

Dr. John Rasmussen Opens Dental Office

Dr. John L. Rasmussen has opened offices at 201 S. Center street, Royal Oak, after 28 months in the Army dental corps.

Dr. Rasmussen practiced in Birmingham before leaving for the service in November, 1953.

Kathleen Madonna Opens New Office

Kathleen Madonna has opened a real estate and insurance office at 31810 Southfield, south of 14 Mile road.

Previously Mrs. Madonna was with the Johnstone & Johnstone office in Birmingham. Mrs. Madonna received her training in real estate with Roger L. Stevens, nationally famous real estate broker who once executed the sale of the Empire State building in New York City.

Three Area Men Named by Fruehauf

Three area men have been named in a top-level realignment of operating management at the Fruehauf Trailer Co.

Wallace N. Barker, 5185 Pon Valley, Bloomfield township, was named executive vice-president of railroad sales and Frederick E. Burnham, 576 Shirley Drive, Birmingham, was named executive vice-president of finance.

Richard E. Isaacson, 27834 E. California Drive, Lathrup, was appointed vice-president and director of branch operations.

The announcement which included the naming of four other vice-presidents was made by Roy Fruehauf, company president, to meet the "steadily increasing demands of the business."

Assisting Mrs. Madonna in the new real estate and insurance office are Mrs. Ethel Sutton, Mrs. Grace Brehm and Mrs. In Smith.

BUSINESS BRIEFS



ADVERTISING'S TOP PERSONAL AWARD: The Printers' Ink Gold Medal is bestowed by John R. Adams (second from left) chairman of MacManus, John & Adams, Inc., on Fairfax M. Cone, president of Foote, Cone & Belding Inc., and Leo Burnett, chairman of Leo Burnett Co., Inc. Adams of Rathmore road, Bloomfield Hills, headed the award committee. At left is Robert Kenyon, publisher of Printers' Ink magazine, which sponsored the Cerberus ceremony.

Perry Honored By State Farm

Harvey W. Perry, 136 Alice, Bloomfield Highlands, has been named State Farm Insurance Co. "Man of the Year" in the Pontiac district for leading sales production and maintaining a high persistency record for the past four years.

Perry has just returned from a company state convention in East Lansing where he spoke on "Public Relations in Insurance."

In August Perry will attend the national convention in New York city as a member of the Leaders' Club of the company.

Joldersma Named Vice-President

Alfred T. Joldersma, 32331 Arlington Drive, Southfield township, has been appointed financial vice-president of Kawneer Co. of Niles, Mich.

Joldersma will assume responsibility for co-ordination and administration of the financial activities of the company with all corporate accounting and treasury matters in his jurisdiction.

A native of Holland, Mich., Joldersma was previously with Detroit Harvester Co., where he served in various accounting and financial capacities, most recently as treasurer.

New State Code On Flammables

Distribution of copies of Michigan's new regulations for the handling and use of flammable liquids, the first revision in 14 years, will be started shortly by the fire marshal division of the Michigan State Police. The regulations have just gone into effect.

Arnold C. Renner, chief of the fire marshal division, said the new flammable code is the result of three years of work by his staff and local fire chiefs, working in conjunction with the petroleum industry, truckers, and commercial and industrial firms affected in a move to increase protection of the public.

RENNER said the regulations have been substantially broadened to cover all types of commercial and industrial establishments handling flammable liquids, including refineries and processing plants. He said it could affect stores, paint factories, chemical plants, distilleries and pharmaceutical firms in ways in which the former 1942 code did not.

The new regulations govern "all persons, firms, co-partnerships, corporations and voluntary associations transporting, storing, handling, selling, using or processing flammable liquids" as well as the owners of any building or land where such liquids are stored or kept and the owners of equipment used in handling them. It includes state and local governmental agencies.

MANY of the new rules are designed to eliminate the tragic deaths and fires resulting from the erroneous sale of gasoline to householders seeking fuel oils, or the dumping of gasoline into fuel oil tanks.

New sections also govern marine and aircraft filling stations, warehousing of flammables, blending and mixing establishments, refineries and all types of commercial and industrial users.

Henderson Views New Power Digger

Warren E. Henderson, 16156 Lauderdale, Southfield township, zone manager for Sherman Products, Inc., was in Royal Oak last week for the introduction of an all-new Sherman Major power digger for the Fordson-Major tractors.

Henderson joined other Sherman sales personnel in a national sales conference and training session to learn about the new excavator by assembling and operating it.

Selling your home? Advertise it in the "For Sale—Houses" columns of The Eccentric.

ANNOUNCING
The "Flatterer"
Epoch-making Knox style in men's hats

We have just received our first shipment of the Knox "Flatterer"—an important style advance in men's hats. Low crown with a plane-flat top, pre-shaped for lasting style, accented by narrow brim and extra-high, back-bow band. In the favored darker colors. Come in and try it on.

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Enjoy the refreshing extra length in Gossard's Longfello girdle legs can't feel, thanks to the up-shaping and elastic net edging.

Longfello girdle of elastic net with satin elastic panels, 4" top waistline boning, zipper. White. \$13.50

Just 1 1/2 ounces of all elastic Flair bra. Exclusive contour straps and embroidered nylon marquisette topcups. White. A,B,C. \$3.95

The Glassford Shop
135 PIERCE Open 9:30 to 5:30 Daily

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Personalized Service by Graduate Corsetiers

Cawthon Promoted By Dodge Division

William C. Cawthon, 2460 Buckingham, Birmingham, has been named general superintendent of Dodge car Manufacturing.

Cawthon, 34, is one of the youngest men in the automotive industry to hold a position of such scope. He held similar positions in connection with advanced car building and trim engineering since joining Dodge as a chassis engineer in 1947.

Cawthon, born in Roxton, Texas, obtained degrees in mechanical, electrical and automotive engineering from Cornell University, Texas University and the Chrysler Institute.



WILLIAM C. CAWTHON

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Suzette Shop Ready to Open

The Suzette shop, with a complete line of women's apparel will open in Birmingham on or about March 15 at 241 Pierce street.

Featuring fashionable spring wardrobes, the new shop is operated by Mr. and Mrs. Morris Goldberg of Detroit. A "grand opening" date will be selected in the near future.

No minimum balance needed

With a ThriftiCheck Account you may keep whatever sum you wish on deposit.

You can open a no-minimum-balance ThriftiCheck account with any amount—easily, quickly.

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Here is an inspired answer to your family's love of indoor-outdoor living . . . rust-proof wrought iron furniture full of Southern charm. The comfortable spring-filled seats are covered with enduring sail cloth or washable fabric-backed plastic in a wide choice of sunny colors, and just look how little it costs!

Special \$285.50
7-pc. living room grouping (above)

\$309.50 value! Bought separately, pieces are priced:
3-pc. Sectional Sofa (2 Arm Chairs and Straight Chair) . . . \$158
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