

BUSINESS BRIEFS



Chesebrough Is Named Director at Chrysler

Harry E. Chesebrough, with Chrysler Corporation for 25 years in capacities ranging from student to executive engineer, Monday was named director of product planning for the corporation.

Chesebrough, 47, of W. Sunset Blvd., Labrum, becomes one of the top executives of the corporation reporting directly to E. C. Row, administrative vice president.

"The last two years," said Row, "Chesebrough served as executive engineer in the engineering division. This experience, plus his performance in other important company posts, resulted in his selection."



H. E. CHESEBROUGH

"HIS JOB IS TO co-ordinate and integrate plans of the operating divisions, groups, and central staffs for our future automobiles and trucks, and also to monitor progress of these programs after they have been put into action by top management."

Chesebrough joined Chrysler in 1932 upon graduation as a mechanical engineer from the University of Michigan.

AFTER RECEIVING HIS Master's degree in automotive engineering at the Chrysler Institute of Engineering, his first assignment was as a project engineer in the mechanical laboratory of the engineering division.

In 1937 he was named supervisor of the transmission laboratory and a year later became supervisor of all road tests for the engineering division.

In 1942 he became assistant chief engineer for the DeSoto division and project engineer for DeSoto aircraft production during World War II.

He was appointed chief engineer for DeSoto in 1945 and four years later went to the Dodge division in the same capacity.

CHESEBROUGH RETURNED to the engineering division in 1950 as assistant chief body engineer and a year later was appointed chief body engineer, responsible for development of bodies for all Chrysler cars and trucks.

In 1955 he was named executive engineer responsible for co-ordinating product planning and programming in the engineering division.



PLAY IT SAFE—GET SNOW TIES

by **Firestone BOB ADAMS SHELL SERVICE**

MI 4-9750 Hunter at Maple

Max Brock, Inc. Starts 62nd Year

Max Brock, Inc., realtors at 300 S. Woodward, Birmingham, have completed the most successful year in its 62 year history according to Ferd Brock, president. As a further step in the intensive development of its business in the Birmingham - Bloomfield area, the company has appointed three additional representatives to the sales staff, he said.

Mr. and Mrs. James L. Gillon, 6630 Indianwood Trail, Bloomfield township, who were recently appointed are active in civic and community work. Mr. Gillon, who has been in the Real Estate business for several years, is president of the Franklin Garden Club. Mrs. Gillon, is an active member of the Birmingham Musicals.

In Charge of Sales

Robert F. Gladfelter, 20285 Corvelli, has been named vice president of sales of the Detroit Power Screwdriver Co. The appointment was made by the firm's board of directors at a recent meeting.

McCabe Appointed Account Executive

The appointment of Barry G. McCabe, 16021 Hummel drive, Southfield township, as an account executive of the Campbell-Ewald Company, Detroit national advertising agency, was announced last week by H. G. Little, president.

With Campbell-Ewald since the latter 1955, McCabe has been in client contact work in the merchandising department of the company. Before joining Campbell-Ewald, he was advertising manager with a Detroit construction equipment firm and prior to that was a divisional advertising manager with a Toledo glass firm.

Choose MSA Committees

James H. Morrison, president of the Michigan Society of Architects, announced the appointment of society committees for 1957 last week.

1957 Convention—Paul B. Brown, 1655 Washington Blvd., chairman; State Fees—Linn Smith, 1821 Pembroke; Publicity—Charles H. MacMahon, Jr., 25 Harbourn, Bloomfield Hills; chairman; John W. Jeking, 609 Shepley; School Buildings—Linn Smith, chairman; Building Industry Banquet—Paul B. Brown, chairman.

Smart Gets Scroll

Harry G. Smart, 181 Westchester way, Birmingham, agency supervisor of the Equitable Life Insurance Company of Iowa, was recently awarded a 10-year service scroll.

Smart joined the company as a salesman in 1947.

Five To Attend Shell's Tenth Annual Meeting

Five men from the Birmingham area will attend Shell Oil Company's tenth annual sales conference in Detroit, January 25. They are: Robert S. Perry, 1772 Torry; Paul J. Turner, 840 Ridgeway; L. M. Clark, 1520 Cheltenham; Charles W. Irwin, 5600 Orchard Road, Bloomfield township; and Howard W. Judson, 2805 Pine Hill, Troy.

The all-day meeting at the Hotel Statler will include an outline of this year's sales goals, and presentation of awards to winners of Shell's 1956 sales contest.

New Operations Mgr.

William H. Uren has been appointed operations manager of Sablin Engineering Co., Inc., Birmingham, manufacturers of iron hand press unloaders and other auto-toning machinery. Formerly the purchasing agent, Uren has been associated with Sablin for four years.

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gather by telephone. Long Distance rates are low and you can talk as long as you want. Remember, when Old Man Winter spoils your trip, enjoy a visit the comfortable way—by telephone.

EVER THINK HOW convenient public telephones are? They're your phone away from home. When you're out shopping or traveling, the public telephone is the best way for you to keep in touch. Call home if you've forgotten something or want to check on the children, if you're going to be late, convenient outside booths, or ready to handle keep your mind at ease.

THE TINY TRANSISTOR The tiny transistor (shown here with a pen point to give you an idea of its size) is an electronic marvel. One of these days when you make a Long Distance call, your telephone operator will use transistors like this to help put your call through. This tiny electronic device generates musical tones which will automatically connect you with the number you're calling. For inventing transistors, three telephone scientists working at Bell Laboratories were recently awarded the Nobel Prize.

Teen Ager's Favorite

KRESGE'S



HEAVY Cotton Bobby Sox

These popular triple-roll bulky Sox have dependable Marplu elasticized cuffs. Wear them up or rolled. Nylon reinforced heels, toes. Snowy white. 9 to 11

59¢ pr.

MAPLE AT HENRIETTA—BIRMINGHAM

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Metal Shoe Rack

Holds 6 prs. of shoes **\$1.00**

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Sturdy space-saving rack to keep shoes neatly in one place! With rubber tips on legs to prevent marring floors. Now exceptionally low priced at Kresge's!

KRESGE'S MAPLE AT HENRIETTA—BIRMINGHAM

Rave reviews from the auto critics!

"Beyond a question of a doubt, the 1957 Mercurys are the most different cars of the year... For those who've been shouting against warmed-over hush and crying 'Give us something new!' the answer is simple: this is the Space Age design for worth over a million dollars in new features than any car tested in over ten years!"

Tom McNeill in MECHANIX ILLUSTRATED Nov. '56, Jan. '57

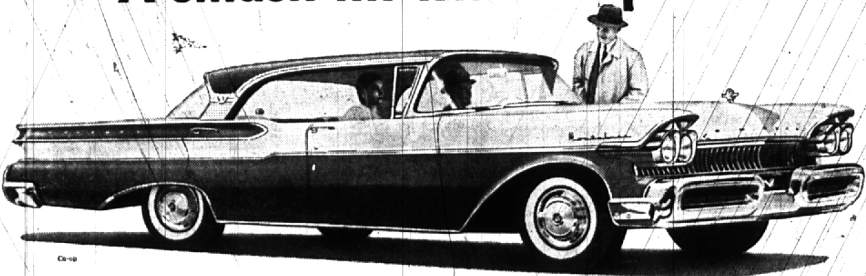
"Mercury is the car for you if you want a distinctively styled medium-priced car that isn't a carbon copy of any other automobile." CAR LIFE—Jan. '57

"Redesigned from the tires up... the most unusual U.S. car... from its new sculptured styling to its refined suspension, it's a leader." MOTOR TREND—Oct. '56, Jan. '57

"Marks the first time an entire passenger car line has been based so quickly and almost completely on a dream design... Mercury has certainly made the biggest break with the past for '57." MOTOR LIFE Dec. '56, Jan. '57

"Mercury is spectacularly different." POPULAR MECHANICS—'57 Car Facts Book

A smash hit with the public!



To meet the landslide buyer demand, the largest manpower force in Mercury's history is working overtime in all assembly plants to produce a record 40,000 BIG M's in January alone... a Mercury a minute, every minute of the day and night. THE BIG M is the smash success of 1957. The reason?... value! Never before has so much bigness and luxury cost so little! Why not stop in and see your Mercury dealer today?



MERCURY for '57 with DREAM-CAR DESIGN

Don't miss the big television hit, "THE ED SULLIVAN SHOW," Sunday evening, 8:00 to 9:30, Station WJBE-TV, Channel 2

BOB FROST Inc.

Birmingham, Michigan 850 S. Woodward Avenue Ph. MI 6-2200 VISIT THE JUNIOR ACHIEVEMENT TRADE FAIR AT DETROIT AUTO SHOW — JAN. 19 THROUGH JAN. 27