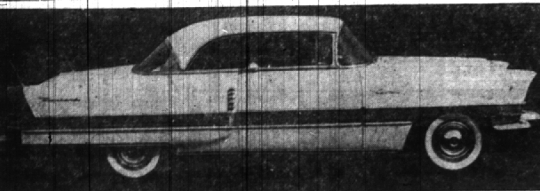


Hardtop Re-Styling Features Beauty in the '56 Models

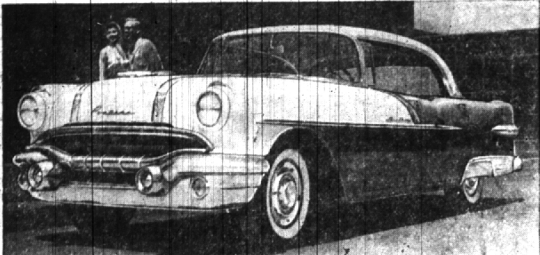
By B. L. KEARNS

BUSINESS BRIEFS

Page 8 THE BIRMINGHAM ECENTRIC October 20, 1955



INTRODUCED for the first time is the new Packard Caribbean hardtop model for 1956 with a V-8 engine at 310 horsepower with the electric push button Ultramatic transmission. Other models have 290 horsepower engines. The 1956 Packard will go on display November 3. Local franchise for Studebaker-Packard is Carkner Motor Sales, 666 S. Woodward.



PONTIAC'S NEW four-door hardtop model for 1956 will be seen for the first time in the local showroom at Wilson Cadillac-Pontiac, 1350 N. Woodward, just north of Hunter Blvd. A larger 227 h.p. engine is featured in the Strato-Streak V-8 Star Chief Catalina.



FIRST DISPLAY for the 1956 DeSoto took place yesterday at Schutz Motors, 912 S. Woodward at Hunter. This 223 h.p. Sportsman model features a new front end and rear upswep fenders with three tiered lights.



FOUR DOOR hardtop is the entirely new model introduced by Plymouth for 1956. Push button driving and Hi-Fi phonograph are features along with safety belts and safety door latches. It will be displayed locally at Schutz Motors, 912 S. Woodward, on Friday.

Re-styling trends in many 1956 automobiles have been focused on one of the industry's fastest selling-power models—the hardtop. Along with the innovation of push button driving, safety belts, hi-fi phonographs and many other devices, the 1956 hardtop comes into being with upswep fenders, tiered rear lighting and four-door styling.

NEWEST hardtop in the field is Packard's "Caribbean," a luxurious beauty with the "two-way" interior. This seating idea features reversible seat and back cushions, giving the owner the choice of leather or brocade cloth to go with the occasion.

The Caribbean also has the electric push-button Ultramatic transmission.

General Motors breaks into the 1956 picture featuring a new four-door hardtop in the Pontiac line. The fleet Star Chief Catalina with 227 h.p. is one of the most powerful transmissions ever produced by Pontiac.

There are six hardtop models, three each in four-door and two-door series. The Pontiac Strato-streak V-8 was introduced with the 1955 models.

Pontiac showrooms will display the '56 beginning Friday.

Mercury, a real beauty in its hardtop field, features a lower silhouette in its Monterey and Montclair models. There is little deviation from the modest but striking front and fender styling of 1955.

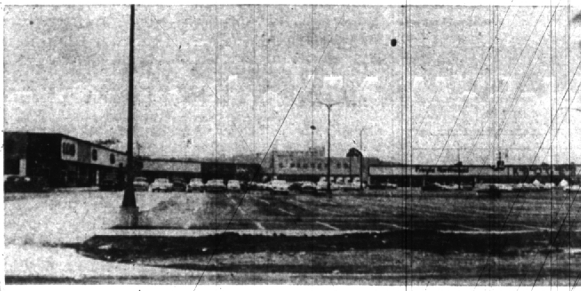
PLYMOUTH, a gainer in the 1956 hardtop field, with the Belvedere, continues its styling progress with a four-door hardtop that has jet-pronounced rear fenders and push-button driving.

DeSoto introduces its 1956 hardtop Sportsman also featuring finger-tip driving, with upswep rear fenders which have a rear assembly of three-tiered lights.

Appointment Made

The appointment of Charles E. Baker, 4436 Robinson, as Sales Engineer for the Air Filter Sales & Service Co., Inc., Hazel Park, was announced by J. Frank Irwin, General Manager.

Baker was formerly associated with Ford Motor and Oakland Tool & Manufacturing Company.



THIS IS A FRONT VIEW, looking west, through the parking mall of Northwood Center, the new 22-story shopping area at Woodward and 13 Mile road. The center will celebrate with "Opening Festival" days October 27-29.

Northwood Center Opens Oct. 27

Three "Opening Festival" days marking the grand opening of Northwood Center, a 22-story shopping center at Woodward and 13 Mile will begin Thursday October 27 and continue through Saturday October 29.

Formal opening ceremonies, to which the public is invited, are scheduled for 10 a.m., October 27 at the Woodward Avenue access drive to the Center's parking mall, which accommodates 2,000 cars.

MISS GRACE B. Parker of 1527 Crooks Road, whose family held the property which is the site of the ultra-modern shopping facility for more than 100 years, will be a special honor guest at the ceremonies. Mayor Howard B. Kelley of Royal Oak has been invited to attend.

A barrage of helium filled balloons will be released bearing the name of an individual store.

Belt L. Smoker and Eugene Sloan, developers of the shopping center which has drawn important visitors in the mercantile field from all over the nation, will be hosts at the ceremonies.

The three days of "Opening Festival" activity will include show-and-tell, musical entertainment, family radio and television programs, orienting in the Center, colorful decorations and an exciting prize contest.

King Named Industrial Relations Mgr.

Appointment of William J. King as industrial relations manager of the Ford Motor Company's Chassis Parts Division has been announced by Robert J. Hampton, division general manager.

King, formerly industrial relations manager of the division's Canton, O., forge plant, joined the company in 1945.

He first was assigned to the Central Staff training section and later became manager of the labor relations section at the Aircraft Engine Division, Chicago, Ill. He transferred to the Canton plant in November, 1953.

A 1942 graduate of the University of Detroit, Mr. King served more than two years as an officer in the U. S. Marine Corps during World War II.

Mr. King, his wife and family will live at 736 Southfield road, Birmingham.



To Speak at Meeting of Accountants

Robert W. Peden, Supervisor of Accounting, Audits and Procedures for Wayne University, and Samuel E. MacArthur, Treasurer and Controller of Federal Mogul-Bower Bearings, Inc., will address the National Association of Fast Accountants at the Park Shelton hotel on Monday, October 24, at 7:30 p.m.

Each of the speakers will present talks on "Choosing the Most Effective Media for Reports."

THE MEETING will be the fifth in a weekly series of Discussion Forum programs presented by the Association with the general theme "Getting Accounting Information Used in Management."

The Discussion Forum is an annual feature of the Association and has come to be a very popular series.

In the last ten years, the average attendance has increased from a handful to more than two hundred at each meeting.

FEDEX resided at 1462 Pierce, Birmingham and MacArthur lives at 2634 Meadowood in Lathrup.

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Chippewa Company Awarded Contract

Robert G. Bacon, senior and operator of the Chippewa Machinery Co., 1610 S. Woodward, Birmingham, last week was awarded a contract as sole representative for Michigan, Ohio and Indiana of the World Tool and Engineering Co., Minneapolis, Minn.

World Tool and Engineering Co. is one of the largest companies of its type in the Midwest.

BACON, 37, is a private pilot and plans to use his own Beach Bonanza airplane to service the large territory and do the liaison work with the plant.

Before going into his present business, Bacon attended the University of Wisconsin and spent ten years as a field engineer for a large machine tool company in Madison, Wis., and then as production engineer for a large-appliance and motor manufacturing concern in Eau Claire, Wis.

HE IS a member of the American Society of Tool Engineers. Bacon lives with his wife and five children at 640 Abbey road.



Real Estate Office Opens in Field Bldg.

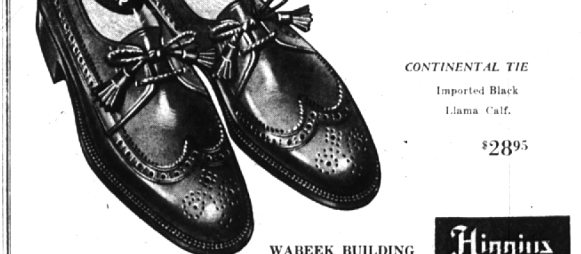
With a background of more than five years in general real estate and appraisal, Raymond E. Cecil has opened offices in the Field building, 138 W. Maple in Birmingham.

FORMERLY Cecil was an appraiser with the Fred Blackwood Company and for three years he had his own office in Detroit. Two salesmen are on the staff of his new firm, which will specialize in real estate, loans, rentals and business opportunities.

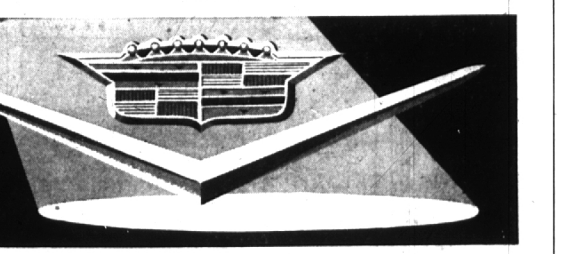
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