

NEWS OF BUSINESS

Hudson's To Build New Pontiac Mall Facility

Expansion of The J. L. Hudson Co.'s store, located in the Pontiac Mall Shopping Center, is a full line department store occupying more than 285,000 square feet of floor space has been announced by Joseph L. Hudson, Jr., president.

Construction will begin in mid-1965 and will be completed in the fall of 1966. The new store will have three merchandising floors—basement, main and second floors. The Pontiac Mall store will offer the same merchandise and service departments as does Hudson's Northland, Eastland and Westland stores.

"ENLARGEMENT OF THE Pontiac Mall store and its expansion to a full line Hudson's Department Store was necessitated by the pressing needs of the growing communities in this entire area," said Mr. Hudson.

Hudson's Pontiac Mall store will serve 30 key Michigan communities with a population of one-half million people.

The Pontiac Mall Shopping Center, designed by Charles N. Agree, Inc., Detroit architects, was developed and is owned by the brothers Aaron H., Samuel N., and William Gershenson and their associates, James H. Wineman and Eugene J. Arfield.

Located on 190 acres at the corner of Telegraph and Elizabeth Lake Roads and less than two miles northwest of the city of Pontiac, the Mall will provide free parking for over 6,000 cars. There are now more than 1,500 people employed at the center.

Included in the building plans is a new entrance, fronting on Elizabeth Lake Road, which will lead into a new air-conditioned Mall from which one can enter Hudson's and a group of new shops which are to be added to the Center.

Hudson's present main entrance will also continue to serve the new building.

INTERIOR DESIGN of the Hudson's store will be done by the firm of Raymond Loewy/William Smith Inc., of New York, who have been commissioned to design many other Hudson's store interiors. They recently completed re-designing the third level at the Northland store.

First floor plans for the Pontiac Mall Hudson's store include women's, men's and children's fashions and accessories, sporting goods, drug and sundry department, books and stationery and other departments.

A complete, modern beauty salon



PHILIP A. HALL
B'ham Real Estate Group Names Officers

At a recent meeting of the board of directors, Philip A. Hall was elected president of the Birmingham Real Estate Board for 1965. Hall, president of Hall & Young, Inc., realtors, served as vice president of the board in 1964. He is a resident of Beverly Hills.

Other officers of the board include Allen Strom of Berndt, Ester & Van Maaren, vice president; Earl Fernelius of Max Brockie, Inc., treasurer; and Marjorie Russell of Weir, Mauld, Snyder & Ranke, Inc., secretary.

Serving as director of the Birmingham Real Estate Board are Clarence Claborn of Snyder, Kinney & Bennett, Inc.; A. L. Doenges, realtor; Paul F. Schoeffel, realtor; Robert Keating of Fred Pierce, Inc.; and Bert Ridson of Ridson Real Estate.

The Birmingham Real Estate Board maintains offices at 144 West Maple Rd. Mrs. Dorothy Krawchuk is the executive secretary.



Head Local Company

Elected to new posts at the C. M. Harmon Co., Birmingham realtors and mortgage bankers, are Steven C. Miller, president (left), and Austin C. Harmon, chairman of the board.



Local Realtor Opens New Office

The opening of the new offices of the Greater Bloomfield Real Estate Co., Birmingham-Bloomfield realtors, was announced today by its president, J. Wesley McDonald.

The new offices are located at 4190 Telegraph Road, south of Long Lake Road and immediately north of the Bloomfield Township Hall.

With approximately 2,500 square feet of floor space, these new facilities will provide better service to a rapidly growing community.

The company now offers a general realtor service, including a commercial department, land development and complete residential and commercial building department, and as members of the Birmingham Board of Realtors, a cooperative listing program for resale properties.

Wayne National Appoints Managers

New Birmingham area unit managers of the George Thomas Agency, 1496 Premier, Troy, are Lovell C. Brown of Royal Oak and Michael V. Karas of Detroit.

They are in charge of other members of the expanding agency's staff of agents for the Wayne National Life Insurance Co. General agent George Thomas of 1683 Witherbee, Birmingham, announced the appointments.



Lathrup Village Visitors

Gordie Howe and Ted Lindsay took time out to visit the office of Harry L. Martin Real Estate Co. to offer their services in conjunction with the safety-courtesy traffic drive in Lathrup Village. The drive is being sponsored by the Lathrup Police Dept. and Martin Real Estate Co. Gordie and Ted will make the presentations of awards weekly which are furnished by the realty firm. Pictured with the Red Wing players are L. T. Snell and Dorothy Martin—owners of the sponsoring company. The safety-courtesy drive will run through January 1965.

A Good Suggestion

Frank O. Riley, 1020 Country Club Drive, Bloomfield Hills, general manager of Ternstedt Division of General Motors Corp., presents \$6,000 in U.S. Savings Bonds to E. Earl Pratt, Jr. of the Cost Analysis Section of the divisional headquarters in Warren for a suggestion Pratt submitted using hot rolled steel in place of cold rolled steel in the fabrication of rear compartment hinge straps. George H. Holtzhaus, 835 Harsdale, Bloomfield Hills, divisional comptroller under whose jurisdiction Cost Analysis comes, looks on.

League Life Insurance Sets Sales Record

League Life Insurance Co. has become the first firm in the country to reach \$2 billion of insurance-in-force, within 10 years. Robert E. Vanderbeek, Birmingham, president, has announced.

"In 1959, Michigan Credit Union League acquired a local firm which then had \$10 million in force," Vanderbeek stated. "It took less than five years to write the first billion dollars of insurance, and only an additional 13 months to reach the \$2 billion mark."

Vanderbeek estimates that one out of every six Michigan residents is now insured by his company.

Alfred M. Best Co., publisher of national insurance reports, cites only three national firms—Allstate, Pacific Mutual and CUNA Mutual—as having reached \$2 billion in insurance in force within 20 years and none that equalled the growth rate of the Michigan firm.

THE RAPID rise in the insurance coverages written by League Life can be traced to the introduction of a low-cost family group life insurance program for credit union members. The weekly insurance premium is only 50 cents for \$2,000 coverage for the member and \$1,000 coverage for each dependent.

The company reports that members often had no life insurance covering dependents before participating in the program and describes the total volume as "almost all new insurance, adding protection which these Michigan families lacked until now."

The family life insurance totals 60 per cent or \$1,200,000,000 of the firm's insurance with the remaining 40 per cent or \$800,000,000 chiefly in matching life insurance for members' savings and loan balances. Credit unions pay the premiums for this type of benefit which they promoted nationally nearly 30 years ago.

League Life Insurance Co. is one of the services operated by the Michigan Credit Union League for its 1,100 member credit unions and their more than 1,200,000 members.

Kuhlman Co. To Expand Coast Plant

Kuhlman Electric Co. of Birmingham has announced plans for a major expansion of its West Coast transformer manufacturing plant, located in Salinas, Calif.

The plant's product line of single-phase pole-mounted transformers up to 100 KVA will be expanded to include single and three-phase substations up to 1500 KVA, as well as pad-mounted distribution transformers, which provide underground electrical service to residential areas.

The expansion plans are directly attributable to rapid growth in Western market areas which the Salinas plant was set up to serve 10 years ago. Kuhlman is a leading independent producer of distribution and power transformers, is now in its 70th year of operation.

KUHLMAN Electric Co. has headquarters located in Birmingham. Other regional transformer factories are located in Bay City, Mich., and Crystal Springs, Miss.

Other company divisions, all in the Detroit area, include Export Processing Co., which provides the area's largest custom bonding, prime painting and packaging service to the automotive industry; Meier Brass and Aluminum Co., distributors of brass and copper, bronze, aluminum and stainless steel mill products; and Detroit Electric Furnace Div., manufacturer of indirect arc electric melting furnaces.

To the 41,600 people who will switch from a Chevy, Ford or Plymouth this week, Rambler asks you to do just 3 things:



Ambassador 990 Hardtop—Largest and Finest of the new Ramblers. Sales up a record 110% over last year.

consider this:

At the first major auto show for '65 cars, people in a survey voted all 3 of the new Ramblers first in style and appearance among their direct competition. Like the sweepingly changed Ambassador above, the new Ramblers are spectacular in their different new sizes, lengths, engines, optional wire wheel covers, reclining bucket seats, other sports equipment. See for yourself.

add this:

Here is where Rambler really pulls away from the rest. Few cars anywhere have even one of the extra values that make every Rambler such a pleasurable investment: Double-Safety Brakes (separate systems, front and rear), Deep-Dip rustproofing, Advanced Unit Construction, Ceramic-Armored exhaust system, Coil Spring seats, and more—all at no extra cost.

do this:

To save you time and make your car selection easier, just phone Village Rambler at 649-3900. They will be happy to send a brand-new 1965 Rambler to your home for you and your family to try out. If you don't agree the new Rambler is a better buy and a better car for you, they will return your dime and leave quietly. So why not call now? American Motors—Dedicated to Excellence.

An analysis by R. L. Polk & Co., the leading automotive statistical organization, indicates that in an average week 41,600 owners of Chevrolets, Fords and Plymouths will switch from the make they own to another make.

The 3 Sensible Spectaculars—RAMBLER '65

—AMBASSADOR—Largest and Finest of the New Ramblers • CLASSIC—New Intermediate-Size Rambler • AMERICAN—The Compact Economy King—
VILLAGE RAMBLER, INC. 666 South Woodward Avenue

—Watch the Danny Kaye Show on CBS-TV, Wednesday evenings 10 p.m. Channel 2—