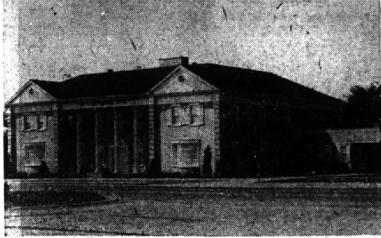


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BUSINESS BRIEFS

E. Roy Fryer Retires From Fisher Body

The appointment of William Gihb as senior engineer-in-charge of plant contact and quality control was announced today by Bart Cotter, chief engineer of Fisher Body division.

He replaces E. Roy Fryer, 17625 Coral Gables, Lathrup village, who is retiring under provisions of the General Motors retirement program after nearly forty-five years in the automotive industry.

GIBB STARTED with Fisher Body in 1936 at Detroit Plant No. 23 as a General Motors Institute student-in-training. After graduating in 1940, he stayed at the plant as an electrician.

Fryer, a native Detroit, spent his early years as a draftsman and engineer with several auto companies before joining Fisher Body as a design engineer in 1939.

Promotions through the years elevated him in 1948 to the job from which he now retires.



HAROLD A. HARTY

Elect Harty Chairman Of NIAA Group

Harold A. Harty, 1768 Birmingham, Birmingham, advertising and sales promotion manager for Wolverine Tube, was elected chairman of the board of the National Industrial Advertisers Association at their annual conference held in San Francisco, June 14-17.

He was president of the Industrial Marketers of Detroit chapter in 1947-48 and 1957-58. Coincidentally, with these terms of office he served on the board of directors of the NIAA.

Recently he served as chairman of the Industrial Advertising Research Institute Projects council, responsible for the development of the study of "Effective Coordination of Advertising and Sales in Industrial Marketing."

Harty has headed the advertising for the Wolverine Tube and Calumet Divisions of Calumet & Hecla, Inc., since 1946.

New B'ham Agency

The Crawford-McNellis Advertising agency has opened new offices at 199 Pierce, Birmingham. The company was formerly located in the Fox building, Detroit.

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172 E. Maple MI 6-1735

Promote 2 Area Men At Ford

Three appointments in the labor relations offices of the industrial relations staff, Ford Motor Company, have been announced by Malcolm L. Dennis, general industrial relations manager-labor relations department B since 1955.

The appointments are: D. E. Scriven, 1859 Bechtelham, Birmingham, manager-labor relations services department; R. M. Middlekauff, 1859 Bechtelham, Birmingham, manager-labor relations services department; and S. F. McKenna, 6386 Thorncrest, Bloomfield township, manager labor relations administration.

Scriven, who joined Ford in 1946, has been manager of the labor relations administration department B since 1955.

Middlekauff, with Ford since 1953, has been on the staff of the umpire proceedings department.

McKenna, who has been on the staff of the labor relations administration department B, joined Ford in 1942.

In their new positions, Scriven and Middlekauff succeed Clarence C. Donovan who has been appointed industrial relations manager for Aeronutronic division of Ford Motor in California.

Donovan had been manager of the labor relations services and umpire proceedings departments.

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AUGUST 1-SEPT. 4... In Two Sections
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This Tour covers 14 states and eight national parks: Yosemite, Yellowstone, Tetons, Bryce, Zion, Grand Canyon, Mesa Verde, and Rocky Mountain National Parks. Also San Francisco, Salt Lake City and Lake, Hollywood, Las Vegas, Hoover Dam, Black Hills, Mt. Rushmore, Badlands, Petrified Forest, Painted Desert, Laguna Beach, Colorado Springs, and many more.

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- **Trained Sales Personnel**
Each member of Lakes' large staff has a complete understanding of customer relations, as well as thorough knowledge of products sold.
- **Attractive Display**
All merchandise is attractively displayed, making your shopping easier and more convenient. Beautiful product displays make Lakes' a very pleasant place to shop.
- **Reliability**
You will find Lakes a store of unquestionable integrity. Over the years we have maintained a reputation of honesty and fair dealing.
- **Quality Merchandise**
Lakes' policy of featuring only the finest available merchandise means better values and complete satisfaction for you, as you shop for those all-important jewelry and gift items.
- **Brand Name Merchandise**
Lakes features nationally advertised brand merchandise, including:

Silver by:	TOWLE	GORHAM	WALLACE	LUNT
	KIRK	HEIRLOOM	TUTTLE	FRANK SMITH
		INTERNATIONAL	REED AND BARTON	
China by:	LENOX	ROYAL DOULTON	PICKARD	SYRACUSE
	ROYAL WORCESTER	FLINTRIDGE	CASTLETON	
Crystal by:	FOSTORIA	BODA	HAWKES	BACCABAT
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