



### Heads Branch

A new branch office at 6915 E. Dartmoor has been established by the Abbey Etna Co., Perrysburg, Ohio. William H. Morrill of Birmingham will head the branch for the sales and service of Etna tube mills, tube cut-off machines, swaging machines and allied equipment for the entire state.

### Named Directors

Four Birmingham men have been elected to the board of directors of the Detroit chapter of the National Association of Accountants.

They are C. K. Purdy, 636 E. Lincoln; B. R. Finlay, 1391 Stanley; L. E. Jackson, 4065 Beach, and Art Kaufman, 1810 Graefield.

WILLIAM H. MORRILL

## ELLIOTT UPHOLSTERING

Creators of Fine Living Room Furniture  
VISIT OUR NEW SHOWROOM  
TABLES — LAMPS — CARPETS  
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### WASHABLE RUGS

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We do our own work, (Precision Weavers)  
ALL WORK GUARANTEED

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Aluminum Combination Windows and Doors

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SILVERWARE HOUSEHOLD APPLIANCES ELECTRICAL APPLIANCES

This Week's Feature . . . OUR PRICE  
**ELECT. IRON**  
Chrome Plated  
Extra Long Cord  
Full 1 yr. Guar.  
Retail \$16.95  
**\$5.95**

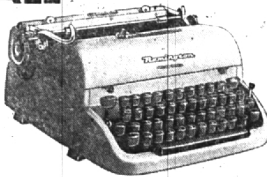
## The LAMB CO.

EXECUTIVE GIFTS — WHOLESALE DISTRIBUTOR  
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GET UP TO **\$65** FOR YOUR OLD PORTABLE OR STANDARD DURING . . .

### Special Portable Trade-in SALE



Disc out that old machine you didn't think worth saving. Bring it in and we'll pay you plenty for it on a new, modern, DeLuxe Portable Typewriter. Remingtons, Royals, Smith Coronas and colorful Olympias to choose from.

**Birmingham Printing**  
369 East Maple Avenue

**OFFICE EQUIPMENT Co.**  
Midwest 4-4740

# BUSINESS BRIEFS

## Plan Clinic For Local Businessmen

A free self-improvement clinic, designed to demonstrate effective methods of individual human relations is planned for Birmingham and surrounding communities for Oct. 2 at 7:30 p.m. in the Birmingham Community House.

The clinic, being sponsored by the Birmingham Exchange club, will prove useful to business executives and professional men, salesmen, merchants and secretaries and all other business people who are interested in improving their customer and personal relations, according to Bill Wieland, chairman of the committee in charge of the event.

THE CLINIC will point up principles that can be used in everyday experience in dealing with people that will develop greater confidence, improve speaking and communications abilities, customer relations and home and social lives.

Also at the clinic will be a demonstration of the Dale Carnegie course in human relations, leadership and effective speaking. The demonstration section will show in action Dale Carnegie's methods of individual teaching.

MEMBERS OF the Exchange club committee who are sponsoring the event include Roy Burke, John Townsend, Aaron Kershenbaum, Andrew Butt and Jim Mattison.

## C. R. Beacham New Ford VP

Charles R. Beacham, 659 Glenary road, has been elected vice president of Ford Motor Co. and assistant general manager of its Ford division.

Beacham has been general sales manager of Ford division since February of 1956. In his new post, he will assist James O. Wright, vice president and general manager of Ford division, in the direction of all divisional operations.

He also has been appointed a member of the company's administrative committee.

BEACHAM STARTED with Ford in January of 1926 at Jacksonville, Fla., as a traveling representative.

When the company set up its first regional sales organizations in 1928, Beacham was appointed southeast regional sales manager with headquarters at Chester, Pa., and responsibility for Ford sales in the eastern seaboard market from Pennsylvania south to Florida.

He remained in that post until June, 1933, when he was named district manager at New York with responsibility for sales in the New York England area.

## Two Local Men Promoted By Ford Here

Promotion of four engineers including a Birmingham man and a Lathrup man to executive posts and reorganization into five departments of the operations of the product engineering office of Ford Motor Company's Tractor and Implement division here have been announced.

Appointed manager of the engineering test department is A. C. Quinn of Lathrup.

R. L. Erwin, of Birmingham, meanwhile, has been appointed manager of the newly designated engineering administration and services department.

Quinn began work with Ford in 1935 following graduation from the Henry Ford trade school in Dearborn. His first assignment was with the research group investigating uses of soybeans. He subsequently was assigned to the metallurgical laboratories of Ford.

HE LEFT FORD in 1943 to join the Bendix Aviation Corp. research laboratory at Detroit where he served until 1949, at which time he became affiliated with Dearborn Motors Corp. He joined Ford Tractor division in 1953 as section supervisor of the chemical and metallurgical laboratories.

Quinn has attended Wayne university and Lawrence Institute of Technology. He is a member of the American Society for Metals and the Engineering Society of Detroit. He lives at 27397 Goldenlake, Lathrup Village.

ERWIN HAS been project engineer in the former general engineering department in charge of an experimental tractor powered by a free piston turbine engine. He joined Ford Tractor division in August of 1953 after five years' service with Dearborn Motors corporation.

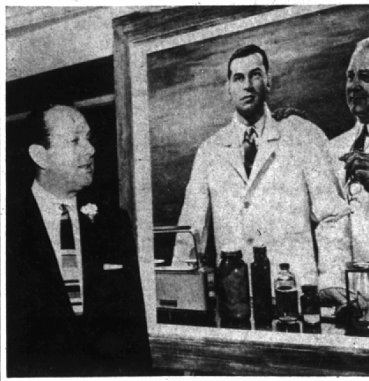
Prior to that affiliation, he was assistant agricultural engineer at the Ohio Agricultural Experiment station at Wooster, Ohio. Earlier he had been research consultant at the Ohio State University Foundation.

Erwin was graduated from the Ohio State university in 1941, and served as a naval lieutenant aboard submarines in World war II. He lives at 3111 Bradford, Birmingham. He belongs to the Society of Automotive Engineers and the American Society of Agricultural Engineers.

**MacManus Names New Supervisor**  
Appointment of Kenyon Lee, 591 Ridgedale, as supervisor of industrial media for MacManus, John & Adams, Inc. is announced by Elmer W. Froelich, vice-president and media director for the advertising agency.

Lee, returning to MJA after a two year's leave of absence, will be responsible for the evaluation, selection and purchase of industrial media for all accounts.

**MARK WESSEL**  
• Pianist • Composer • Teacher  
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## Hosts Canadian Exhibit

One of the hosts at the Canadian Pharmaceutical Association convention last month in Montreal, Quebec, was internationally-known artist Robert A. Thom of 6160 W. Surrey, Bloomfield township. Here Thom examines one of his "History of Pharmacy in Pictures" paintings during the first Canadian exhibition of the completed series.

## Folders . . . ?

YES . . . IN BLACK AND WHITE OR 4 COLOR PROCESS

Three Detroit Salesmen . . . TR 5-2629 . . . Plant MI 6-2000

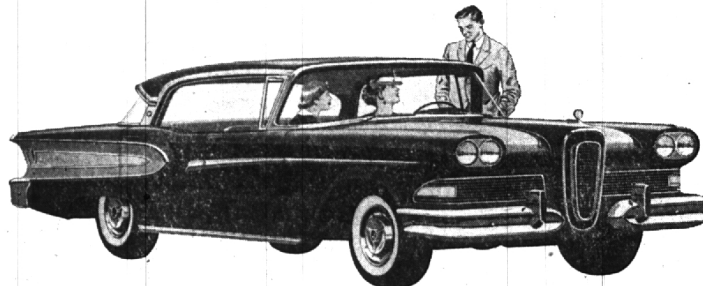
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## This is the EDSSEL

"Each of its lines is original"

"Each new feature is important"



Originality is written in the elegant sweeping lines and vertical grille of this Edsel Citation 4-door Hardtop.



Its big V-8  
Edsel Engines are the newest in the world

The Edsel 400 and the Edsel 475 have a 10.5 to 1 compression ratio, develop 400 and 475 foot-pounds of torque, 303 and 345 horsepower. The Edsel acts the way it looks.



It shifts itself electrically from the steering wheel hub

Only the Edsel offers you Teletouch Drive. Both your hands stay at the wheel while you just touch a button. Teletouch does the rest—smoothly, surely, electrically.



It features more new conveniences than any other car

Among the new Edsel ideas: one simple dial (above) for adjusting heat and ventilation—a light to warn if oil is a quart low—a trunk release at the driver's seat.

New member of the Ford family of fine cars

## EDSEL

See Bing Crosby and Frank Sinatra star in The Edsel Show, live, Sunday, Oct. 13 Channel 2, Time: 7:00 P.M.

SEE YOUR EDSSEL DEALER

## JERRY ROBINSON EDSSEL SALES, Inc.

408 S. WOODWARD

MI 6-8700

IN OTHER AREAS SEE YOUR LOCAL EDSSEL DEALER

## Name Chief Engineer At Ford Tractor Div.

Appointment of R. J. Miller of Detroit as chief engineer, Tractor and Implement Division, Ford Motor company, is announced by Merrick D. Hill, general manager of the division.

In his new position, Miller will be responsible for all engineering operations of the division and will be in charge of the company's farm machinery research and engineering center in Birmingham.

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As a special reward for promptness, CAPITOL SAVINGS will present you with an attractive pen and pencil set for accounts opened with \$25 or more. Or a clever TOM THRIFT bank designed for children of all ages for accounts of \$10 or more. Do not delay as this offer must be limited!

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