

**Heads Detroit CPA Chapter**

Joseph F. Ludack, CPA, partner in the firm of Wilmut & Ludack has been asked to assume the chairmanship of the metropolitan Detroit chapter of the CPA's by the board of directors of the association. He replaces William F. Royer who died early in July. Mr. Royer was also a Birmingham resident. As chairman, Ludack will head the activities of more than 1,000 CPA's in the metropolitan area. He resides at 4414 Old Trinity court.

**BUSINESS BRIEFS**

**Shootin' from the Lip  
Plan Offered to Cut  
Traffic Violations**

In Stockton, California, a doctor has found a new and ingenious way of getting youngsters to take allergy tests. He makes the test scratches in the form of Zorro's "Z"! Which reminds us of the neighbor lad who claims he is "Zero, Zero, Zero" no account brother!

**TRAFFIC JUDGES PLEASE NOTE:** Excellent method to reduce traffic violations is to fine all violators double the called-for penalty when car carries child or children under 16. This will encourage drivers to exercise courtesy of the road, and children will develop into later-on drivers with a respect for same. Admittedly, idea is not foolproof, but this corner would dearly love to see it adopted across the nation.

**DEFINITION:** Omelet, crazy, mixed-up egg. When alerted to the fact that thousands of starving children around the world would fight for the tasty dish set before him (and completely ignored), the young lad is quoted as saying, "Send it to them!"

The old red rooster that we had has sung his way to glory: Last night he played the title role in chicken caeciatore.



**Opens Station**

Jim Daniels, 43-year-old Royal Oak man, has opened a new Shell service station at Woodward and Long Lake in Bloomfield Hills. Grand opening is set for Aug. 24. Daniels has 20 years experience in the service station field, including eight years with Shell Oil Co. and two as assistant service manager of an automobile agency.



**Gets Promotion**

Promotion of Everett Schaefer to senior vice-president of the Jam Handy organization, producers of motion pictures, staged shows and audio-visual materials for public relations, group selling and training operations, has been announced. Schaefer has been vice-president in charge of

**SO LIKE THE FELLA SAID:** It goes without saying.

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**At Conference**

Donald L. Byerlein, Birmingham, is attending a 5-day conference in French Lick, Ind., conducted by the Equitable Life Assurance society. Byerlein is a unit manager for the company's C. L. Lundgren agency in Detroit. The conference, which is studying problems of agency recruiting in life insurance ends tomorrow.



**GM Appoints**

Edward L. Lape, 2700 Broadway, Birmingham, has been appointed operations director of United Motors service division of General Motors Corp. With the United Motors division since 1952, Lape joined GM in 1920. Prior to his new appointment he was general sales manager since 1955.

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