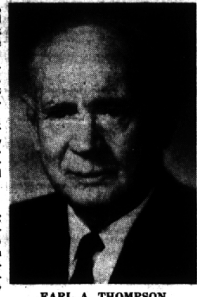
Fife and Briggs said officers and personnel of Fife Electric would remain entirely the same with Ben S. Smith, 1756 Melbourne, Birmingham, as president, and D. Lyle Fife as chairman of the board and chief executive officer.

Vickers Shifts Assignments

Vickers Incorporated Division of Sperry Rand Corp. has re-assigned key personnel in its advertising and public relations department with the appointment of Donald E. Young as advertising manager and Russell D. Linabury as public relations manager.

Young, 2899 Bretby, Birmingham, formerly advertising supervisor, aerospace products, will be responsible for publication advertising, direct mail, marketing catalogs and bulletins and sales promotion assistance.

Linabury formerly served as advertising supervisor, industrial and mobile products. In his new capacity he will be responsible for publicity, educational and institutional relations, media and advertising performance evaluation, customer forums and conferences.



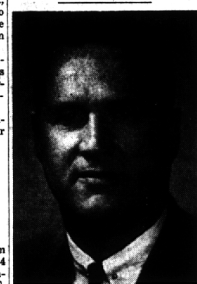
EARL A. THOMPSON

Faught Shifted To Toledo A&P

Promotion of Robert E. Faught to sales manager of A & P Food Stores' Toledo unit has been announced by Byron Jay, president of the company's Central Western Division.

He replaces Clifford C. Smith, who has been promoted to general superintendent in charge of the Youngstown, O., unit in A & P's Central Division.

Prior to his recent promotion Faught, 3765 N. Daerlington, Bloomfield Township, had spent his entire A & P career in the Detroit area where he started with the food chain in July 1950. He served in various store capacities including super market manager and store supervisor, and was also associated with the sales department of the Detroit unit and Central Western Division for several years.



George E. Hubbell

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NOW is a good time to take a financial inventory



Exactly how much did you save in 1963? We hope it's a good big figure. If it's embarrassingly small wouldn't it be smart to open an insured savings account at Birmingham Federal Savings and add to the account regularly—month-in and month-out.

If you follow this easy savings plan consistently, you will be happily surprised at the size of your savings account when you take another financial inventory at the end of the year. Incidentally, why not start your savings account with the money you received from your G. I. insurance dividend?

4%
CURRENT
RATE

COMPOUNDED AND PAID QUARTERLY



Birmingham FEDERAL SAVINGS

Main Office — 99 W. MAPLE, CORNER OF PIERCE — MI 4-1711
Bloomfield Office — CORNER MAPLE and LAHSER — MI 7-1505
Berkley Office — 3055 W. 12-MILE RD. — LI 5-7610

INVESTigate . . .

Standard Oil Company (Indiana) cash and stock dividends + growth

Standard Oil of Indiana is the dominant refiner and marketer of petroleum products in 15 midwestern states under the Standard brand name. Products are also distributed in every state except Alaska and Hawaii under the American name. The Company owns a full or part interest in 31 natural gas processing plants and is the fourth largest domestic manufacturer of LP gas. Standard Oil of Indiana has paid a dividend since 1894. For complete information on Standard Oil of Indiana or other stocks and bonds, call or stop in at either office—naturally there is never an obligation.

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