

### Appoint Everly Marketing Head At Westinghouse

CLEVELAND, O.—Former Birmingham resident Bruce A. Everly has been appointed manager of marketing for the lighting division of Westinghouse Electric corporation, it was announced here today by Edward C. Huerkamp, division manager.

His headquarters will be here at the company's lighting division main manufacturing plant. Everly succeeds A. W. Larson who has been named sales manager for the Bryant Electric company, Bridgeport, Conn., a subsidiary of Westinghouse.



142 W. Maple — Birmingham  
Branches in Royal Oak — Ferndale — Mt. Clemens



Sweet duo in nubby plaid cotton that drip-drips, needs no iron. Brief spencer jacket covers a bare-topped dress with cummerbund midriff. Blue brown, 7-15. **\$17.98**

*Jonathan Logan*

plays it dark and cool from now on



Dark printed cotton that goes vacationing now, then back to school or office. Shirt dress with wing-back collar and crisply tucked bodice. Red or blue, 7-15. **\$14.98**



lacy nylon tricot petticoats

**\$2.99** **\$3.99**  
Reg. \$3.98 Reg. \$5.98

Exceptional values in nylon tricot petticoats from a fine maker. With lavish lace trim. S.M.L.

famed drip-dry dreamwear

**4.79**  
Reg. \$6.00

You'll recognize the famous dacron blend, in assorted baby doll styles. Pastels, white, S.M.L.

## BUSINESS BRIEFS

### D. P. Brother Promotes Ralph Wolfe

Two vice presidents were named today by D. P. Brother & company, national advertising agency with offices in Detroit, New York and Los Angeles.

David D. Wines, who continues as account executive on the General Motors guardian maintenance service program, and Ralph L. Wolfe, 955 Reading, Bloomfield township, who heads the agency's management services activities.

Wolfe was a vice president and account supervisor at Compton Advertising, Inc., New York, before his association with D. P. Brother & company in 1958.

A GRADUATE of the Lima Business college, Lima, Ohio, and a resident of Detroit for 41 years, Wolfe's advertising experience spans a quarter of a century. Early in his career, he founded the Detroit advertising firm of Wolfe-Jickling & Conkey, Inc., and was its president for 16-year period between 1934 and 1950.

He also has served as the governor and chairman of the Michigan council, American Association of Advertising Agencies and as director and secretary-treasurer of the American Association of Advertising Agencies (national organization). For the past 25 years he has held membership in the Adcraft club of Detroit.

R. E. Olson, 21250 Shagbark, Southfield township, has been appointed product manager-fenestration for Fenestra incorporated. Previously, Olson was product manager of curtainwall department.

The new division consists of windows and curtainwall products of aluminum, steel, and porcelain enamel. Other division changes are: Donald Woodrow as assistant product manager-curtainwall systems; P. A. Nichols, assistant product manager-engineering windows; and John Farrar, assistant product manager-residential windows.

### New Director

Former Birmingham resident Robert V. Daly, of Campbell-Ewald company, Detroit, has been appointed advertising director at California Bank, Los Angeles, Frank L. King, president, has announced. Daly brings to the new position a marketing and research background in advertising acquired in his assignments as account executive on a group of General Motors parts and accessory divisions, and several divisions of the Kroger company. In addition, he was engaged in business development activities, principally in the food industries field, for the agency.



### MEETINGS & GIFTS

are brought to you from Friendly Neighbors & Civic & Social Welfare Leaders through

WELCOME WAGON On the occasion of Change of residence

Arrivals of Newcomers to Birmingham

MRS. H. WALES PRICE Midwest 4-0516 (No cost or obligation)

### Promote Pries At Ford Motor

The appointment of H. A. Pries, 6011 Franklin, Bloomfield township, as truck sales promotion and training manager for the Ford division of Ford Motor company was announced today by Wilbur Chase, divisional truck marketing manager.

In his new position, Pries will be responsible for all truck sales promotion and training programs for the Ford Division.

PRIES joined Ford division of Ford Motor company in May, 1954, and was appointed Indianapolis district sales manager for the former Edsel division in September, 1956. He retained that position until being named manager of dealer planning for the M-E-L division in February, 1958.

From October, 1958, until the present he served as divisional supervisor of retail sales training for M-E-L.

An Air Force veteran of three years service, he is a graduate of the University of Chicago's executive training program and received an MBA in marketing from the same university.



**BIRMINGHAM LAUNDROMAT At Your Service**  
Midwest 4-8225

**SELF-SERVICES!**  
Wet Wash, Fluff Dry  
**DROP-OFF SERVICE!**  
Wet Wash, Fluffed Dry  
Flatwork Ironing

Heavy Items Washed Or Dried and Dried Cotton Rugs (9x12, Some Larger) Bedspreads Slipcovers Washed or Dried and Dried  
1000 South Adams Rd. 1 Block N. Of Lincoln



### New Member

Mrs. Louise E. Whirl, 940 N. Glenhurst, Birmingham, has been appointed to the staff of

### Murphy, Burns Promoted at Ford Motor Co.

Walter T. Murphy, 833 Lone Pine, Bloomfield township, has been appointed advertising and sales promotion manager for Edsel by Leo C. Beebe, Edsel marketing manager. Murphy replaces Eldon E. Fox who resigned to accept a

position with an advertising agency. At the same time, Theodore C. Burns, 3233 Arlington, Southfield township, was appointed manager of Edsel sales planning department, replacing Murphy.

Murphy was assistant advertising manager and public relations manager of Dearborn Motors corporation from 1948 to 1953. From 1953 to 1957 he was successively public relations manager and assistant general sales manager of Ford's tractor and implement division.

IN 1957 he became advertising and sales promotion manager in the company's marketing staff, and in January of 1958 was appointed Edsel marketing plans manager in the Mercury-Edsel-Lincoln division.

Burns has been with Ford Motor since 1948 and has held posts in the company's International, Ford, Special Products, Edsel and M-E-L divisions. Most of his assignments have been in the field of sales planning.

### The Light Touch by Jeanne Westerdale

#### TRAIN OF THOUGHT

I love to hear the train's steam whistle; If anything will thrill me, this! . . . Nostalgia grips me—fresh and bone. And then I hear the diesel's groan.

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### Fortline "Stand Alone"

Something New and Elegant in Casual Living Accessories!

Exclusive drop-leaf, self-standing design. Vinyl coated steel or genuine Formica tray tops in faithful reproduction of rich wood grains. Hardboard panel underneath tray top hushes dish clutter.

Goldtone, one-piece aluminum frame in classic fluted design. Matching legs. The 15 1/2" by 22" tray holds a complete place setting.

• These tables fit in with your finest furniture or decorative scheme

• Perfect for porch or patio dining

Fortline tables are for those who want the finest. Wait 'til you see them!

**16.50** Set of Two

137 W. MAPLE



## NOW! SAVE A HATFUL OF MONEY DURING BUICK DEALERS' GALA CELEBRATION SALE!

GET THE YEAR'S BEST DEAL ON THE BEST LOVED BUICK EVER!

When you see a man in an auto show-room wearing a straw hat with red and white stripes—go right in! You'll be at your Quality Buick Dealer's. And, you're about to save a hatful of money. The

man is wearing his straw hat to let you know that there's never been as good a time to get such a great car at such a bargain price. Immediate delivery, too, from Celebration Sale stock.

SEE YOUR LOCAL AUTHORIZED QUALITY BUICK DEALER NOW . . .  
Your Quality Buick Dealer in Birmingham is: **SUMNER MOTOR SALES, INC. • 808 S. Woodward Ave.**