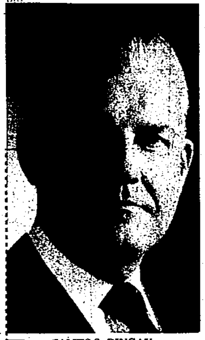
# Investment firm head predicts bright future

By SANDY TESSLER

The last week in February caught many area residents with empty gas tanks and an abundance of "No Gas" signs.

The situation created by the energy crisis has forced its way to the grass roots of our society in a short span of time.

According to James S. Bingay, president and chief executive officer



JAMES S. BINGAY

of Mutual of New York (MONY), who was visiting his firm's Troy office, Americans will be required to face a "long-term dislocation of the old ways."

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BINGAY ELABORATED on the effects of the energy crisis on investments being made by his firm and the economy in general.

Generally, Bingay is optimistic that the ingenuity and resourcefulness of the American people will pull the country through to a happy conclusion of 1974 and a healthy economy in 1975.

He said that technology will not only provide new sources of energy, but will also be a source of jobs.

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BINGAY CITED Ford Motor Company's efforts to reorganize its entire business — one of the largest scale conversions in history — to that of making small cars almost exclusively. Once this reorganization has taken a foothold, he said Ford will be able to re-employ many of those recently laid off.

In terms of investments, Bingay noted that he had recently discussed the possibility of loans to apartment complexes nearer to the inner city. This is being considered, even though the land is costlier, because the use of cars may be so restricted in the future that inner city living will become more desirable.

The insurance companies, traditionally the most conservative of investors and most powerful money holders, are convinced of the long range effects of the energy crisis, he said.

FURTHER, Bingay foresees investments in the research and development of new sources of energy.

MONY, with assets of $4.5 billion, currently has 20 percent of its funds invested in energy-related activities. MONY was a pioneer in energy loans back in the 50s when oil companies were researching deposits in Texas.

Bingay points out that this was back in the days when substantial tax incentives made this possible.

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"FOR THEIR capital investment over a long period of time, the oil companies have not done as well as most other companies," he said.

He does not view the oil companies as manipulators of the current crisis. But because this is the prevailing attitude, it will be difficult to change the laws to once again stimulate exploration, he said.

Natural gas, too, because of government price controls, has not been exploited substantially although it is abundant. The Alaska pipeline should also generate investment by private firms once it gets underway in the spring, he said.

BINGAY, WHO lives in Connecticut and works in New York said, "I never drive.

"There are great opportunities for the development of a mass transportation system in Detroit," he said.

He said that many of the workers laid off by the automobile industry will find employment in the building of this system. Railroads, which five years ago would not even have been considered, may generate investments by insurance companies.

AS A SPECIFICALLY important indicator, of the upsurge in the economy, Bingay pointed out that MONY has been receiving increased requests since January from "middle-size" corporations for direct loans. These companies are expanding and are obviously optimistic, he said.

HIGGS

WHELAN

## Bank names 2 area men

Benjamin H. Paddock III, president of Northern States Bancorporation, announced promotion of Richard A. Higgs of Birmingham to vice president and auditor, and Michael J. Whalen of Birmingham to corporate planning officer.

Higgs was vice president and auditor for Northern States' flagship bank, City National Bank of Detroit, since 1969. With his promotion to the holding company, he will perform financial and operational audits for Northern States and its subsidiaries.

A graduate of Albion College, Higgs is a member of the American Institute of Banking, National Association of Accountants, Institute of Internal Auditors, the American Institute of Certified Public Accountants, and is a registered CPA in the State of Michigan.

Whalen joined the holding company in 1972 as financial analyst in the corporate planning department and later became a member of management. He earned a BA degree in economics and an MBA in finance from the University of Michigan. He is a member of the American Institute of Banking and the Bank Administration Institute.

## *Cunningham promotes 2*

George A. Semack of Farmington Hills, formerly divisional vice-president-purchasing, was named to the new post of divisional vice-president - inventory management and merchandising with Cunningham Drug Stores, Inc., Detroit.

Semack, 53, has served in various positions from sales clerk to senior buyer-cigar and candy, and assistant sales promotion manager, since joining the company in 1936.

James R. Devine of Southfield formerly sales promotion manager and senior buyer at Cunningham, was named director of purchasing, and elected a divisional vice-president.

At 34, Devine is the youngest vice-president in the corporation's history. He received his B.S. degree in pharmacy from Wayne State University.

## *Residents on board*

Two area residents have been elected to the board of directors of The Mulford Company.

Named are Mrs. Jean Yeargan of Southfield and Richard O'Commor of Bloomfield Hills. Mrs. Yeargan will serve as secretary of the corporation.