

BUSSINESS

U-M Gives Series In Real Estate

Two required courses in the University of Michigan's program leading to a certificate in real estate will open in Pontiac and Royal Oak the week of Sept. 7. The following week, "Real Estate Management," also a required course in the certificate program, will open in Birmingham.

"Real Estate Building," the basic principles of good architecture and construction in residential properties will be covered by the instructor, Paul Engle, AIA, architect, Swanson Associates, Inc., Bloomfield Hills.

"REAL ESTATE Appraisal I," which opens in Royal Oak Sept. 8, is offered in cooperation with the North Woodward Board of Realtors.

Students may register for either course with Mitchell Venz. Additional information and bulletins announcing all courses offered in the statewide program in real estate, including those in Birmingham and Detroit, may be obtained from Real Estate Program, U-M Extension Service, Ann Arbor.

Former B'ham Man Named to Ad Board

Gerard Martin has been elected to the board of directors of Geyer, Morey, Ballard, Inc. in New York City. Martin joined the advertising agency in 1963 as a vice president and account supervisor.

Martin lives in Westport, Conn., and was a longtime resident of Birmingham.

Birmingham Couples Attend Conference, Visit World's Fair

Three Birmingham men have returned from New York where they participated in a four-day seminar conference of the Michigan Life Insurance Co.

They are John E. Mellen of 1642 Pilgrim, president; Richard E. Henne of 479 Larchlea, executive vice president; and Jack Sutton of 4884 Charing Cross, a representative.

They and their wives attended the event at the Americana Hotel and visited the World's Fair. The conference was earned by many Michigan Life agents during 1963 for production achievements.

New Boride Plant Going Up in Troy

Boride Products, Inc., manufacturers of boron carbide products and specialized abrasive products for industrial use, is erecting a new factory, office and research laboratory at 2820 Industrial Row, Troy.

It covers 10,000 square feet and is scheduled for occupancy soon after Sept. 1.

The company, which has operated for nine years in Ferndale, produces abrasive compounds of aluminum oxide, silicon carbide, boron carbide and diamond, as well as a broad line of boron carbide molded shapes including sand blast nozzles, plug and ring gages and wear parts for stable measurement standards.



"CREATIVE CLIMATE IS A WAY OF LIFE"
Ad agency head Bruce Unwin

Firm Picks B'ham For Creative Spirit

Because Birmingham is a community "steeped in creative spirit," one of the area's newest advertising agencies selected the community for its headquarters.

Bruce Unwin, head of Bruce Unwin & Associates, reflected on the eight months his company has been in business at 123 Brown Street.

"The most vigorous ad agency in the world can't grow without a healthy business and creative climate," says Unwin. "So we looked first at the whole country, narrowed our search down to the northern Midwest region, and finally focused on Birmingham as the ideal location."

"We could have picked Detroit and an impressive downtown address. But we decided we could serve our clients and ourselves better from Birmingham, where the business climate is alive and flourishing and the creative climate is almost a way of life."

UNWIN PUSHED aside the books, magazines and avant-garde artifacts which nearly obscured the desk-top and unrolled a map of the Birmingham area.

"Look. Where else can you find a whole community virtually steeped in the creative spirit?"

Detroit Company Appoints Resident Director of Sales

The Dennison Manufacturing Co., has announced the opening of the Dennison Copier Division. The office for the new division will be located in the Boulevard West Building, Detroit.

Leon J. Haskin, 2185 Deering, Birmingham, will serve as sales manager. His background is in the reproduction field.

Haskin stated that the machine copiers everything for as little as \$695 per copy. A grand opening is planned in September.

curiosity and imagination on the part of the agency's management and creative staff. Equally important, it takes clients who recognize the vital importance of creativity in their selling communications."

UNWIN FEELS strongly about the function of what he calls "idea" advertising. "We're living in the most explosive age in history," he says.

"One-third of all the people who ever lived are living today. And except for the wheel and gunpowder, almost every significant invention has been made in our lifetime."

"But while people are changing and growing with the world around them, advertising and business communications lag behind. Much of advertising is the same today as it was five years ago, an intolerable situation when you consider that business and industry communicate with their markets primarily through advertising."

Metropolitan Bank Opens New Office

Ground breaking ceremonies were held Tuesday for the new Oak Park branch office of Metropolitan Federal Savings. The Oak Park location at the corner of Coolidge and Sherwood is Metropolitan's fifth office.

"The branch will be a full service operation," stated Roger C. Richards, executive vice president and general manager, "including four per cent savings accounts, safety deposit boxes, mortgage lending, home improvement loans, utility collections, travelers cheque and bond sales and many other services."

METROPOLITAN will open its temporary trailer office Sept. 21, and will operate there until the new building is completed. A grand opening celebration is now being planned to begin Jan. 1, 1965, and will run through the entire month. Metropolitan offices are located in Beverly Hills-Birmingham, Detroit, Dearborn and Utica.

B'ham Man Serves On Insurance Board

An agent-owned life insurance agency was launched in Michigan Aug. 12. The company is unique in Michigan in that its entire stock offering of 451,175 shares was totally subscribed to by insurance agents or solicitors licensed to sell insurance in Michigan and who were bona fide residents.

The company has appointed Arthur M. Cagne of 4155 Sandy Lane, Bloomfield Township, formerly a general agent for Republic National Life, to the position of director of agencies.

George B. DuPont, president of Troy's G. E. DuPont Co., Inc., was appointed last week to the board of directors of Troy National Bank. A resident of Royal Oak, a director at the Troy Golf Club and a member of the Detroit Athletic Club, DuPont also owns the DuPont-Lapeer Airport at Lapeer.

Hills Advertising Writer Ends 42-Year Career

A "dean" of advertising copywriters in Detroit has stepped down.

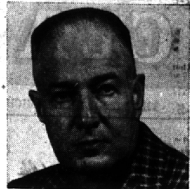
MacCabe "Mac" Smith, senior writer at D. P. Broder & Co., has decided to retire, thus concluding a 42-year career in the world of national advertising.

Among his achievements, Smith has the distinction of having had the fust of a five million-year-old herring named in his honor by a famed ichthyologist, the late David Starr Jordan. The "Synle Grex Macemithia" is on display in the Smithsonian Institute, Washington, D.C.

mechanical engineering. Smith is also a veteran of WW I.

THE LIST OF CLUBS and associations in which he has been active includes a charter membership in the White Paper Club, a group whose membership at one time included Frank Lloyd Wright and Ernest Hemingway.

The Smiths live at 5675 Meadow Wood Lane, Bloomfield Hills, and have one son, Dean A. Smith, of Beverly Hills.



MACCABE "MAC" SMITH

In his retirement, Smith intends to devote himself to writing and other hobbies.

August 27, 1964 THE BIRMINGHAM (MICH.) ECCENTRIC 3-E

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