

Plan Fifth Drive For JA Finances In Local District

H. F. Lange, vice-president and treasurer of Michigan Bell Telephone Company was named general chairman of the second annual subscription drive of Junior Achievement of Southeastern Michigan, Inc. this week.

Nobel D. Travis, chairman of J. A. Finance Committee, made the announcement and disclosed that J. A. will seek to raise \$200,000 for operation of its youth-in-industry program in 1954-55 in Southeastern Michigan. The month-long drive begins April 13 and ends with the Junior Achievement "Future Unlimited" May 13.

Lange will head a team of more than 350 businessmen and industrialists in contacting some 2,000 business and industrial prospects for support of the program.

Serving on an advisory committee to Lange are: H. G. Bixby, Ex-Call-O Corp.; John S. Bugas, Vaughan Road, Bloomfield Hills, Ford Motor Co.; Walker L. Cialer, Detroit Edison Co.; John S. Coleman, Harrougton Corp.; P. F. Fink, Michigan Consolidated Gas Co.; Roy Fruehauf, Fruehauf Truck Co.; Ches. Lapsomarin, J. L. Hudson Co.

HARRY J. LOYND, Parke, Davis & Co.; George W. Mason, Nash-Kivivator Corp.; Donald B. McLouth, McLouth Steel Corp.; Martelle Dr.; Raymond T. Perring, Yarbrough, Bloomfield Hills, The Detroit Bank; Clifton W. Phalen, Michigan Bell Telephone Co.; A. VanderZee, Chrysler Corp. and Herbert J. Woodall, Woodall Industries Inc.

Junior Achievement operates twelve business centers in Southeastern Michigan cities with facilities for teen-agers to go into business for themselves.

In this 1953-54 program year, more than 3,000 boys and girls are operating 187 miniature manufacturing concerns of their own under Junior Achievement, including eight firms in Birmingham. Each J. A. firm is sponsored by the Detroit Bank, Clifton W. Phalen, from which three executives are assigned to advise the Achievers in management, production and sales.

This is J. A.'s fifth year in Southeastern Michigan and first in Birmingham.

What one does every hour of every day determines where he will end up in a week, a year, or a life. If one really delicately his time and talents to the objective of personal improvement each hour and day, then his life will be in good hands.



BERT H. BRANDT



JAMES RICHARDS



DAYTON SLATER

Three Residents Gain New Posts At Michigan Bell

Three Michigan Bell Telephone Company executives, all Birmingham residents, have been named to new posts, the company announced this week.

Bert H. Brandt, 310 Southfield, general sales and service manager, has been appointed manager of independent company relations.

James S. Richards, 384 Chestersfield, general commercial personnel supervisor, will assume responsibility for the company's centralized sales and service operations.

Dayton O. Slater, of 100 Cambridge, building and equipment engineer, will supervise sales department staff operations.

A graduate of Central Wesleyan College at Warrenton, Missouri, Brandt began his telephone career in Michigan Bell's plant department. He filed a succession of assignments in the company's commercial and sales departments before his appointment as general sales and service manager in 1937.

Richards, a University of Michigan graduate, began his Michigan Bell career in 1936. A former head of commercial department opera-

Class B Bowlers Led By Local Men

Two Birmingham bowlers caught fire during the past weekend in the state Class B doubles bowling tournament at Conner recreation Detroit to take the lead with 552 pins over average.

Both Brandt and Wanink bowl with the Automatic Merchandising team in Friday night's league at Bloomfield Lakes.

Brandt season average is 175 while Wanink carries a 162.

Eugene Brandt, 1832 E. Lincoln, with games of 224-222-191, and James Wanink, 1905 E. Lincoln, with games of 199-225-172 coupled for a 638-506 series.

Household Goods of every description are offered for sale in the Classified Columns of The Birmingham Eccentric.

Attends CPA Meeting

Donald J. Bevis, CPA, 1298 Westwood, will be among 200 certified public accountants and guests attending the mid-year meeting of committees of the American Institute of Accountants in Washington, D. C. this week (Mar. 18-20). Bevis is a member of the committee on auditing procedure.



DONALD S. LEONARD

Leonard Becomes Fifth Candidate In GOP Primary

Donald S. Leonard, Detroit police commissioner, announced Sunday he will be a candidate for the Republican nomination for governor.

The 50-year-old commissioner, who has had more than a quarter of a century administrative experience with various municipal, state and national governing agencies, becomes the fifth candidate for the gubernatorial post in the Republican primary.

Leonard ran second to Secretary of State Fred M. Alger, Jr. for the Republican nomination in the last primary.

Leonard has become a familiar figure in the Birmingham area after several speaking engagements here.

HIS DECISION to run for governor came as a result of a series of conferences with groups of Republicans through the State.

"The widespread support that was promised gives me confidence that I can lead the party to victory next fall," Leonard said.

Leonard faces Owen J. Cleary, Secretary of State; D. Hale Brake, State Treasurer; Senator George Higgins, Fernside; and former Lt. Governor Eugene C. Keyes, Dearborn, in the Republican primary August 3.

Insurance Agent Named to Council

Felix E. Mock, Jr., of 17211 Locherbie, Southfield township, has qualified as a member of the 1953 Top Club Council of the New York Life Insurance Company.

Dudley Dowell, executive vice president of the company, announced today.

Dowell said Mock also qualified to attend an educational conference in Belleair, Florida, April 12-16.

The council is composed of the leading 270 agents from a field force of over 5,000 agents. Mock is attached to the Michigan branch office in Detroit.

WE HEARD IT SAID BY—

Harold W. Kane, local manager of Restrick Lumber Co., "Speaking of fish and fishing, there are many big ones in Cass Lake. Also it is one of Oakland County's deepest lakes, being more than 150 feet in many places. When you fish it for bass, you'd better have a big net handy, for you never can tell when a big lunker will take your bait."

Shields Named Head Of Hudson Advertising

Amos R. Shields, Jr., 511 Coolidge, has been appointed local advertising manager for the Hudson Motor Car Company.

It has been announced by George R. Brozier, director of advertising and merchandising.

Shields joined Hudson in 1952 as advertising production manager. Before coming to Hudson he was a merchandising and sales representative for the Eymant-Tintair Company.

A native of Wilmington, Delaware, Shields is a 1949 graduate of the Michigan State college school of journalism and advertising.

To Stop Garage Moving

To escape problems brought about by sub-standard garages, the Southfield township board members Wednesday night, March 10, referred to Township Attorney Harry Dell an amendment to the zoning ordinance that would deny present moving of garages into the township.

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As featured in LADIES' HOME Journal

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