

# Dodge Dealership Joins Birmingham Automobile Family

BY LARRY EVOE  
Business Editor

Birmingham's newest automobile dealership, Hunter Dodge, will have its grand opening celebration beginning next Thursday and will become the ninth member of the local auto agency family.

Located at 409 Hunter Blvd., the agency will be under the direction of Dick French, its president. M. L. (Mike) Cahill will be the sales manager.

French, 44, is a veteran of 26 years in the automotive industry and has worked for all of the major companies, including Ford, Cadillac, Buick, Chrysler and Studebaker.

HUNTER DODGE is the first new agency to open in Birmingham since Jan. 1, 1962, when Paul Herpolsheimer, Jr., began operation of the Chrysler-Plymouth agency. In 1963 Bill Farrah took over the Birmingham Rambler franchise and changed the name to Village Rambler.

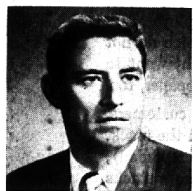
Hunter Dodge will be housed in the building formerly occupied by National Foods. The remodeling job took three months.

The new dealership will sell the complete line of Dodge products, including the compact Dart, Dodge Mobile homes and Dodge Trucks. In addition to new autos, the agency will have a used car division headed by Nick Martin, who once pitched for the Detroit Tigers.

The 3,500-square-foot service department features the latest in repair equipment, according to French.

"We have two contact hoists, two twin post hoists and portable lubrication equipment," French said. "With our front end aligning and balancing equipment, both the operator and the customer will be able to tell at a glance what is wrong with the auto."

EACH of our service employees are being trained as specialists, he added.



Promoted to VP

William R. Barnes has been appointed vice president and general manager of the Pepsi-Cola Bottling Co. of Detroit. Barnes, a newcomer to Michigan, will be in charge of the eastern half of the statewide operation. He will make his home on Old Coach Road, Beverly Hills.

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## New in Birmingham

The Marilyn Shoppe, a new women's apparel store, opened its doors for business recently. Located at the corner of Townsend and Pierce, the 3,600-square-foot store is colonial in style. Owner by Louis Oppenheim of Ann Arbor and managed locally by Harvey Rosenberger, the Marilyn Shoppe will be open from 9:30 a.m. until 5:30 p.m. Monday through Saturday and on Friday evenings until 9.



## BEHIND the STORE FRONTS

With ANGUS MCKELLAR

The five brothers who run Kay Baum Inc., 166 W. Maple, have always prided themselves in doing things just a bit differently. This time it's something quite a bit different, a reversal of a trend, it could be said.

For a number of years, many Detroit retailers have closed out and moved to the suburbs.

But in March, 1964, Kay Baum will open a brand new store, in a new building, on Woodward Ave., a few doors south of Grand Circus Park on the east side of Woodward.

Kay Baum first opened for business in 1937. Last winter their Gross Pointe store was opened on Kercheval. The five brothers are: Meyer Kerstenbaum, president; Jack, secretary treasurer; Belmont, Leonard, and Aaron, all vice-presidents.

In THE CUT-OVER and marginal lands of Northern Michigan, many travelers from this area have stopped and gazed speculatively at some of the old deserted farm buildings with camera in mind, if not an artist's eye.

These old barns are not confined to Michigan. Good examples are the South Carolina paintings by Darrell Koons, which are currently on exhibition in the Kenilworth Art Galleries, 145 Pierce St.

Koons, who specializes in painting old barns, has been on the art faculty at Hob Jones University (near Greenville, S.C.) for the past five years.

Formerly of Albion, Mich., Koons is listed in Who's Who in American Art and has exhibited extensively in southern states. His paintings have created considerable interest here, according to Harriet Schmidt, of the galleries.

Also new at Kenilworth is the unique portrait work of the German artist, Leslie. All of a small girl, they exhibit startling freshness on black background. There is also a good deal of interest in the work of a local artist, Russell H. Klux.

WINNING AUTO sales contests is something of a habit to Joe Wierbicki, of Birmingham-Crysler-Plymouth, 912 S. Woodward. For he was recently named the third top salesman among all Chrysler and Plymouth dealers in Michigan, Ohio and Indiana.

With other award winners he will be lined and feted July 29 during the Medallion Club Luncheon at Hillcrest Country Club, Koons Mt. Clemens.

"How do you become a top auto salesman?" he asked.

"Honesty and service," Wierbicki said simply, and then adding: "a good dealership! When you do a good job you just naturally get a lot of referrals, too."

MR. AND MRS. Maurice Barnett, of the Bloomfield Fashion Shop (Birmingham and Pontiac Mall) are among the local business people who have visited the World's Fair in New York. According to Maurice, the somewhat negative picture of the fair is not justified. He found the international groups' exhibits fascinating, particularly that of India, which showed much more industrial know-how than expected. "The Indonesian and Spanish buildings were equally interesting."

The Barnetts spent most of three days at the fair and are planning to go back in September.

## Record Savings Reported by B'ham Federal Savings

Henry F. Johnson, president of Birmingham Federal Savings, reports that net savings gains for the first six months of 1964 totaled \$3,261,258, a new high for the first half of any year.

The gain represents a 38 per cent increase over the first six months of 1963, when the association recorded an increase of \$2,355,252 in savings.

Birmingham Federal's savings customers were paid \$800,000 on their savings accounts so far this year.

Robert R. Johnson, 1521 Ledbury, Bloomfield Hills, has been appointed manager of investor relations in Chrysler Corp.'s public relations office. Johnson had been serving as manager of investor service in the investor relations office. He has been associated with the firm since 1954 when he joined the dealer operations office as an accountant.

William R. O'Brien has been named to the post of assistant general manager of sales-district offices of Great Lakes Steel Corp. O'Brien, 8232 Breckinridge Lane, began his career with the company in 1954 at West Point, Wis. He was transferred to Great Lakes Steel in 1961.

Edward L. Tappert has been appointed manager of the American United Life Insurance Co. office in Southfield. Tappert, 1081 Rock Spring, has been in the life insurance business since 1947. The firm's office is at 252667 Southfield Road.

Karl C. Wiepking, 5801 Gilbert Lake Road, Bloomfield Township, has been named regional manager for the Robert Wood Johnson Co. division of Johnson & Johnson, which merchandises and sells baby and proprietary products. Wiepking will move to Westfield, N.J. in the near future.

John J. Fox, 28051 Woodworth Way, Lathrup, and J. Douglas Elliott, 1412 Echo Lane, Bloomfield Hills, have been elected officers of the Detroit Chapter, National Association of Accountants. Fox was re-elected to a second term as vice president and Elliott was named to the post of director of communications.

Eugene J. Moorhead, 4032 Rouge Circle, has been appointed supervisor-plant accounting at the Louisville, O. plant of Jones & Laughlin. At the same time Gerrit P. Lodewyck, 6822 Kilaryn, was promoted to supervisor-plant accounting at the Detroit plant replacing Moorhead.

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## Appointments, Promotions

Richard Pedicini has been appointed supervisor of radio-TV for MacManus, John & Adams, Bloomfield Hills advertising agency. Pedicini, 28128 Tapert, Southfield, comes to MJA from Maxon, Inc., where for six years he was employed as a writer-producer.

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William A. Fowler 1875 Farview, Birmingham, has been appointed assistant superintendent of mortgage loans at the Massachusetts Mutual Life Insurance Co. Previously, he was regional supervisor of the company's mortgage loan and real estate office in Detroit.

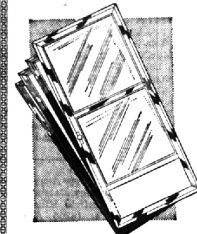
Fowler joined the Massachusetts Mutual in 1959 and was appointed a mortgage loan analyst in December 1960. He became assistant regional supervisor of the company's Dallas, Tex., mortgage loan and real estate office following year. In July 1962 he was appointed regional supervisor in Detroit.

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Statement of Condition, June 30, 1964

RESOURCES	
Cash on Hand and in Banks	\$ 1,485,574.01
United States Government Securities	3,277,220.64
Federal Home Loan Bank Stock	500,000.00
First Mortgage Loans and Other First Liens on Real Estate	40,887,268.99
F. H. A. Improvement Loans	97,080.60
Loans on Savings Accounts	319,619.29
Real Estate in Judgment	29,157.67
Association Premises and Equipment (less depreciation)	586,830.29
Deferred Charges and Other Resources	254,301.01
	\$47,437,052.50
LIABILITIES	
Savings Accounts	\$42,937,653.13
Federal Home Loan Bank Advances	1,250,000.00
Loans in Process	388,436.18
Other Liabilities	79,932.97
Specific Reserves	26,627.46
General Reserves and Surplus:	
General Reserves	\$2,607,308.35
Surplus	147,094.41
	2,754,402.76
	\$47,437,052.50

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