

BUSINESS

'Everyone Gets in Act' At Walled Lake Casino

By MARION CASKEY
Special Writer

The unimaginative would buy a block of utility stock, but here are two families who have made a much more exciting investment.

The Donald Hackers and Dick Probsts of Franklin bought the Walled Lake Casino early this summer and have found their project very demanding but lots of fun.

For many in the area, the vintage dance hall kindles fond memories of big bands of by-gone days. A backdrop behind the stage reveals signatures of orchestra leaders that would set many a mom and dad to dreamy reminiscence.

GUY LOMBARDO, Ted Weems, Woody Herman—virtually all the band leaders to appear at the Casino in its 40 year history have left their autographs.

The teen-age offspring of yesterday patrons now whoop with enthusiasm as the present policy of the Casino is focused on today's popular recording stars. Detroit area disk jockeys emcee the entertain-

ment which features records plus guest appearances of current artists.

Michigan's top band, "The Coronados," is a regular on Wednesday nights, and the popular combo, "The Riverias," appear on Sunday nights. Friday and Saturday night the appearances of top-selling records artists are varied.

WITH 14,000 square feet of dancing room, the Casino is supposedly the largest indoor floor in the country.

Being parents of teen-agers themselves, the Probsts and Hackers are very much aware of the concern for order and respectability desired in teen-age establishments, so several rules are strictly enforced.

No one is allowed into the Casino who shows signs of inebriation, and once a patron has left the building, he must get in his car and leave the parking area.

SEVERAL SECURITY officers are on hand to see that these rules are enforced. Local police keep records of offenders, and they are barred from the Casino for a specified period according to the extent of their misbehavior.

Everyone in the families gets in the act occasionally. Don and Dick oversee the management; the female contingent will take tickets in an emergency and even young David Hacker may occasionally be handed a broom.

Winner in Sales

Charles H. Persech, general manager of New York Life Insurance Company's Bloomfield-Detroit general office in Birmingham was winner in a six-month sales executive development campaign in the North Central states.



Bank Opens in Township

Officials of Manufacturers National Bank and Bloomfield Township were on hand Monday morning for the grand opening of the bank's new township branch on N. Hunter. From left are Louis Redstone, architect Jack Wake, contractor; Deloris Little, township clerk; Homer Case, township supervisor;

Arno Hulet, township treasurer; William A. Howe, senior vice president of the bank; Alexander LaPointe, bank senior vice president and trust officer; William A. Mayberry, chairman of the board; Roland A. Mewhort, bank president; and Frank Fisher, branch manager.

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Chrysler Founds New Company To Finance Sales

The board of directors of Chrysler Corporation has authorized the establishment of a Chrysler sales finance company to assist dealers and car buyers in financing wholesale and retail car and truck purchases.

The new company will be known as Chrysler Credit Corporation. Commenting on the board action, Chrysler president Lynn A. Townsend said, "This move will make Chrysler more fully competitive with our major competitors in the automobile business, both of whom have had finance subsidiaries for a number of years."

TOWNSEND SAID that steps are being taken immediately to establish Chrysler Credit Corporation under the direction of F. W. Mich, vice president-finance of Chrysler Corporation.

Five local men are among the company's top executives. They include Virgil E. Boyd, 1870 Forbes, Bloomfield Hills; Robert Anderson, 995 S. Glenhurst, Birmingham; Harry E. Chesbrough, 471 Dunston, Bloomfield Hills; Fred M. Glassford, 156 Linden, Birmingham; and Joseph F. Kerigan, 1445 Clarendon, Bloomfield Hills.

Life Insurance Man Heads Detroit Office

David D. Nelsen 7154 Merrybrook, Birmingham, has been appointed regional supervisor of the mortgage loan and real estate office in Detroit of the Massachusetts Mutual Life Insurance Company.

A native of Chicago, Nelsen is a 1957 graduate of the University of Illinois. Prior to joining Massachusetts Mutual, he had seven years of experience in appraisal for another large life insurance company.



Editor Celebrates Twenty-Fifth

John H. Warner (center) of 1061 Lakeside, Birmingham, who is editorial director of CeCo Publishing Company (Friends Magazine and American Youth), celebrates his 25th anniversary with the company. Lawrence R. Nelson (from left) of 3301 Morningview Terrace, Birmingham, president of CeCo Publishing and vice chairman of the board of Campbell-Ewald Company, con-

gratulates Warner, while John D. Reed of Dearborn, CeCo Publishing business manager, and Colin Campbell of 2955 Broadway Blvd., Birmingham, vice president of CeCo Publishing and executive vice president of Campbell-Ewald, watch. Later Warner cut and served a large birthday cake to the members of the CeCo Publishing staff.

Traffic Law Expert Joins Foundation Promoting Safety

Victor J. Perini, Jr., 6695 Why-sall, Birmingham, a Detroit attorney, will join the staff of the Automotive Safety Foundation, Aug. 15.

Perini will be a member of the ASP Law Division.

He is a specialist in highway and motor vehicle law.

He is acting secretary of the Michigan Highway Users Conference, alternate delegate to the National Committee on Uniform Traffic Laws and Ordinances, a member of the Michigan State Safety Commission Advisory Group and has served as an advisor to the Michigan Insurance Information Service.

Flint Broadcasters Appoint Executive

Vern Hanna has been appointed secretary and treasurer of Carroll Broadcasting Company, owners and operators of radio station WKMF in Flint.

Until recently, Hanna was director of finance for Wolverine Tube Company in Detroit. He lives at 2234 Avon Lane, Birmingham.



Heads Department

Donald E. McGaw, 793 N. Valley Chase Road, Birmingham, has been appointed vice president-planning to head a new department at Michigan Bell Telephone Company which is responsible for business analysis, long-range and organization planning and research into merchandizing, operations and rates.

McGaw had been vice president of revenues.

Increase in Sales

Roland D. Benacoter, of 30005 Lahar, Birmingham, general agent, and his associates in the Detroit agency of Provident Mutual Life Insurance Company of Philadelphia, have been cited by the company's agency vice president for achieving a 25 per cent increase in sales during the first six months of 1964.

B'field Accountant Named to Institute

Morgan Richard Davis, CPA of Orchard Lake, has been elected a member of the American Institute of Certified Public Accountants.

Davis is associated with the accounting firm of Berger & Wild in Pleasant Ridge and lives at 4969 Normanwood Drive, W. Bloomfield.

Bank Examiner Attends School

Earl J. Fitzpatrick, of 16211 Amherst, Birmingham, an examiner in the Michigan state banking department, attended a week-long school for state bank examining personnel beginning July 19.

The school, designed to improve the caliber of state bank examination, was held at the University of Illinois. It was sponsored by the National Association of Supervisors of State Banks in cooperation with the university.

Partners Rename Engineering Firm

An executive realignment in the firm formerly known as Levin, Pierce and Wolf—Consulting Engineers, and a resulting new name for the organization are announced by Anthony J. Wolf of 7108 Old Mill Road, Birmingham and Ralph Pierce, senior partners. The new firm is Pierce and Wolf—Consulting Engineers.

Pierce and Wolf—Consulting Engineers will continue to make headquarters in their offices and facilities in Detroit.

Dayton Firm Gains Line of Conveyors

Carl J. Demrick, chairman of the board of Acme Precision Products, Inc., Dayton, Ohio, has announced the acquisition of the complete Bowsworth line of conveyors from the Bowsworth Manufacturing Co., a division of Cleveland Equipment Corporation. Demrick resides at 6375 Golfview, Birmingham.

The Bowsworth line of conveying equipment includes all types of metal belt conveyors, magnetic conveyors, Buckels-Vators and a variety of powered rubber belt conveying units produced for a wide range of applications. The firm maintains manufacturing facilities in Garden City.

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MEET SAM MITCHELL



YOUR MAN AT CHAMBERLAIN

Sam Mitchell, 29 years old, Vice-President and Sales Manager, literally grew up in the Real Estate Business. He started at age 18 with his father's business in Lansing while working his way through Michigan State. Sam obtained his brokers license at the young age of 21. Following twenty months in Japan he graduated in 1958 and was then hired by Chamberlain at the University Placement Center as a new salesman.

The youth, energy, and enthusiasm Sam displays have led him to directly participate in gross sales of \$1,143,060 the first six months of 1964. He is also a leader in many outside Civic activities and was recent Chairman of "Centennial Day"—Currently he is Executive Vice-President of Birmingham Jaycees.

Sam is married and the proud father of three lovely children and resides at 2450 Midvale in Birmingham. He is an avid sports enthusiast and enjoys softball, golf and tennis.

This is Sam Mitchell, representative of the personnel at the Chamberlain Real Estate Company that have contributed to the company's fantastic growth.

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