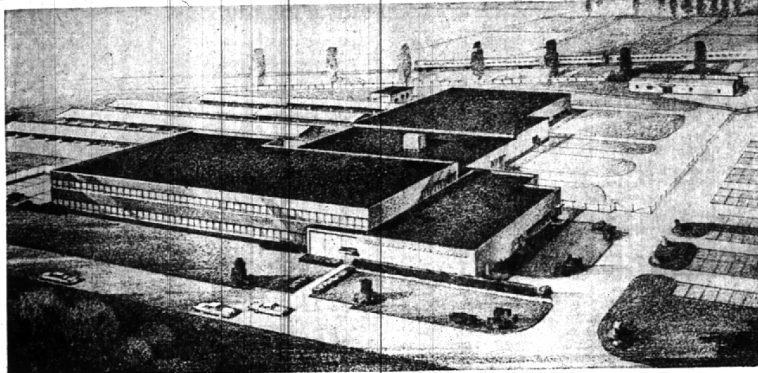


BUSINESS BRIEFS



THE ARCHITECT'S version of Consumers Power Company's new Southeast Division service center at

Coolidge Highway and 14 Mile Road in Royal Oak, to house the company's service facilities for a large area.

Saunders Appointed Sales Manager—East

American Motors Corporation has appointed a new assistant automotive sales manager, it was announced today by Roy Abernethy, vice president of automotive distribution and marketing.

Saunders, formerly assistant

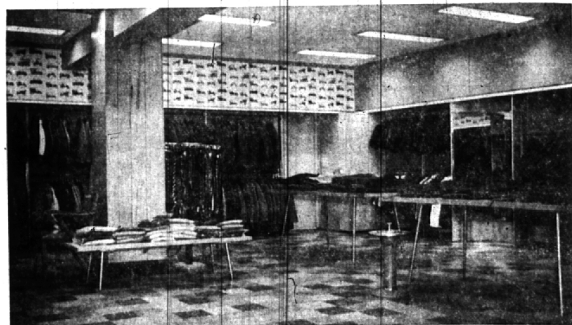
sales manager of Nash, entered the automobile business in 1938 as manager of a dealership in Pittsburgh. He joined Nash in January, 1955, as eastern division sales manager, after serving in a similar capacity for another automobile company.



CHARLES H. WELCH
C. H. Welch Named
Exec. Vice Pres.

Charles H. Welch, Jr., Lone Pine road, Bloomfield Hills, who has been associated with the Fred Sanders Company for more than 35 years, has been named executive vice president.

Welch's first association with the Sanders Company, which has 70 retail confectionery outlets in the Detroit area, was as a youth in 1910 and he started full time service in the office in 1919. In 1921 he was named purchasing agent and in 1931 he became advertising and sales manager. In 1950 he was named retail manager in charge of advertising, merchandising and public relations.



HIGGINS AND FRANK junior department recently opened their new section in the lower floor of the main store at 268 W. Maple. This portion of the building has been completely renovated and offers a full line of clothing and furnishings for boys eight to 20. Store is open from 9:30 a.m. to 5:30 daily with closing time 9 p.m. on Fridays. Miss Virginia Cattell is manager of the junior department.



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Consumers Plans New Service Center On 14 Mile Road

Continuing growth in its Southeast Division, embracing some 750 square miles of the metropolitan Detroit suburban area, including such cities as Plymouth, Northville, Ferndale, Royal Oak, East Detroit, Mt. Clemens and Pontiac, necessitates immediate construction of a large new Consumers Power Company service center at Coolidge Highway and 14 Mile Road in Royal Oak, Southeast Division Manager David H. Gerhard announced today.

Gerhard said growth both in the Pontiac District and in the South Oakland District, headquartered in Royal Oak, has made the building project essential from the standpoint of continued efficiency.

THE NEW CENTER will provide for expansion of the South Oakland district's service and office facilities and will enable the company to move its division offices from its Pontiac building, where the space will be filled by the growing Pontiac district, which thus will take over most of the Consumers building in downtown Pontiac.

Announcing the plans for the new service center, Gerhard said it will occupy the 19 acre site where for years Consumers engaged in the manufacture of artificial gas for the Royal Oak area, and where after the arrival of natural gas in the area, the company

continued to operate a pipe wrapping plant and other service facilities.

October 25, 1956

THE BIRMINGHAM ECCENTRIC

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McCallum & Dean

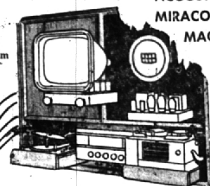
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