

Westwood Man Named Prexy

James A. Houghton, 15567 Kirkshire, Westwood, formerly of McGraw-Hill Publishing Co., has been elected president of Display Makers, Inc., Detroit. He was also named to the board of directors. Houghton's background includes more than 10 years as a sales executive with Philip Morris Cigarette Co. and McGraw-Hill.

DISPLAYMAKERS produces displays for trade conventions, permanent exhibits, staged presentations, exhibition hall decorations, merchandising displays, animated displays and product cut-aways.

Gets New Post With US Rubber

Harold B. Wright, 16145 Elizabeth, Westwood, has been appointed the new post of Royalle commercial products sales manager at the Chicago plant of United States Rubber Co. Wright, who joined the rubber company's footwear and general products division in 1951, will head a force charged with the sale of sheet stock and molded parts to industrial customers.

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Ad Creativity Can Help Halt Decline, MJA Head States

Stepped-up advertising creativity can be a powerful force in turning the current business decline, Ernest A. Jones, president of MacManus, John & Adams, Inc., said Saturday. The Bloomfield Hills advertising agency head was a principal speaker before the annual convention of the American Association of Advertising Agencies at White Sulphur Springs, W. Va.

"Sales ideas are the only merchandise an advertising agency has, Jones said. 'Today I honestly believe that the greatest barrier to creativity in some agencies is the fact that agency management is having more fun playing business man than working at advertising.'"

Joins AMC As Industrial Relations Head

The appointment of Malcolm R. Lovell, Jr., 2748 Ambrosy, Bloomfield township, as manager of industrial relations research and analysis for American Motors Corp., has been announced. Lovell, 37, joins American Motors after 12 years with Ford Motor Co.'s industrial relations staff. Prior to his latest position as training and employee services manager of the Edsel division, he performed a number of industrial relations research assignments for the aircraft engine division at Chicago, the Lincoln-Mercury division and the central industrial relations staff here.

Outstanding Agent

Felix E. Mock, Jr., 17214 Locherbie, Westwood, has qualified as a member of the 1957 presidents council of New York Life Insurance Co. He is a representative of the company's Michigan General Office.

Gets Risk Honors

Robert A. Wollenberg, 369 Westwood, Birmingham, will be honored as one of the leading life agents of Travelers Insurance Co. at French Lick, Ind., June 8-11, during the annual Knight in Armor conference. Wollenberg will be admitted into the 1958 Knight in Armor club, honorary agents' organization, for outstanding achievement during 1957.

Sales Award

Harold Marriott, 1888 Hazel, Birmingham, has received a regional circle certificate and lapel emblem honoring him as one of the leading Lincoln and Mercury salesmen in the nation. He is a salesman at Bob Frost, Inc., Birmingham.

Program Chairman

V. L. Hanna, 616 Suffolk, Birmingham, has been appointed program chairman for the annual May party sponsored by the Detroit chapter of the National Association of Accountants at West-ern golf and country club May 23.

Classified Ads bring results!

Barth V. Cole, 19068 Coral Gables, Leithrup, assistant manager in Birmingham for Mutual of New York, ranked third among the 500 field underwriters in the firms central region in production of life insurance in March.

Renamed Director

W. O. Briggs, Jr., Martell drive, Bloomfield Hills, has been re-elected to the board of directors of Seiseg Manufacturing Co., Warren.

The Detroit chapter of the National Office Management association has elected George Sold, 4100 Walnut Hill, Troy, its president. Sold is associated with Detroit Edison.

Firm Promotes

J. D. Akers, former Birmingham resident, has been promoted to new central regional manager of Bulldog Electric Products Co., with headquarters in Columbus, Ohio. He was formerly Detroit district manager.

Sales Execs Club Honors Area Pair

Two Birmingham area men, Vernon R. Vincent and Norman B. Gustafson, will receive star salesman awards Monday night at the Detroit Sales Executives club's fifth annual distinguished salesman's award banquet.

Vincent lives at 3811 Wedgewood, Bloomfield township, Gustafson at 547 Henrietta, Birmingham. Rex L. Nicholson, senior vice-

Retires from SAE

R. C. Sackett, 755 N. Woodward, Birmingham, has retired from the staff of the Society of Automotive Engineers, Detroit. Sackett joined the SAE Detroit staff in March 1942. For eight years prior to that he was head of the public relations department of MacManus, John & Adams, Inc.

president of General Dynamics Corp., will be the featured speaker.

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