

**Moorecroft Attends Committee Meeting**

James H. Moorecroft, of 32915 interest and importance to the organization's 400-member field force. Moorecroft is general agent for the Midland Mutual for the Detroit area. Agency headquarters are at 20211 Greenfield, Detroit.

**BUSINESS BRIEFS**

**Area Men Are Named Co-Directors**

Richard Figgins, 4090 Walnut Hill, Troy and Richard E. Hitchcock, 6149 Westmoor, Bloomfield township, have been appointed co-executive directors of design for Sundberg-Ferar, Inc. The appointments were announced by Carl Sundberg and Montgomery Ferar, principals of the Detroit-based industrial design firm. A graduate of the Melzinger Foundation of Applied Art, Figgins has been associated with GMC Truck and Coach division, Pontiac; the Chrysler styling section of Chrysler corporation, Detroit; and Lustron Corp., Columbus, Ohio.

HE JOINED Sundberg-Ferar in 1949, and has been an associate of the firm since 1954. For two years he served as manager of the Sundberg-Ferar office in New York. A native of Detroit, Hitchcock attended the Cranbrook school, the Cranbrook Academy of Art, Brown University and the Yale School of Fine Arts. Formerly associated with the General Motors styling section and with the Stinson division of Consolidated Vultee, he joined the design staff of Sundberg-Ferar in 1946, and has been an associate since 1954.



ALLEN K. PARRISH

**Name Parrish To New Post At Thompson**

Allen K. Parrish, 43, of 3560 Big Beaver, Birmingham, has been named to the newly created position of assistant general sales manager of the Michigan division of Thompson Ramo Wooldridge Inc. He formerly was new products sales manager for the division. A well known 26 year veteran of the automotive field, Parrish has been a sales representative, owner and sales executive of several automotive supplier firms. His appointment was announced by J. B. (Jack) Gates, general sales manager of the Michigan division.

JUST PRIOR to joining Thompson, Parrish was a founder and sales vice-president of Federal Industries, pioneer manufacturer of hydraulic transmission pumps and other hydraulic products for the automotive and farm implement industries. Federal Industries, located on West Eight Mile Road, was purchased by TRW and became the fourth plant of its Michigan division in August, 1958. Parrish studied at both, the University of Chicago and Massachusetts Institute of Technology.

**Name Carlin To Armor Club**

Frank J. Carlin, 2195 West Maple, Birmingham, has qualified for the Knight in Armor club, outstanding agents' organization of the Travelers Insurance company. He will attend the company's conference in Massachusetts, June 4-7, at the Grand Hotel. He will be cited for his outstanding production in life insurance.

**Triangle Opens New Galleries**

The Triangle Furniture company, 818 N. Woodward, Birmingham, has opened its new 12,000 square foot contemporary galleries addition this week. The new galleries will feature the mid-west's first exclusive Paul McCobb shop.

**Briggs Joins Cunningham-Walsh**

Walter O. Briggs III, formerly with the marketing department of the M&L division of the Ford Motor company, has joined the Detroit office of Cunningham and Walsh, Inc. He lives at 932 South Reading road, Birmingham.

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FRIDAY AND SATURDAY ONLY

To Mother with love

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Another favorite Sanders cake in a special heart-shaped version in honor of one who's close to your heart. It's a single layer of rich, chocolate devilsfood—tender, moist and smooth-textured. It's topped with thick ribbons of buttercream, frosted all over with Sanders smooth, dark chocolate icing and beautifully decorated for Mother's Day.

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