

NEWS OF BUSINESS

BEHIND the STORE FRONTS

With ANGUS McKELLAR

Mrs. Louise Roberts, the manager of Holiday Card Shoppe's new Bloomfield Commons branch, commented that reception of the new store has been excellent in the month since the opening. Mrs. Roberts was formerly with the Birmingham store for a year.

Also in Bloomfield Commons a combination ice cream and candy store opened its doors yesterday. Strick's Old Fashioned Ice Cream & Candy Store. Paul Scott is manager.

A Paris touch will be added in the spring when weather permits serving on their patio. Albert Sheetz Candies from that made-in-Birmingham works on S. Woodward will be carried.

BOYS AND girls 10-years-old and younger are invited to be guests at Uncle John's 3rd birthday party today only. The children must be accompanied by adults. Invitation is for breakfast, lunch or dinner.

Richard Bolton is the new manager at Bloomfield Theater. He was formerly associated with the Michigan Theater and The Woods in Grosse Pointe.

Sam Reeves told us the other day that during the opening of the new Reeves Cities Service station at Woodward and Thirteen M.R. Rd., employees gave away 5,000 cases of coke and pumped 50,000 gallons of gas in the space of three days.

MR. AND MRS. Leo Saltz, of The Linen Closet, in Bloomfield Plaza recently spent a week end in New York, where they helped celebrate Mrs. Saltz's parents' 50th wedding anniversary.

Fred Johnson, of Churchill's of Birmingham (that new tobacco and pipe shop on Hamilton Row) says that it seems only fair that there be a Ladies' Night too . . . so Churchill's is proclaiming Monday evening as their Ladies' Night in Birmingham.

The ladies are invited to stop in between 7 p.m. and 9 p.m. Monday to see first hand what makes a good tobacco blend.

Johnson compares a good tobacco blend with making a salad—all the ingredients must be there.

The firm uses tobaccos from Syria, Turkey and certain American tobaccos from different parts of the country. An interesting point is that Connecticut is taking the place of Cuba in supplying quality tobacco leaves for cigars.

Resident Named Account Executive At Area Ad Agency

Paul B. Ricks, 1981 Villa, Birmingham, has been named an account executive for MacManus, Jain & Adams, Inc. in the Bloomfield Hills office of the advertising agency. It was announced by Donald F. Mahmeister, vice president and group supervisor, consumer products. His immediate assignment will be the Shakespeare Co., Kalamazoo manufacturer of fishing, golf and archery equipment.

Ricks had been director of advertising of Kiekhaefer Corp., Fond du Lac, Wis., manufacturer of outboard and inboard marine engines and a subsidiary of Brunswick Corp.



New Auto Makers

The two men responsible for designing and engineering the new Duesenberg automobile, Virgil M. Exner (left), 1036 Westwood, Birmingham, and Paul Farago, look over the results of an earlier collaboration — an

Italian-built Ghia. Exner, who is now completing design of the new Duesenberg four-door sedan to be introduced next fall also designed the \$17,000 Ghia of which only 17 were produced.

Former Resident Gets New Position

Appointment of Lief A. Erickson as assistant account executive for the Detroit office of Young & Rubicam, Inc., has been announced by Joseph G. Standart, Jr., senior vice president in charge. Erickson is the son of Mr. and Mrs. G. C. Erickson, 1021 N. Woodward Ave., Birmingham, and resided there until his recent marriage.

Ray Scott of the Detroit Pistons set a personal high for National Basketball Association play when he scored 39 points against the Cincinnati Royals recently.

New Officers Elected By Harmon Company

The board of directors of the C. M. Harmon Co., Birmingham, realtors and mortgage bankers, has elected Steven C. Miller president. He succeeds Austin C. Harmon, who was elected chairman of the board.

Miller joined C. M. Harmon in 1955 and since that time has been active in the financing and sale of commercial and investment property in which the firm specializes. He has most recently been

vice president and treasurer as well as a director for the firm.

T. WALDO Thompson was elected to succeed Miller as vice president and treasurer. He is a director of the firm. William F. Piper and David H. Dobson were elected assistant vice presidents. Selma E. Deudrich was elected secretary.

The C. M. Harmon Co. was established in 1899 as a real estate brokerage firm, and, in 1922, became correspondent for the Provident Mutual Life Insurance Co. of Philadelphia, specializing in mortgage banking. In 1928 the firm also became correspondent for the State Mutual Life Assurance Company of Worcester, Mass., by that time engaging in mortgage banking almost exclusively.

The firm has handled the sale of such properties as the Northwest Shopping Center, and, in 1963, the sale of the Ford and Dime Buildings in downtown Detroit to a group of young area businessmen, including the Lev Plaza and the new St. Regis Hotel in Detroit.

MILLER is a graduate of Amherst College. He attended Harvard Law School and received a Mortgage Bankers Association Degree from the Northwestern University Graduate School.

He is a member of the board of directors of the Birmingham-Bloomfield Bank. He is active in the Episcopal Church and in social relations work, serving on the board of directors of the Lev Plaza and the Birmingham Council on Human Relations. He is a member of the Detroit Real Estate Board, Detroit Mortgage Bankers Association and the Birmingham Rotary Club.

Miller lives with his wife and two daughters at 3350 Larkwood Court, Bloomfield Hills.

Ends Career

Clarence W. Moffatt, for 26 years a member of the mortgage department of First Federal Savings of Detroit, has retired. He held the title of vice president and had been manager of the mortgage servicing department for more than 15 years. Moffatt lives at 16144 Madoline Road, Beverly Hills.

Hills Ad Agency Adds New Account

MacManus, John & Adams, Inc., has been named as advertising counsel by Gale Products Division of Outboard Marine Corp., effective Jan. 1. The new account will be handled by the agency's Chicago office. Gale Products Division, located in Galesburg, Ill., manufactures Lawn Boy power mowers, Pioneer chain saws, OMC stern drives and OMC parts and accessories. Advertising expenditures are estimated to be in excess of one million dollars.

Broker Installs Projector in B'ham Office

Goodbody & Co., national firm of securities brokers, have installed the new Trans-Lux "900" High Speed Projector in their office located at 115 Brown Street, Birmingham.

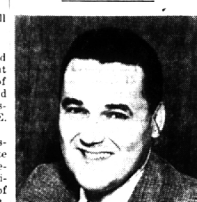
Manager of the local office, John K. Martin, was enthused over the new equipment, which furnishes quotations from the floor of the New York Stock Exchange at a rate of 900 characters per minute.

"This is of tremendous value to those of us outside New York City," he said. "With volume on the New York Stock Exchange regularly exceeding five million shares daily, the projector in general use, frequently fell 10 or 15 minutes behind floor transactions. It was impossible to give accurate prices to our customers during these periods.

"With this equipment, we are current with floor trading at all times. This will be of great value to our customers and enable us to improve our customer service."

THE HIGH speed projector, available after five years of development work by the Trans-Lux Corp. and the New York Stock Exchange moves across a viewing screen at a high rate of speed.

Complete volume figures and prices are shown at all times, and the advanced technology of rapid communication enables Birmingham investors to know of security price changes almost as soon as they occur on the floor of the exchange.



Appointed VP-GM

Jerry Komendera, 1615 Bracken, Bloomfield Hills, has been appointed vice president and general manager of Automatic Valve Corp., Farmington. Komendera was formerly general sales manager of MAC Valves Inc. and has been in sales for 14 years.

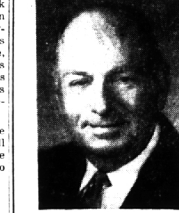
County Engineers To Hear Rehard

John C. Rehard will be the featured speaker tonight at the meeting of the Oakland County Chapter of Professional Engineers. Rehard, a West Bloomfield Town-

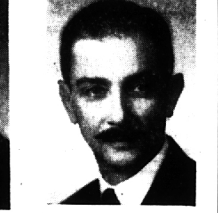
ship supervisor since 1959, will talk on the topic of "Township Government, Past, Present and Future." The meeting will be held at Devon Gables.

Meet . . . EDWIN C. ROESNER ROBERT C. COLE

GOOD MEN TO KNOW



EDWIN C. ROESNER



ROBERT C. COLE

A Birmingham resident, "Eddie" has been in Detroit securities business since his graduation from University of Detroit. He is a member of Osceola Ski Club and Delta Sigma Pi. His favorite after hours pastime—dancing.

A Birmingham native, Bob served as Naval Gunnery Officer after graduating from University of Michigan Business School. Prior to his 13 years brokerage experience, he sold chemicals. He is active in church and hunting clubs, a regular attendant at Analysts' Club and Bond Club of Detroit.

Goodbody & Co. IS A GOOD PLACE TO GO FOR "BROAD SPECTRUM INVESTING"

OVER-THE-COUNTER There is great opportunity in the huge Over-the-Counter securities market. To properly take advantage of this opportunity, the help and assistance of our large, professional full time Over-the-Counter Department will prove invaluable. These experienced men know the "unlisted" market—can quickly and accurately find the best bid and asked available. Our weekly "Over-the-Counter" letter highlights a specific issue and discusses trends in this fascinating investment area. Available upon request—naturally no obligation.

Members NYSE

GOODBODY & CO. ESTABLISHED 1891

Members of leading Stock and Commodity Exchanges

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115 BROWN STREET (CORNER OF PIERCE)

MI 7-3000 JO 6-8000

OPEN SATURDAYS FROM 10:00 AM TO 12:00 PM

OVER 75 OFFICES THROUGHOUT THE NATION

MASKILL'S Comes To BIRMINGHAM!

To Help You With Your Christmas Shopping

Now Conveniently Located

In The **Adams Square Shopping Plaza**

619 South Adams • Next to A&P

Thank you for visiting our store this past week end. We hope you'll come back often and enjoy the large selection of wonderful gifts for the home . . . Fireplace Equipment and Accessories . . . Sporting Goods and odds of goodies all over the store! If you haven't stopped by, do so soon . . . and bring the family because we sure have lots of room . . . especially in the aisles! We'll be looking for you!

BAUER and C.C.M. Hockey and Figure Skates

SKATES FOR THE FAMILY...

Boys' Hockey Skates

Boys' and Girls Figure Skates

Shop Now at Birmingham's Newest Store!

You Can Always Charge It At

MASKILL'S

ADAMS SQUARE SHOPPING PLAZA 619 South Adams Daily 9 to 9 P.M. • Sat. 9 to 6 P.M. • Sun. 10 to 2 P.M.

ROYAL OAK STORE 4400 N. Woodward Daily 'til 8 P.M. • Sat. 9 to 6 P.M. • Sun. 10 to 2 P.M.

STEERING A COURSE FOR BIRMINGHAM

TO BUY A NEW DODGE!

Yes . . . our customers represent 36 cities: Bay City, Birmingham, Detroit, Royal Oak, Pontiac, Troy, Clawson, Bloomfield Hills, Berkley, Waterford, Southfield, Madison Heights, Lake Orion, Warren, Oak Park, Ferndale, Huntington Woods, Orchard Lake, Dearborn Heights, Clarkston, Mount Clemens, Auburn Heights, Lambertville, Grosse Pointe, Livonia, Highland, Grosse Pointe Farms, Sault Ste. Marie, Hazel Park, Highland Park, Dearborn, Flint, Franklin, Pleasant Ridge, Chelsea, Centerline.

And 6 States (outside of Michigan): Ohio, California, Oklahoma, Pennsylvania, Washington, Indiana.

And 1 Canadian Province: Quebec.

We are deeply appreciative of these customers' confidence. Why don't you stop in soon . . . and find out for yourself why our customers tell their friends! . . . and if you come in right away, we can still arrange to have a brand new 1965 Dodge parked in your driveway Christmas morning.

"WHERE THE HUNT ENDS"

Hunter Dodge

499 S. HUNTER BLVD. Midwest 7-0955, Jordan 4-5170 Birmingham, Mich.