

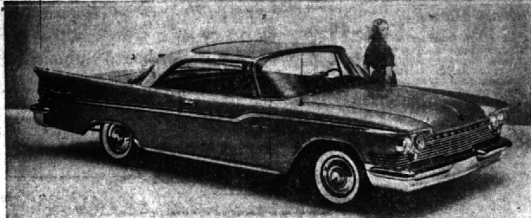


25th Anniversary

Willard A. Guerber, manager of the Prudential Insurance Company's Northland agency in Detroit will celebrate his twenty-fifth anniversary with the company Oct. 16. Guerber joined the Prudential in Detroit in 1933. He was promoted to assistant manager in 1945 and in 1947 was promoted to manager and opened the Peoria Agency. He was transferred to Grand Rapids as manager in 1949 and was sent to Northland in 1954. He has served as the director of the Life Underwriting association, and has participated in Red Cross, United Foundation, and Heart Fund campaigns. He is also active in the Masons, Shriners, and the fraternal order of Elks. He lives at 325 Argyle, Birmingham.

WILLARD A. GUERBER

BUSINESS BRIEFS



Chrysler Powered by New Engine

The 1959 Chrysler Windsor two-door hardtop is powered by an all new 205 horsepower Golden Lion 383 engine and features advanced styling which includes a new two-

tone roof design. Push-button air-conditioner and heater controls, advanced torsion bar suspension, and an extra large rear window are among its features. Swivel front

seats, True-Level rear air suspension, and electronic rear view mirror are optional. The new Chrysler will be on display tomorrow at Hodges Inc., 300 S. Woodward.

Birmingham Men Buy Dearborn Co.

Two Birmingham men, Robert G. Campbell and Allen H. Harris, have purchased the MQCAR Products Co., Dearborn. Organized by Walker C. Morrow 12 years ago, the company has engaged in steel fabricating, short run stamping and sheet metal work. Campbell is the former president

of the Boyer-Campbell Co. of Detroit, a large industrial distributor. Harris was formerly sales manager for the H. A. Montgomery Chemical Co. of Detroit.

The new corporation will continue MQCAR Products Co. in its present operation and expand into other fields of material handling equipment and special items.

Appointed Manager

George C. Gruse, 17567 Ransgate, Lathrup Village, has been appointed plant manager of the Detroit direct mail production building of R. L. Polk & Co.

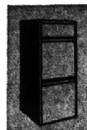
Gruse joined the Polk company in 1928 and served for two years as assistant to Michael K. Buda, Detroit direct mail production manager.

if you plan to install GAS HEAT investigate fully before investing

There's no substitute for experience. A Janitrol installation by James and Roach is your best assurance of many years of trouble-free operation. Thousands of satisfied customers in the Detroit area are our best recommendation.



COSTS NO MORE THAN UNTRIED BRANDS



FURNACES



BOILERS



CONVERSION BURNERS

JAMES and ROACH

Dial Operator, Ask for Enterprise 6182

INCORPORATED AUTOMATIC HEATING SPECIALISTS SINCE 1922 5919 TIREMAN • DETROIT

HUNTERS!

for Warmth without Bulk!



Get our **2 layer insulated Duofold Thermal-Action Underwear**



Anytime you dare the cold of the deer run or duck blind, you can depend on Duofold to keep you warm. Two layers (soft cotton inside, cotton and virgin wool outside), with an insulating air space between, give you sure, thermal-action protection against cold and chill. Yet Duofold never feels bulky... never restricts your activities. itch-free, shrink-resistant and washable, too! Choose from our big selection of styles and warmths.



UPPERS \$4.00 Red \$5.00 in white
BOTTOMS \$4.00 Red \$5.00 in white

JA Companies in Operation

This year's first Junior Achievement companies under the supervision of advisors from counseling companies have been formed at the local Junior Achievement business center, 177 S. Woodward, Birmingham.

To date some eight JA companies are now in actual operation in Birmingham and manned by nearly 175 teenagers.

Following is a list of these companies counselling one or more local Junior Achievement firms this year:

Birmingham Kiwanis Club, The Michigan Bank, The National Bank of Detroit, Michigan Bell Telephone Co., MacMans, John, and Adams, Inc., Standard Oil Co. (Indiana), Metal Stamping Division of Ford Motor Co., Missile Operations Division of Chrysler Corp.

SINCE JA companies were formed the week of Oct. 5, adult advisers to the junior firms have explained to teenagers the manner in which they will operate during the coming year. They have shown the young people charter applica-

tions, explaining the necessity for a company to be properly chartered.

The advisers have also called for suggestions on products to be manufactured, made some suggestions themselves, and the teenagers, after weighing the advantages and disadvantages, have already decided what product to manufacture.

Advisers are now preparing their own company prospectus for use in selling stock to the public at fifty cents a share. Most JA companies will capitalize anywhere from one hundred to two hundred dollars each this year in Birmingham.

Five-Star Member

The Oldsmobile division of General Motors Corp. announced last week that R. G. Mitchell, 15532 Birwood, Birmingham, has become a five-star member of the 1958 Oldsmobile Rocket Vanguard of outstanding salesmen. Mitchell is a salesman for Superior Olds Inc., 15000 W. Seven Mile road, Detroit.



Vice President

W. Eldon Hazard, account representative on Ford radio and television, has been elected a vice president of J. Walter Thompson Co. Hazard joined the Thompson company in 1954. Prior to that time he was with Columbia Broadcasting System as sales manager for network sales. He previously had been with BBD&O in New York. Hazard and his wife, Adele, live at 642 Fairfax, Birmingham. They have two girls, Robin, 7 and Kristin, 5.



SHIRTS

WITH CONVERTIBLE CUFFS



WEAR IT BUTTONED

OR WITH LINKS

MANHATTAN® shirts with convertible cuffs were designed to keep up with your schedule! A button cuff, or cuffs to show your finest links is usually a matter of the occasion. Change your mind and change from links to buttons — without changing your shirt. A wide selection of fabrics and collar styles in Manamooth, of 100% cotton that drips dry, needs no ironing.



Get ready for winter with

SMILE-maker SERVICE

Guaranteed anti-freeze service

Pay for one "PRESTONE"® fill...get refills if needed for nothing!

Don't gamble with fall's first freeze. It could ruin your engine and radiator. Marathon's Guaranteed Anti-freeze Service guards your car from the first fall freeze right through winter.

Guaranteed Anti-freeze Service depends upon, and includes, a complete cooling system inspection before draining and refilling with "Prestone" brand anti-freeze.

You get anti-freeze protection down to the degree of cold you want. And your Marathon dealer guarantees this protection in writing. Under the terms of the guarantee, refills if needed cost you nothing.

Drive in today! Get Marathon Guaranteed Anti-freeze Service for worry-free driving all winter long.

FREE!



Get bright red ear muffs to take the chill out of the coming cold (retail value \$1). Get them while out paying an extra cent! Just drive in and get Guaranteed Anti-freeze Service. Then give this coupon to your Marathon dealer for your free ear muffs.

Name _____
License Number _____

SMILE-maker SERVICE is a service mark used and owned by The Ohio Oil Co.

MARATHON

Home of SUPER-M® and MILE-maker® gasolines

TODAY — OIL BUILDS for your TOMORROW

Distributed by the Clarke Oil Company; Sold at the following Stations

Woodward & Taunton, Birmingham, Michigan

Maple at Hunter, Birmingham, Michigan