

BUSINESS BRIEFS



Heller Receives Award

John Heller (right), who owns the Shell service station at 2005 14 Mile road, receives a \$25 savings bond from the Shell Oil company for maintaining one of the cleanest stations in Michigan during the past 12 months. The presentation was made by D. W. Nolf, Detroit district manager of the company.

Local Firms Join New Trade Assoc.

Three local civil engineering and land surveying firms in Birmingham have joined the recently formed Michigan Association of Civil Engineers and Land Surveyors (MACELS).

The local firms are Spalding, Decker & Associates, 1406 South Woodward; Fox & Main, 355 Hendrix, and Arthur W. Gillespie, 1188 S. Woodward.

COMPANIES from the Wayne-Oakland-Macomb county areas banded together to solve mutual problems and raise the standards of the professions.

The non-profit organization is limited to presidents or owners of companies who must be registered civil engineers or land surveyors.

Fröehlich's Award Is Given to Widow

The vice president and media director of MacManus, John & Adams, Inc., died before he could receive a special award from the Audit Bureau of Circulations for an article he prepared in competition with other executives.

Elmer W. Fröehlich won the award and was to receive it at a banquet in Chicago, but C. F. Adams, executive vice president of the company, accepted the award in his behalf and gave it to the widow, Mrs. Florence Fröehlich.

Craft Named Director At Chrysler

James W. Craft, 211 Puritan, has been named director of organization for Chrysler Corporation. Craft has been a member of the corporate organization staff since he joined Chrysler Corporation in October, 1955.

HE WAS born January 8, 1916 in Edwards, Miss., and attended public schools in San Diego, Cal. He was graduated from Stanford University and took graduate work at Stanford and the University of California at Los Angeles.

He served in engineering and administration positions for the Pacific-Alaska division of Pan American World Airways from 1948 to 1951, and from 1951 until 1955 he was a management planner at Hughes Aircraft Co.

Craft is a member of the Engineering Society of Detroit, American Society of Mechanical Engineers, the National Association of Accountants and the Institute of the Aeronautical Sciences.



JAMES W. CRAFT

Reilly in Italy

Army Capt. Richard Reilly participated in recent Southern European Task Force organization day ceremonies in Vienna, Italy. Captain Reilly, a medical officer in the 7th field artillery, entered the army in 1937. He arrived in Europe in September 1957.

Richard H. Wigglesworth has been named by President Eisenhower to become United States ambassador to Canada. He'll succeed Livingston T. Merchant, who will become assistant secretary of state for European affairs.

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From where I sit... by Joe Marsh

One Man's Hen is Another Man's Rooster

My last column was about Whitey Fisher and his chicken farm—and now Whitey has made news again.

Whitey entertained some folks from the city last weekend and they toured his modern barn. The visitors asked all sorts of questions. The best was: "How do you tell if the two-day-old chicks are hens or roosters?"

"Easy," answered Whitey. "Just take the chicks one at a time. Place some corn meal in front of it. If she eats it, she's a hen. If he eats it, he's a rooster."

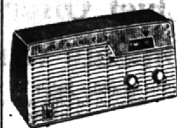
From where I sit, some answers that sound like they make sense turn out to be the silliest of all. For instance, a friend recently objected to my choice of a glass of beer with supper. When I asked him why, he replied: "I've had only coffee with my dinner for the last twenty years." Now that's not only silly—it's intolerant too. Neighbors ought to tend to the "eggs in their own baskets."

Joe Marsh

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Richard O. Morrison
Vice President

Richard O. Morrison, 2976 Stoneridge, has been appointed vice president in charge of finance at the Ralph C. Wilson Agency, Inc. It was announced this week. Morrison, who has been with the agency since 1948, was appointed by Ralph C. Wilson, Jr.

J. Robert Cooper
Cooper Elected As President Of Truck Assoc.

J. Robert Cooper, 17618 Avilla, Lathrup Village was elected this week to the national presidency of the American trucking associations.

Cooper was elected in the closing sessions of the ATA's 25th annual convention at the Hotel Fontainebleau in Miami Beach, Fla.

HE IS president of the Red Star Transit Co. Inc., a regular route common carrier of Detroit, which he joined in 1933. He was employed as a terminal manager in Canton, Ohio, then a job which required massive activities as a dock worker, clerk, dispatcher, truck driver and a freight solicitor, he said.

The wide range of his duties as terminal manager and the effectiveness with which he performed them, boosted him to the vice presidency of the Red Star Transit Co. in only seven years. Fifteen years later, he was president of the company.

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- Cartier's Paint & Wallpaper
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