

Name Wallace To Head IDA

Donald J. Wallace, 621 Fairfax, Birmingham, vice president in charge of manufacturing for Wheel Truing Tool Co., Detroit, has been elected president of the Industrial Diamond Association of America, Inc.

Wallace was named to the office during the 14th annual convention of the association, recently held in Williamsburg, Va. He succeeds Morris Winston of Diamond Drill Carbon Co., of New York.

Harvey B. Wallace, father of the new president, was the first president and one of the founders of the IDAA. The elder Wallace is chairman of the board of Wheel Truing Tool Co., now in its 50th year of industrial diamond tool manufacturing.

Michigan produces nearly half of all timber marketed in the Great Lakes states.

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 Rags (9x12, Some Larger) Bedspreads Slipcovers Washed or Dried and Dried



8 A.M. - 6:15 P.M. - Wed. & P.M. Sat. & P.M.

1000 South Adams Rd. 1 Block N. Of Lincoln

BUSINESS BRIEFS



New Manager

William M. Dawe has been appointed regional manager of the William L. Bonnell Company, Newnan, Georgia, the world's largest manufacturer of decorative aluminum moldings as well as the largest independent aluminum extruder in the U.S. The announcement was made by Frank D. Wright, industrial sales manager of the company. The Detroit regional office is located at 576 N. Woodward in Birmingham.

Elect Yoder President Of CIA Group

Roger A. Yoder, 520 N. Glenhurst, has been elected president of the Controllers Institute of America, effective September 1. He will succeed J. McCall Hughes, vice president and controller, Mutual of New York, who on that date will become chairman of the board of directors.

They were chosen today, by the directors at a meeting in conjunction with the Institute's Western Conference, being held in the Santa Barbara Baltimore hotel. THE NEW president, who has been a member of the Institute since 1941, has served the organization as a director and regional vice president. He has also been vice chairman of its executive committee. He is currently a trustee of Controllership Foundation, Inc., research arm of the Institute.

Steffes Named To Honor Council

Charles "Chuck" Steffes, 425 Bird, Birmingham, district supervisor with Great Lakes Tractor & Equipment company, has won membership in the national Ford Honor Council for his outstanding achievements in working with the Ford tractor and implement dealers in his district.

The announcement was made by Web Engman, general sales manager.

Mr. and Mrs. Steffes will be in Detroit May 24 to 29 for the award presentation to be made to the 30 outstanding district supervisors from throughout the nation.

Meetings with top Ford management, along with a heavy schedule of entertainment in the Motor city area, are planned by the Tractor and Implement division, Ford Motor company.



JOHN J. RICCARDIO

Riccardio Promoted At Chrysler

John J. Riccardio, 1674 Witherbee, Birmingham, has been named staff executive finance on Chrysler Corporation's international operations group staff.

The appointment was announced by Nicholas Kelley, Jr., corporate vice president of the international operations group staff.

RIOR to his appointment Riccardio was manager in the national public accounting firm of Touche, Bailey & Smart. In his new position, he will maintain liaison in financial matters with Chrysler Corporation of Canada, Chrysler International, S. A., the corporation's overseas companies, and the corporate controller's staff.

Riccardio was born on July 2, 1924, in Little Falls, N. Y. He received his bachelor of arts degree from the University of Michigan in 1949 and a master of arts degree in economics in 1950. He became a certified public accountant in 1953.



New Director

F. J. Kreisal, 2864 Amberly, Birmingham, president of the Detroit controls division of American Radiator and Standard Sanitary Corporation, was elected a director of the Air-Conditioning & Refrigeration Institute at its annual meeting in Hot Springs, Va., May 4-6. The Institute of the Air-Conditioning & Refrigeration Institute at its annual meeting in Hot Springs, Va., May 4-6. The Institute is the official association of manufacturers and has been actively engaged in setting up common standards for rating various air conditioners and refrigerating equipment.



GREETINGS & 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)

Local Office Announces New Film Process

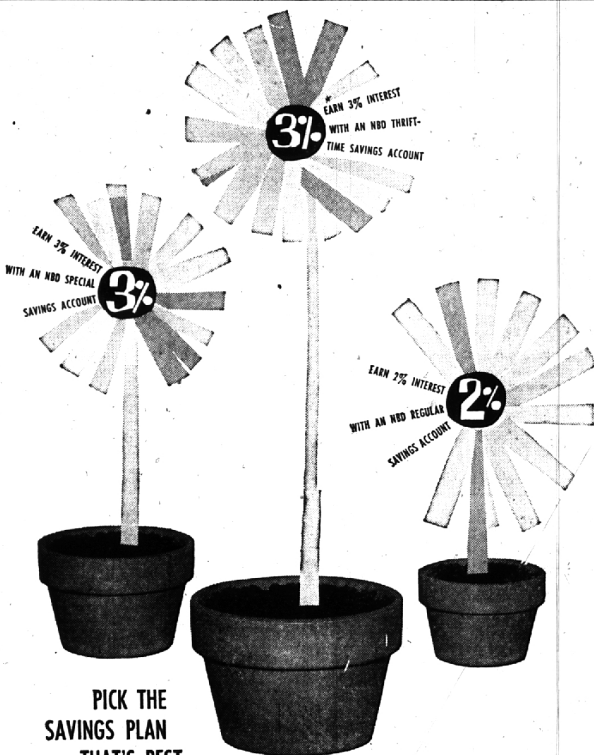
A technique that brings an eye-catching three dimensional effect to strip film presentations at low cost has been developed by Close and Patenauda, Philadelphia sales promotion and training agency. It is announced by the firm's local sales office, 1025 E. Maple, Birmingham.

Called MagniScene—a registered trademark of Close and Patenauda—the new method offers users of filmstrips, slides, TV commercials and motion pictures such important visual advantages as: true-to-life depth and third dimension, greater impact and realism in the presentation of products, more exciting color treatments.

"MagniScene is a revolutionary new film development offering tremendous advantages to those who use films to get their messages across," stated Carl B. Sykes, Close and Patenauda's Detroit area sales manager.

"Films produced by this method are more realistic, have greater eye impact and are thus more interesting to watch. They will definitely cause audiences to sit up and take notice." In addition to new creative possibilities, MagniScene provides substantial economy in film production. Savings up to 40 per cent of usual film-making costs are possible using this new method, Sykes said.

No Michigan community is more than six miles from an inland lake or stream or more than 85 miles from one of the Great Lakes.

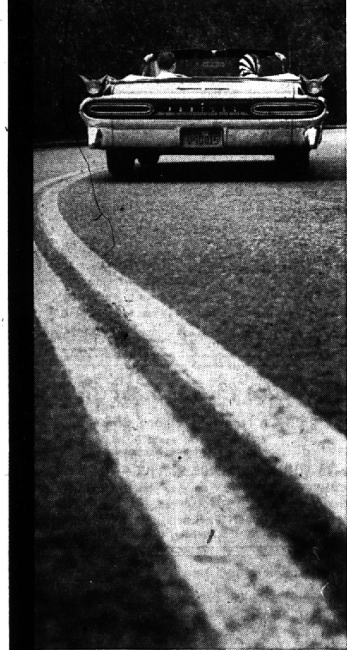


PICK THE SAVINGS PLAN THAT'S BEST FOR YOU

There are 61 friendly neighborhood offices of NATIONAL BANK OF DETROIT

Member Federal Deposit Insurance Corporation

solid footing!



WIDE-TRACK PONTIAC!

Wheels are five inches farther apart. This widens the stance, not the car, gives you road-hugging stability, less lean and sway. Only Pontiac has it!

SEE YOUR LOCAL AUTHORIZED PONTIAC DEALER

WILSON PONTIAC-CADILLAC

1350 N. Woodward Birmingham

See for the Sunny Season

WINDBREAKER PORTABLE CHARCOAL RANGE

Regular 5.98
Decoration Day Special

388

- Fold up carrying handle
- Big Grid holds up to 36 hamburgers, frankfurters or 15 big hamburgers
- Large Hood makes cooking a snap for the BEACH — for CAMPING

PICNICS PATIO

for the BEACH for CAMPING

OPEN MEMORIAL DAY—SAT. MAY 30th

ALUMINUM FOLDING CHAISE LOUNGE

Strong plastic weatherproof webbing, adjusts to 5 positions.

\$788

CHARCOAL BRIQUETTES

20 Lb. Bag reg. 2.25 \$1.66

OPEN SUNDAYS 10 A.M. to 4 P.M.

EL 6-7300 KE 7-8150

OPEN THURSDAY, FRIDAY EVENINGS TILL 9

SOUTHFIELD RD. 12 MILE RD.

MAC-O-LAC PAINT SPECIAL

PAINT WITH Plastic!

SAVE \$2.00 A GALLON

ODORLESS MAC-O-LAC LAYEX MIRACLE PLASTIC FLAT PAINT WHITE

FINEST PAINT in 100 YEARS

MAC-O-LAC PLASTIC LAYEX PLASTIC PAINT \$4.99

- A TRUE PLASTIC!
- WON'T BLISTER OR PEEL!
- SCRUBBABLE!
- BRUSH IT OR ROLL IT!
- CLEAN-UP WITH WATER!
- DRIES IN 30 MINUTES!
- ABSOLUTELY ODORLESS!
- HUNDREDS OF DECORATOR COLORS!

MAC-O-LAC PORCELAIN FINISH Choice of Decorator Colors Now Only \$6.95 Gal.

ONE COAT MAC-O-LAC Non Chalking HOUSE PAINT

SAVE UP TO 25% Weather-tested HOUSE PAINT SALE PRICE \$5.95 gal. white and colors

FORMULA HOUSE PAINT

NEW WONDER PAINT CAN'T BLISTER OR PEEL dries in 20 minutes RAIN OR SHINE paint with formula "99"

PRICE SALE \$6.88 gal.

exterior trim wood siding window blinds plaster wall board ceiling plaster block