



## A Combination Affair

Bill Wisner, operator of the Prep Shop, 273 Pierce, and friend stand in front of the remodeled version of the shop. The redone interior and exterior combine a mixture of Old English and Americana decor. The outside is patterned after shops along London's Fleet Street, an avenue known for its haberdashery stores.

## Sieferman Named Pepsi Plant Mgr.

Oscar R. Sieferman, formerly of Chicago, a seventeen-year veteran of the soft drink industry, has been named manager of the new Dearborn Heights plant of the Pepsi-Cola Bottling Co. of Detroit, Inc. Sieferman, who joined the parent company in 1955, has served as district manager, assistant regional manager of the Chicago-St. Paul area, and most recently, as state manager for Wisconsin and Michigan.

He started his career as a route salesman in Chicago with a major soft drink company in 1947, after his discharge from the U.S. Army Corps of Engineers.

A GRADUATE of Madison (Wis.) Central High School in 1943, he immediately enlisted in the army, and fought in Europe during World War II with the 167th Central Postal Directory.

Sieferman, 39, his wife, Dolores, and children, James, 17; Glen, 15, and Janet, 8, are moving from Arlington Heights, Ill., to Bloomfield Township, where they will reside at 2518 Lanerang Street.

## SPORT FANS!

**BET YOU DIDN'T KNOW**

By Dick Turner

Here's an amazing football fact about Notre Dame . . . Everybody knows they used to have some great football players but to show how great, look at this . . . From 1889 through 1955—that's a period of 66 years—Notre Dame had only ONE losing season! . . . Their only losing year in all that time was in 1933.

A few months ago we talked about people overrating handicaps and we named men with only one arm who played major league baseball and even big time football . . . There's also an inspiring example in golf . . . Did you know that Ed Furgo, who won the National Open in 1954 and who has been a top golfer ever since, had his left arm permanently crippled in a childhood playground accident . . . Ed learned to play golf despite his withered arm, and he proves again what men can do if they have the determination.

How fast could you drive a car in the old days? . . . Well, the first auto race in the United States was held in Chicago on Thanksgiving Day, 1895 . . . It was a 50-mile race, and the winning car, driven by famous inventor Frank Duryea traveled at the average speed of . . . believe it or not . . . 7 1/2 miles per hour!

I bet you didn't know . . . That Harold Turner's is Birmingham's No. 1 Car Dealer (A.A.A.A. figures through July, 1964) . . . and for a First-Place Deal see us!

**Harold Turner Ford**  
464 S. Woodward  
MI 4-7500  
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## Edison Promotes 2 Area Residents

Marshall Pease, Detroit Edison Co. vice president and manager of purchases and real estate, has announced the appointment of Robert W. Lundgren, to the office of assistant manager of purchases and real estate.

Lundgren, 661 South Hill, Bloomfield Hills, who has been director of Edison's fuel supply department since 1952 will continue to carry this responsibility.

Other department changes include the appointment of Robert C. Boush, supervisor of equipment buying, to the newly-created position of director of purchases.

Bert J. Charter, who started at Edison as a student engineer was named to succeed Boush as supervisor of equipment buying.

Lundgren brings to his additional duties nearly 25 years of experience in sales and purchases. He began his career at Edison in 1949 in the sales department. He held various office and field assignments and was named director of fuel supply in 1952.

A NATIVE of Omaha, Nebraska, Lundgren received a B.S. degree in electrical engineering from Missouri Institute of Technology. He also studied at Grinnell College and completed management and purchasing courses from New York City College and Stanford University.

Birmingham Patent Attorney Named To Nat'l Position

Richard P. Barnard of Birmingham, was designated chairman of the patent division of the American Bar Association section of Patent, Trademark & Copyright Law at its annual meeting in New York City.

Barnard, a partner in the law firm of Barnard, McGlynn and Reising, received a degree of Bachelor of Laws from George Washington University in Washington, D.C. In addition to the American Bar Association, Barnard is treasurer of the Michigan Patent Law Association and a member of the Governor's Committee on Cultural Resources in Michigan.

He served as engineering officer on a destroyer in World War II. Boush, as director of purchases, will be in charge of company buying. He will report to Lundgren.

A veteran of 18 years in the company's purchasing department, Boush joined Edison in 1928. Through the years, he held various positions in the company's electrical system. He was appointed supervisor, electrical buying division in 1940 and supervisor of the equipment buying division in 1959.

BOUSE WAS born in Rupert, Idaho, and received a B.S. degree in electrical engineering from the University of Idaho. He resides with his wife at 532 Wallace, Birmingham. They have three children, Robert, Jr., George and James, and four grandchildren.

Charter joined Edison in 1940. He worked in the company's meter testing department and studied at the University of Detroit. He received a B.S. degree in electrical engineering from U of D. Other studies include special courses and training at Harvard University, Massachusetts Institute of Technology, Michigan State University and Columbia University.

**2 Insurance Men Join Club, Attend Educational Confab**

Two Birmingham agents have qualified as members of the 1964 Star Club of the New York Life Insurance Company. They are Franklin E. Bens, 1933 Derby Street, and William N. Rexford, 863 Knox.

The Star Club is composed of New York Life's outstanding agents and is based upon 1963-64 sales records, according to general manager Charles H. Forchon of the company's Bloomfield-Detroit general office.

As members of the Star Club, Rexford and Bens qualified to attend this past week at Mackinac Island.

## Staff Changes Announced by GM Truck

The appointment of S. G. Little to director of defense products and the promotion of W. W. Edwards to director of reliability for GMC Truck & Coach Division have been announced by Calvin J. Werner, vice president of General Motors and general manager of the division.

Little 1311 Lake Park, Birmingham replaces C. V. Crockett who has been transferred to the General Motors Central Office Staff. Edwards, former GMC Truck staff engineer—engines, succeeds Little as director of reliability.

REPLACING EDWARDS is A. H. Glasenapp, who brings extensive engine engineering experience to his new post. He was associated with General Motors for 17 years prior to 1950 in the areas of engine design and development.

From 1950 to the present he has been directly engaged in the trucking industry in executive engineering capacities.

In another reassignment, R. C. Kennedy, former product reliability engineer, is named to the new position of divisional co-ordinator.

Little and Edwards report to the Division's general manager, Glasenapp reports to the chief engineer, and Kennedy to the Division's production engineering director.

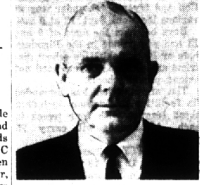
Little headed the reliability function since 1960. Prior to that he was assistant chief engineer of the Division for five years. Before coming to GMC Truck & Coach, he had nearly five years of military vehicle engineering experience at Cadillac's Cleveland Tank Plant.

**Resident Represents Drug Firm in City**

Bill J. Iserman, 6405 Tamerlane, Birmingham, has joined the prescription sales department of Cutter Laboratories, Berkeley, Calif., as sales representative.

He will represent the company in the Detroit area. Prior to his appointment, he was associated with Ortho Pharmaceutical Corp. for nine years.

Iserman attended Dayton University and took pre-medical courses at Bowling Green State University, Bowling Green, O.



## Demery's Announces New Appointments In Personnel

Charles A. Peck, president and general manager of Demery's Inc., has announced the appointment of George Burns as assistant to the president, in merchandising fashion departments. The appointment became effective on Sept. 1.

Burns comes to Demery's from Adams, Meltrum and Anderson, Buffalo, N. Y., where he was merchandise manager of the fashion divisions.

Mrs. Ann Nicholas has been named buyer of the sportswear department of Demery's, succeeding Mrs. Esther Rodery, who has resigned.

MRS. NICHOLAS was formerly sportswear buyer for Carl & Co., in Schenectady, N. Y. Demery's cosmetic department is now headed by Mrs. Estelle Robertson, for some years an assistant cosmetic buyer at the Demery-Detroit store. Mrs. Robertson succeeds Calvin Toles, recently resigned.

**Insurance Men Win Top Sales Honors**

Alex Clark, 1629 Apple Lane, Bloomfield Hills, and Philip N. Skillman, 1289 Stanley, Birmingham, have qualified as members of the 1964 Top Club of New York Life Insurance Co.

The Top Club is composed of New York Life's outstanding agents and is based upon 1963-64 records, according to general manager Charles H. Forchon of the company's Bloomfield-Detroit general office. As members of Top Club, they have qualified to attend this year's educational conference at Montreal, Canada.

**Meet . . .**

**JAMES A. WARD**  
**F. EARLE STEELE**

**• GOOD MEN TO KNOW •**

An Artillery veteran, Jim is a resident of Royal Oak. A University of Detroit Graduate, he took his law degree at Detroit College of Law. Jim is active in the Republican Fund Raising Committee and the Knights of Columbus. With three children, he fits in reading and skiing as hobbies.

Ex-banker Earle of Birmingham, was Assistant Vice President of Detroit Bank & Trust's Ferndale branch. Schooled at Albion and a veteran of World War I, he is active in Rotary, American Legion and U. of M. Club. Hunting, fishing and golf occupy his free time.

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## Local Developers Complete Homes

A \$250,000 housing display has been completed by the Thompson-Brown Co. The presentation consists of six homes at the Kirkwood Community in Bloomfield.

The homes range in price from \$34,900 to \$45,000. Among the models are Colonial and French Provincial designs offered in two and one-half bath, four-bedroom and five-bedroom plans.

SIX OTHER display models at Kirkwood are being kept open to the public daily and Sundays from 11 a.m. to 8 p.m. and until 6 p.m. on Saturdays. The homes will be shown by appointment only on Thursdays.

Thompson-Brown's Kirkwood is located north of Maple and west of Franklin Road on Walnut Lake Road.

## Shell Oil Names Township Resident Detroit Manager

Rex W. Reynolds, 6795 Halyard, Bloomfield Township, was recently named Detroit district manager for Shell Oil Company.

Reynolds started with Shell in 1947 as a district salesman in Effingham, Ill., and five years later was transferred to the West Coast as Tacoma district sales supervisor. Since then he has served in various executive capacities.

He was graduated from the University of Illinois with a B.S. and M.S. degree in chemistry and education. After three years as a science teacher, he joined the U.S. Navy in 1941 and served until the end of World War II.

**Bankers Graduate**

Two Birmingham businessmen were among the 411 men from 31 states who were graduated Friday night from the School of Banking at the University of Wisconsin in Madison.

The graduates were James E. Malchow of the W. Maple-Cranbrook office, National Bank of Detroit, and a Derril F. Looney, 1451 E. Maple.

## Professional Group Begins in Oakland

The Systems and Procedures Association, SPA, has activated a new chapter in the Oakland County area to be named the North Detroit chapter. SPA is an international professional organization of administrative executives and specialists in systems work serving business, commerce, education, government and the military.

Meetings will be held the second Wednesday of each month at the Kingsley Inn. Those interested in the organization may obtain additional information by contacting L. M. Cowell.

## Receives Award

Maurice A. Betman, CLU, recently received the Star Club Emerald Class Award for distinguished service during the club year 1963-64 with the Northwestern Mutual Life Insurance Company.

## Resident Manages Company's Sales

William F. Moore, 463 Henley, Bloomfield Hills, has been appointed Detroit sales manager of Outdoor Advertising Inc. Prior to joining OIA as an account executive in the company's New York office in 1961, Moore was a member of the Detroit sales staff of Heart Advertising Service.

## Birmingham's Newest and Most Modern Barber Shop!



## Modern Barber Shop!

NOW WITH 4 BARBERS TO SERVE YOU  
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## Little's Colonial Barber Shop

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