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CHARLES F. FITHIAN
ESTATE ANALYST

220 W. Congress WO 1-8174 Detroit 26, Michigan VE 5-1701

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BUSINESS BRIEFS

Chrysler Promotes Westwood Resident

Walter C. Beyer has been named assistant chief engineer of defense engineering at Chrysler Corp. Beyer joined Chrysler in 1927 as an engineer. During World War II he was responsible for the design of suspension and power systems for Chrysler-built tanks. In 1951, he assumed new duties as a vehicle engineer in the medium tank program.

BORN IN DETROIT in 1907, Beyer attended Wayne State university and Lawrence Institute of Technology. He lives at 21805 Thirteen Mile road, Westwood, and is a member of the Society of Automotive Engineers and the American Ordnance association.

Establishes Design Studio In Birmingham

WALLACE G. WALKER

Directly following his commencement last week from Cranbrook academy of art, 30-year-old Wallace G. Walker established his own freelance design studio in Birmingham.

Walker, who is a native of Shreveport, La., holds a masters degree from Cranbrook academy of art, where he majored in design, and minored in moldmaking, sculpture and weaving. For the past two years he has been designing exhibitions and traveling shows for the Academy.

Prior to attending Cranbrook, Walker studied at the University of Arkansas, Northwestern university and worked for an advertising firm in Chicago.

With Ad Agency

Vincent F. (Chick) Aiello has joined the advertising agency of MacManus, John & Adams, Inc., as a senior vice president and director of creative planning, effective July 1. Aiello will function on all agency accounts and while stationed in the agency's New York offices will spend considerable time in the Bloomfield Hills headquarters. The new MJA executive has been with the Kudner agency for 14 years. Beginning as a copywriter he has been executive vice-president and creative director on the Buick, General Motors institutional, National Distillers and Goodyear accounts. He is 46.



Herzberg Work Displayed at New Barbershop

Carl Honkanen, 1936 Holland, Birmingham, is getting an assist from his brother-in-law in the opening of his new barbershop, 505 S. Eton, near the Grand Trunk depot.

Artist Robert A. Herzberg is Honkanen's brother-in-law and his paintings are on display at the new barbershop, which opened last week.

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*Downs Industrial Illustrators
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2—Miami Beach House Party	\$124.50
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Claims to that effect can be made. But, given equal carat weights and different prices, the lower priced diamond automatically has less of the desired qualities that characterize the other diamond. Obviously, this does not apply only to the prices used as examples above.

Know your dealer. In him must be placed your trust for value received. The reliable dealer is one who has pride in his profession, whose integrity is a matter of public knowledge. Aside from his integrity, he will never give less than fullest value because his living depends on your future purchases. If he appraises your "bargain" diamond as value less than paid for, it is not sour grapes, but the judgment of one who knows diamonds.

Know The 4 C's Of Diamond Value

Know that every diamond has four characteristics that determine its value—Carat weight, Color, Clarity and Cut. A \$100 diamond can have as perfect a combination of these as a \$1,000 diamond. The difference will be size. The individual investing in a diamond should ask himself whether it's size alone or the best combination of the four C's he wants in his diamond. A reliable dealer will give the latter.

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