

## Cranbrook Plans Science Program For Jr. Members

CRANBROOK — James A. Fowler, curator of education at Cranbrook Institute of Science, has announced a second spring program in "Exploring Science" for junior members.

The Saturday morning series begins Feb. 28 at 10 a.m. in the Institute auditorium, and will feature the new coral reef exhibit.

The program will be illustrated with color slides and motion pictures of present-day coral reefs and their interesting animal and plant associates. A fossil coral reef such as those which abounded in Michigan more than 300 million years ago, will also be depicted.

**BIRD MIGRATION** will be featured in the second program March 7, with Walter P. Nickell in charge, and March 14 the group will explore amphibians with special emphasis on frogs and toads to be found in Michigan.

No program is scheduled for March 21 so young people participating in the Detroit Science Fair may attend. Some of the exhibits from the Fair will be seen at the March 28 program at the Institute.

Junior members of 10 years or older are eligible for the "Exploring Science" series for which there is no charge. Adults may attend only as a guest of a Junior member.

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## McManus, John & Adams Consolidates Divisions

Consolidation of the marketing, media and research functions of McManus, John & Adams, Inc. into a unified operating unit of executive personnel to implement the new departmental structure is announced by Ernest A. Jones, president of the national advertising agency.

Commenting on the move which now has been completed, Jones said: "We believe that consolidation of these interdependent services is the logical and realistic answer to the problem of synchronizing marketing, media and research activities into an effective mechanism to meet the complexities of modern sales efforts."

"IN SUPPLYING business with the integrated advertising services it must have to scientifically exploit the ever-changing patterns of American markets, the purchase of time and space no longer can be considered an independent function."

Jones has named vice-president Robert E. Britton, 17458 Kirkshire, Southfield township, an executive in charge of the marketing-media-research department. Britton, who came to M&A a year ago from General Mills, will headquarter in Bloomfield Hills and will function in a supervisory relationship to the marketing-media-research departments in branch offices.

To assist Britton in the three divisions of the Bloomfield Hills department, Jones has made the following appointments (all are M&A veterans):

ROBERT J. HECKENKAMP, 120 Denbar, Bloomfield Hills, becomes media director-automotive and supervisor of media administration. Kenyon M. Lee, 484 W. Maple, Birmingham, becomes media director-commercial products and supervisor of media strategy.

Charles W. Campbell, becomes media director-consumer products and supervisor of broadcast media. The appointments of Vincent C. Skellon as director of research (Bloomfield Hills) and John B. Caldwell, as director of marketing (Bloomfield Hills) were announced recently.

## Martin One-Way Is Permanent

Downtown Birmingham got its first permanent one-way street this week.

One block of Martin, from Bates to Chester, has been one-way west since shortly before Christmas. Because the public seemed to have no objection to it, the arrangement now is permanent. The postoffice is on the north side of the street, Baldwin public library to the south.

THE COMMISSION asked City Manager L. R. Gare to re-evaluate a plan board and police department recommendation that a system of one-way streets be adapted. That report is several years old, was pigeonholed by the commission at that time.

One city commissioner admitted afterward the commission's action probably will lead to further one-way streets in the near future.

Only Mayor Carl F. Ingram and Commissioner Charles Ruffner voted against adoption of one-way Martin.

"It creates an additional burden on traffic, particularly at the Chester-Maple corner," the mayor emphasized.

The city also extended the 15-minute parking area along the entire length of the street on the post-office side.

**Leaves For Germany**  
Ft. Richard P. Dutton, son of Mr. and Mrs. Leo C. Dutton, 1213 E. Ruffner, Birmingham, completed training at Brooks Army Hospital and left for Germany Feb. 16.

## Troy News Briefs

### Association to Meet

A proposed charter will be discussed when the new Property Owners Association of South Central Troy holds its next meeting Tuesday at 8 p.m. in Troy high school. Persons living in the area bounded by Livernois, Fifteen Mile, Sixteen Mile and Rochester are invited to attend.

### DPW Wife Thanks City Manager

City Engineer David W. Haase, recently appointed DPW director, says he doesn't want the job unless he can get full approval from city commissioners.

His job was to be combined with that of streets and water superintendent and the consolidation got a 5-2 approval by the commission.

HAASE received a unanimous vote, but commissioners who opposed the shift have refused to reconsider.

City Manager C. R. Lukens said he had no other prospects for the job, vacated when William E. Chlopan resigned last June. (Chlopan applicants recommended since then by Lukens have been turned down by commissioners.)

### Bond Vote Approved By Commissioners

The city's first general obligation bond vote for a DPW garage and an addition to city hall was approved by commissioners last week.

The \$150,000 proposal will be voted on April 9. DPW headquarters buildings will cost the city an estimated \$25,000 to add office space to the city hall, 60 W. Seventh Mile.

### Long, Huber to Run For Mayor in Troy

Clarence F. Long and Robert J. Huber will be vying for mayor in Troy in the April 6 election. Huber received 1,541 votes and Long had 631 in Monday's primary.

The third candidate, Roy L. Duncan, Troy Supervisor, finished with 556.

Four candidates will be seeking the two vacant commission seats. They are: Vincent J. McAvoy, 1,518; Wallace B. Hudson, 1,306; Stanley G. Gill, 575; and William R. Jenkins, 570.

A city charter amendment providing for the Election Commission to appoint a board of election inspectors to have charge over all elections in the city was approved 11-0-1 to 3-8.

### Chapter's President

Lt. Col. Charles E. Porteous, 543 Ridgewale, Birmingham, deputy comptroller for management, U.S. Army Infantry Center, is the new president of the Fort Benning Chapter No. 8, National Soldiers.

## Basements Made Dry

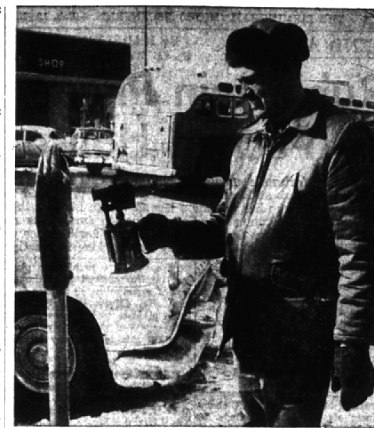
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## Hot Job on A Cold Day

City parking meter maintenance man Jack Fawcett found that ice not only hampered his efforts to get to work—it also hampered his work. Ice more than a quarter-inch thick prevented Fawcett from opening the coin boxes and checking the mechanisms in the meters. A blow torch quickly melted the ice, however, but Fawcett had to work on each meter to get at the money.

## B of E Accepts Bond Sale Bid

The Birmingham board of education Tuesday night accepted a low bid for the sale of \$2,100,000 school bonds and approved the 1950-50 school calendar.

The first of Michigan Corp., Detroit, was low bidder with an overall interest rate of 3.5537, covering a period of 25 years. The 1950-50 school calendar remained the same as the 1948-49 calendar.

THE BOARD also approved the continuation of a Saturday driver education program. The program takes care of students who cannot get the program scheduled during regular hours, and parochial students.

Dr. Dwight B. Ireland, superintendent of schools, was not present at the meeting. He was attending the annual convention of the American Association of School Administrators in Atlantic City, N. J.

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**Amand in Exercise**  
Pvt. Ronald E. St. Amand, 864 Creston, Birmingham, participated with the Signal Unit Training Group in exercise "Lucky Delta", a mammoth Third U.S. Army command post exercise in Feb. at Fort Gordon, Ga.  
President Eisenhower's Gettysburg, Pa., farm comprises 479 acres. It is primarily devoted to cattle-raising.

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