

## Life Insurance Salesman Ranks 14th in Nation

Roy E. Stringer, C.I.U., of 1765 N. Woodward Avenue, Bloomfield Hills, ranked 14th in life insurance sales in the entire nationwide field force of over 900 agents for the past year for the State Mutual Life Assurance Company of America.

He is a member of the Harry J. Altick Detroit agency.

Stringer is a life member and has qualified for 16 years for membership to the Company's Circle of Honor. Membership in the Circle of Honor is earned by producing paid combined volume of insurance at the rate of \$1,000,000 or more per year.

## Hills Executive Ends Career at General Motors

General Motors has announced the retirement of Howard W. Megaw, general assistant comptroller, effective Feb. 28, 1964.

Megaw, 480 Thetford Lane, Bloomfield Hills, is retiring after nearly 38 years of service. He joined the General Motors Financial staff in New York in 1926, following his graduation from Amos Truck School at Dartmouth College with a master's degree in commercial sciences.

Megaw was born in Milton, Delaware, and worked on the New York financial staff in a number of capacities during the early days of the corporation's financial planning and control activities. Following a series of promotions, he was appointed assistant treasurer of the corporation in 1940.

He was promoted to the position of general assistant comptroller in June, 1956, and has since then.

## Award Hospital Bid To Area Architects

Swanson Associates, architectural firm located in Bloomfield Hills, have been chosen to design the new Western Central Hospital for the Mentally Retarded, to be located in the west central area of Michigan.

Jack K. Monteith, A.A., 1784 Terry, Birmingham, will be the project architect.

## Opens New Agency

Phil McGraw, 575 Larchlea Drive, Birmingham, has established his own travel agency in Detroit, which will carry his name, Mr. Ann McGraw, a ten-year veteran with a national airline, has been named president and manager of the new agency.

## Appointments, Promotions

Edward A. Weymouth, 1234 Maryland Blvd., Birmingham, has been named manager of the limestone sales and cargo transportation on the Great Lakes and St. Lawrence Seaway for the United States Steel Corp. He is a member of the American Society for Testing Materials, American Concrete Institute and the Detroit Propeller Club.

MANUFACTURERS National Bank of Detroit has announced the appointment of two Birmingham-area men to their board of directors, it was announced by William A. Mayberry, chairman. They are Wilfred D. MacDonnell, 1375 Glenary Road, president and chief administrative officer of the Kelsey-Hayes Co., and Leroy W. Dahlberg, 185 Lone Pine Road, partner in the law firm of Dahlberg, Simon, Jayne, Wolfenden & Gawne.

CHARLES H. Perschon, 5109 Nob Hill Court, Bloomfield Hills, has been named general manager of New York Life Insurance Co.'s Bloomfield-Detroit general office in Southfield, according to Paul O. Klein, regional vice president. He is a member of the National Association of Life Underwriters.

GERALD N. MOODY of Rochester, currently director of marketing, media, and research planning for Bloomfield Hills consumer accounts, has been transferred to the Twin Cities office of MacManus, John & Adams, Inc. Fred S. Buchanan, 2566 Westwood Lane, Birmingham, currently marketing research project director, will assume Moody's duties in Bloomfield Hills.

JOSEPH A. RZEUTKO, 28708 Buckstone, Lathrup Village, has been appointed manager of manufacturing for the automotive division of American Metal Products Co. of Detroit. It has been announced by William F. Martin, automotive division president.

WATTS WACKER, 340 Puritan, Birmingham, senior vice president-director of media, marketing and research for D. E. Brother & Co., has been named chairman of the annual meeting of the Michigan

DOUGLAS G. Robinson of Royal Oak has been appointed to the newly-created post of manager of surplus lines for the Wayne National Life Insurance Co. It is announced by John J. Collins, president. He is past secretary of the Southfield Rotary Club, proctor of the Birmingham Power Squadron, head usher of St. James Episcopal Church, Birmingham, and a member of Birmingham Lodge No. 44 F. & A. M.

RONALD F. Nau, formerly of 16009 Beverly Road, Beverly Hills, has been appointed branch manager for Burroughs Corporation's Wheeling, W. Va., sales office, effective Feb. 1.

# BANK STOCKS

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Watling, Larchen & Co.'s 18TH ANNUAL BANK STOCK REVIEW contains earnings information and important statistical data that can help answer the question for you. The following banks are included in this comprehensive research report:

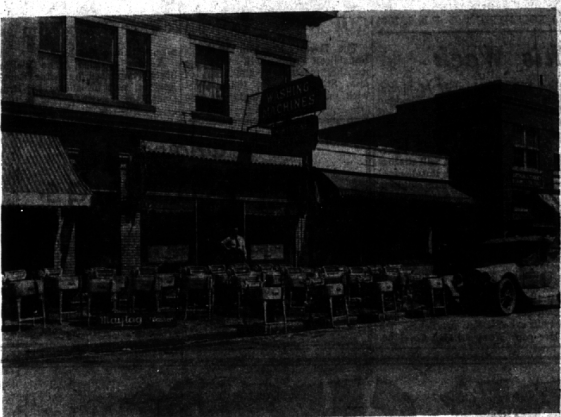
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## Begin 50th Year

The trucks, sidewalks and other surroundings have changed, but business is still going on at Hawthorne Electrical Co. Picture above shows the founder of the firm, Roy Hawthorne (wearing white shirt) in 1926, surrounded by the latest in washing machines. The store was then located on W. Maple

where the RB Shop now stands. Bottom photo shows C. B. Schmidt, James D. Schmidt and Mrs. C. H. Schmidt, present owners of the firm accepting delivery of a modern automatic washer. The company is now located at 375 Hamilton Row.



## BEHIND the STORE FRONTS

Ed Chudik, of Chudik's Fine Furs and Apparel, Brown and Anne Streets, announces the addition of a new customer parking facility for 20 to 25 cars at the rear of his building.

It will be paved when weather permits. And while spring still seems a distant fantasy, Chudik is talking of next fall and the planned inauguration of a new "half-size" department.

This, according to Chudik, is in answer to many requests. He receives an average of 20 calls a month asking about half sizes.

Chudik's shop will mark its third year in Birmingham the end of this month. The outstanding success of the business is in answer to those who wondered at its location.

"People will seek out quality, no matter where you put your store," Chudik said. "We open an average of 100 new accounts a month. Of course, we lose accounts, too. There is a continuing change of families in this area because of the auto companies' policies in the transfer of personnel."

A measure of the store's success in three years is Chudik's estimate of the current year's gross business volume ending next June. The estimate: \$500,000.

SHOPLIFTING IS not a pleasant subject and is a pastime that is usually thought of as happening elsewhere. The practice falls mainly into two categories: professional and kid stuff. There is the occasional kleptomaniac variety, but this type represents a small percentage.

Because of the expanded business activities of the Birmingham-Bloomfield areas, there has been some increase in the so-called professional shoplifting. That is, slight-of-hand stealing by adults. But, the increasingly serious problem locally is not the professionals. Rather, it is the increase in pilfering by kids.

Of course, in the overall picture, it is a small minority that is involved. But, the minority is getting too big.

Shoplifting by youngsters has become more than a mere annoyance to some local merchants.

Many shoplifting offenses by minors never become a part of police statistics, except in flagrant cases.

BUSINESSMEN FEEL, gen-

erally, that correction is a matter of education, primarily in the home. When an offender is caught redhanded, the usual procedure by the store's manager or owner is to notify the parents of their child's behavior.

Surprisingly, in some cases, this course of action has resulted in extreme resentment by a parent, even in the face of clear-cut evidence of the child's wrongdoing.

On the whole, however, cooperation by parents has been encouraging.

WHEN SAM SPIRE told us the other day about the lone individual who was supplying his Spire's Market, 180 W. Maple, with "Kennedy's Beef or Cheese Paste," it was brought home again the truth that there is always a market for a good idea. We recalled hearing long ago how Mrs. Awey started her baked goods idea right in her home kitchen, an idea that mushroomed to over a hundred retail outlets.

ELAINE NAGEL is displaying an interesting collection of antique valentines at her Village Bookshelf, 790 N. Woodward (at the top of the hill).

One collection is that of the late John Miller, president of Fred Sanders Confectioners from 1930 through 1954. The "printing" on some is by miniature hand lettering, and the art is extremely detailed.

The other collection is that of Mrs. Russell Richardson, 1375 Chesterfield. Her collection is of the early 1900's . . . and one of Miss Nagel's own small collection, dating back to 1852. It was printed in Germany.

. . . and while you age at The Bookshelf, it's worth a few minutes of time to browse through S.L.A. Marshall's new book, "Battle at Best." It is a book that is a long way from any discussion of valentines.

MR. AND MRS. James W. Brook, 27660 W. California, Lathrup Village, were winners on The Price is Right television program recently. One of their prizes was a new Zenith Hi-Fi Stereo-Radio, which they picked up at Milk's Appliance, 1493 S. Woodward. They also won a one-week all-expense paid trip to Fort Meyers, Fla.

## Harry Winston Jr. Awarded Trophy

A trophy for "outstanding sales accomplishments" was presented to Harry Winston Jr., 1265 Lakeside, Birmingham, by his firm, the Wolf Detroit Envelope Co. Winston was cited for his work as account manager for the Detroit-based envelope and lithography plant.

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