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BUSINESS BRIEFS

Goodbody Adds 2 Representatives

Two additional registered representatives have been added to the staff of Goodbody & Co.'s north Woodward office located in the Michigan Life Insurance building. It was announced today by manager John K. Martin.

They are Robert Joseph Davis, Royal Oak and James A. Ward, Both men graduated from the University of Detroit. Davis is an Air Force veteran and Ward attended Detroit Law School.

In addition, they are both graduates of the New York Stock Exchange course sponsored by the New York Institute of Finance.

Pitney Named Martin Makes Staff Changes To New Post

Donald D. Martin, 1011 Brooklawn road, Troy township, vice president in charge of the Detroit office of Fred S. James & Co., and George W. Blossom, Jr., chairman of the board have announced official and organizational changes in this century old national insurance brokerage firm, intended to insure its future growth and development under the direction of a young executive staff.

A native of Long Island, N. Y., Pitney graduated from Pratt Institute in 1942 and received his master of fine arts degree from Wayne State university in 1950. Pitney taught in the Amityville Public schools and at Mohawk college before coming to Wayne State.

KENNETH YOUEL Name Youel PRSA Head In Miami

MIAMI BEACH—Kenneth Youel, a veteran of 28 years on the General Motors public relations staff, today was elected president of the 3000-member Public Relations Society of America.

The action was taken by the PRSA's board of directors meeting in advance of the society's 12th annual national conference which opened last week. The organization has 38 chapters throughout the country.

YOUEL, assistant director of communications for GM, is the first representative of the automobile industry and the first man from Michigan to be elected head of the PRSA. He lives at 345 Woodridge road, Bloomfield Hills.

During 1959 Youel served as vice president, director and a member of the society's executive committee. He was president of the Michigan chapter in 1958. He is a charter member of the PRSA, which was formed in 1947.

Youel, 58, became a member of the GM public relations staff in New York in 1931. He transferred to the company's Detroit headquarters in 1948 as head of national press activities. In 1956 he was appointed director of divisional relations and assumed his present position on July 1, 1959.

Gullen to Speak At SAM Meeting

Speaking at the second meeting of the 1959-60 program year for the Detroit chapter, Society for the Advancement of Management, is George E. Gullen, Jr., director of labor relations for American Motors Corp.

His subject, "The Role of the Industrial Relations director in management" explores another phase of the program theme, "Management Views Management."

The meeting is scheduled for Tuesday November 17, 1959 at the Rackham Educational Memorial, 100 Farnsworth, Detroit at 8 p.m.

Bryant Earns 5-Wear Honors

Vernon C. Bryant, 884 Harmon, Birmingham, will be the weekend guest of his employer, The Hooper-Holmes Bureau, at the annual meeting in New York city of the company's 25 year club. Bryant joined Hooper-Holmes in 1936.

The meeting, which begins with a banquet at the Hotel Commodore on Nov. 5, will also include a trip to the company's executive offices in Morristown, New Jersey. Here Bryant, along with over 60 members of the club from all parts of the country, will be honored at a luncheon.

RICHARD O. AUSTIN Promote Austin At Chrysler

Richard O. Austin, 80, has been named national market analysis manager on the staff of Edward P. Letscher, general sales manager of the newly formed Plymouth-Soto-Valliant division of Chrysler corporation.

With Chrysler since 1955, Austin worked on market analysis on the staff of the group vice president in charge of automotive sales for the corporation before assuming his present position.

AUSTIN's department will study the automobile markets in relation to Plymouth, De Soto, and Valliant sales potential across the country. Born in Indiana, Austin was raised in Birmingham, where he now resides at 1622 Slavy, and graduated from Dartmouth college in 1951. He served with Army counter-intelligence during the Korean war.

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From where I sit... *by Joe Marsh*

"Sizing-up" the Situation

When a lady in our town's looking for a new dress... her first target is Sandy Philip's Shop. The other day I finally asked Sandy how come he's been so successful.

"Well," Sandy said, "I've always treated my customers with courtesy. And my secret ingredient—which isn't really a secret—is flattery."

"Whenever a new shipment of dresses comes in, I cut off the size markers in every dress—and make them a size smaller. Size 16 becomes size 14 and so on. Course, all the ladies know I change the number—but they like it. Helps them pretend their figures are a little better than they really are."

From where I sit, we all like to think the best of ourselves—often "shrink" the truth to do it. Reminds me of people who claim they're not prejudiced then turn around and argue against a neighbor's choice of a glass of beer. Even a little intolerance is too much in a person or in a town—and that's exactly the size of it.

Joe Marsh

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But if it isn't convenient for you to come in, one of our staff members will be happy to drop in at your home—in the evening if you wish—and discuss your investment requirements. Several of our men live in the Birmingham-Bloomfield area, undoubtedly one of them is a near neighbor. Why not stop in soon, or call about an evening appointment.

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