



### Ford Exec Studies Sales & Marketing At Rutgers Univ.

**Edward J. Hollenbeck**  
**Pick Hollenbeck As Head of Ford's Livonia Plant**

M. I. Kable, general manager of the Ford Motor Company's Automatic Transmission Division, this week announced the appointment of Edward J. Hollenbeck as manager of the Livonia automatic transmission plant.

Hollenbeck has been manager of production programming and quality control for the Automatic

**SCREENS AND STORM SASH FLUSH DOORS**  
• Combination Doors and Windows  
• Cupboard Doors and Drawers  
• Plywood-Kids Dressed Lumber  
**WOODCRAFT CO.**  
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Arnold L. Lawson, manager of sales promotion, Tractor and Implement Division of the Ford Motor Company, is among 100 executives attending the first of second year sessions of the graduate school of sales management and marketing conducted by the National Sales Executives at Rutgers University, New Brunswick, N.J.

An advanced management program, the GSMM this year has brought together business executives from 26 states and four foreign countries. The program includes two 15-day sessions over two summers.

Almost 50 of the nation's outstanding university professors and practicing experts in sales management, retailing and allied fields compose the "faculty" for this unique project in professional training.

Lawson is enrolled in the first year session.

Transmission Division in Livonia since June, 1953. He became associated with Ford in Aug., 1947, after five years as planning supervisor of the Naval Ordnance plant on Mound road in Center Line. When this plant was leased by Ford, he was made planning and scheduling supervisor.

WITH construction of the Ford automatic transmission plant in Fairfax Village, D. C., on the outskirts of Columbia, Hollenbeck became production control manager. He later served as production programming and control manager at that plant.

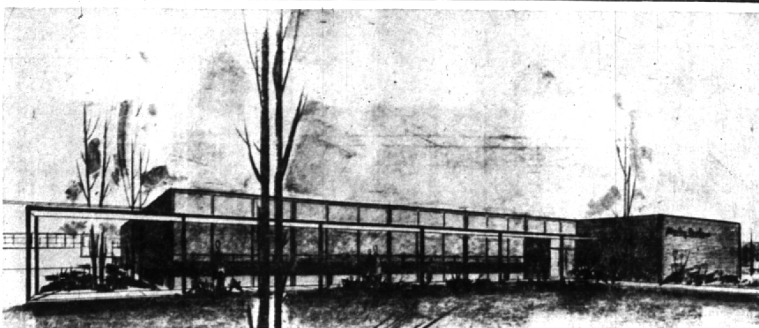
The Hollenbecks, who live at 6013 Sokolow Circle, Bloomfield township, have a boy, 13, and a girl, 10.

*For most of us, life was never intended to include a tumultuous rush toward great heights, where the thunderous noise of crowds should dim our ears. We live best in the quiet sanctuary of our meditations.*

# The Birmingham Eccentric

Thursday, September 1, 1955

## BIRMINGHAM BUSINESS BRIEFS



**SKETCH OF MORLEY BROTHERS** new office-warehouse at 3000 W. 14 Mile road, Royal Oak, to which they switched their Detroit branch operations Monday. The million-dollar building, specifically designed for Morley Brothers by H. E. Bexster & Assoc. Inc., architects, is believed to be the largest and most efficient plant for the distribution of appliances, floor

covering and hardware in this area. The office, which fronts the building, occupies 12,000 square feet, is completely air-conditioned, and has an auditorium and operating kitchen for dealer meetings. The 120,000 square foot warehouse is built on a single level and has rail facilities for handling 12 freight cars, a ninety-truck deck and extensive parking area.

### 3 Local Winners In Verse Contest

Prize-winning limericks have made three Birmingham residents eligible for three national grand awards in the \$100,000 Sealy Postscript verse contest, Sealy, Inc., of Chicago announced this week.

The winners, and the stores through which they entered the contest, are: George Reed, 409 Madison; Har-Ton Hi-Way Furniture Mart; Mrs. Charles Holmes, 252 George; Farris Brothers, Detroit; and Mrs. William Lightbody, 128 Yosemite Triangle Furniture Co., 128 S. Woodward.

### B'ham Executive Goes to New York With Ad Agency

Appointment of Clarence Hatch, Jr., of 575 Shirley, Birmingham, as senior vice president of Kuder Agency, Inc., was announced today by J. H. S. Ellis, president. Hatch will assume his duties immediately in the agency's New York office at 575 Madison avenue.

Hatch was executive vice president of D. P. Brother & Co., and previously, he was with Campbell-Ewald Company, Inc.

He is a founder of the Detroit Television Council and served as its president in 1952. This year, he was elected chairman of the Michigan Council of the American Association of Advertising Agencies.

A VETERAN of 25 years in the advertising business, Hatch was one of the organizers of D. P. Brother & Co., as vice president in 1940 and became executive vice president in 1946.

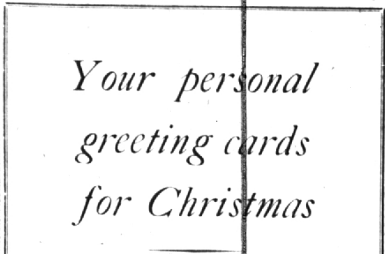
He is a member of the Detroit Board of Commerce, the Detroit Board of Commerce, the Detroit Athletic Club, the Detroit Athletic Club and the Brass Club in Detroit.



CLARENCE HATCH, JR.

### Magazine Features Cranbrook Schools

CRANBROOK — A picture sketching the development and present status of Christ Church Cranbrook, Brookside School Cranbrook, Cranbrook School, Cranbrook Academy of Art, Kingswood School, Cranbrook and Cranbrook Institute of Science.



### Your personal greeting cards for Christmas

In the matter of Greetings to be personalized it is always well to make your selection early because available designs dwindle as the Holiday Season approaches. Accordingly, how much more satisfying it is when you can select yours from wider selections—besides having the added assurance that they will be ready in time for leisurely mailing.

Select them now at LaBelles—where carefully chosen cards from America's Leading Greeting Card publishers await you!

**10% DISCOUNT**  
Through OCTOBER 1st.



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Creators of Fine Living Room Furniture  
VISIT OUR NEW SHOWROOM  
TABLES — LAMPS — CARPETS  
Open Evenings by Appointment ELLIOTT FURNITURE

### LEWIS—Fine Furniture

## SIMMONS MATTRESS SALE!

Made by SIMMONS, world's largest manufacturer of sleeping equipment, especially for LEWIS! Come in and see it today. Compare it for quality and comfort with others offered as high as \$59.50. You, too, will agree it is the finest quality mattress offered at this price in years.



- HUNDREDS OF FIRM COIL SPRINGS
- COVERED WITH HEAVY ATTRACTIVE WOVEN STRIPE TICKING
- SIDE VENTILATORS
- PLASTIC HANDLES FOR EASY TURNING

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235 Pierce Street Phone MI 4-4920  
PONTIAC STORE 62-70 South Saginaw Street, Pontiac

### A FREE PAIR of Pock-Ette Anklets To The First 24 High School Girls To Visit Our HOSIERY COUNTER On FRIDAY MORNING, SEPTEMBER 2nd.



### Pock-Ette The anklet with a pocket

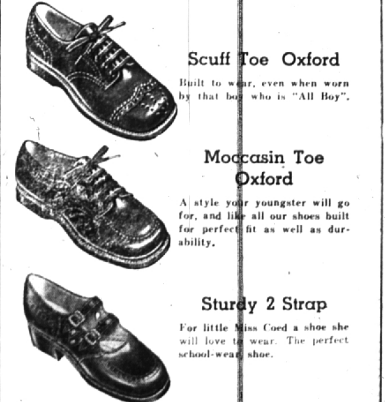


Youth loves a novelty, especially when it really makes sense! This new ingenious pock-ette can accommodate lipstick, keys, comb, small change, and endless other small items for a busy teen-ager. The woven pocket makes possible many different ways of rolling the top: straight up, turned over, double or triple rolled.

**At KRESGE'S**

**A Note To Mom . . .**  
McSweeney's for the Finest in Back to School Shoes

### Kali-sten-eks from TOTS to TEENS Loafers • Saddles • Straps



**Scuff Toe Oxford**  
Built to wear, even when worn by that boy who is "All Boy".

**Moccasin Toe Oxford**  
A style your youngster will go for, and like all our shoes built for perfect fit as well as durability.

**Sturdy 2 Strap**  
For little Miss Cord a shoe she will love to wear. The perfect school-seat shoe.

Children's Shoes Correctly Fitted by Mr. McSweeney  
**McSWEENEY'S FINE FOOTWEAR**  
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