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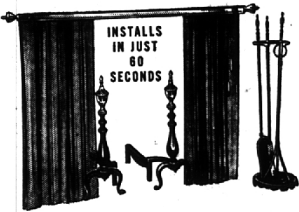
VISIT OUR BOYS' DEPT. ON THE LOWER LEVEL
Hours Daily 9:30 to 8:30 Open Friday till 9:00

AMA Speaker

A detailed review of surveys made as part of the decision to produce the Ford Falcon, and the elements essential to the production of the compact car will be discussed at the November meeting of

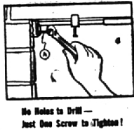
the American Marketing Association's Detroit chapter meeting. The speaker will be George H. Brown, past president of the AMA and currently marketing research manager of the Ford Division of Ford Motor company.

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Transform your "tired" fireplace into a showplace of beauty — with this gleaming new Firescreen. With brass bar and black curtains. A tremendous value at this special low price.

up to \$26⁵⁰
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No Nuts to Drill — Just One Screw to Tighten!

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attachment bar permits installation of this beautiful firescreen in less than a minute. Gives your fireplace that custom-decorated look — with no tools, no drilling, no unsightly clamps or braces. Come in and see this great advancement in fire-screen design. Bring your fireplace measurements.

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Open daily 8:30 - 6:00 p.m. • Friday 8:30 a.m. - 9:00 p.m.

BUSINESS BRIEFS

Area Men Promoted At Chrysler Corp.

The appointments of Harold C. Cook and John C. Guenther, 1141 Lake Park, Birmingham, to the staff of B. W. Hogan, 685 Suffield, Birmingham, vice president, Chrysler corporation, were announced today.
At the same time, William C. Cawthon, 156 Lake Park, Birmingham, general purchasing agent, announced the appointment of Richard D. Morrison, 433 Larchfield, Birmingham, as purchasing agent for raw materials.
GENTHER, who has been executive assistant to the general manager of the Plymouth-DeSoto-Volvant division, since 1958, will



WILLIAM E. SCOLLARD

Appoint Scollard Manager of Trane Branch Plants

William E. Scollard, 4837 Kew Court, Bloomfield township, has been appointed manager, branch plants, of the Trane company, La Crosse, Wisconsin, Thomas Hancock, executive vice-president announced today.
Trane is a leading manufacturer of air conditioning, heating, ventilating and heat transfer products.

SINCE 1956, Scollard has been planning and engineering manager of Dearborn assembly plant for Ford Motor company. He had previously been manufacturing engineering manager at the same plant.
He received his B.S. degree, cum laude, from Dartmouth college in 1947, and was elected to Phi Beta Kappa honor society. He earned a Masters Degree majoring in mechanical engineering from Dartmouth college in 1948. In 1950, he received a MBA from Harvard business school.
Scollard was a Navy Air Cadet from 1944 to 1946. He is married and has four children. His family expects to move to La Crosse soon.

work on special assignments, reporting to Hogan.
Guenther attended Ohio State University and Eberhardt - Karls university in Tuebingen, Germany. He served more than five years with the U. S. Army in World War II, then became a writer and columnist for the Columbus, O. Dispatch.
He joined Chrysler corporation in 1952 as a member of the public relations department, and in 1953 became assistant director of technical information in the Engineering Division.
A year later he was named director of technical information. In 1957 he became executive assistant to the director of product planning, and in 1958, executive assistant to H. E. Chesebrough, general manager of the Plymouth division.

MORRISON, who becomes purchasing agent for raw materials, attended Highland Park Junior college and Wayne State university. He served as a radio technician with the U. S. Army during World War II, and in 1946 joined the purchasing department of the Ford Motor company.
After holding various purchasing department positions there, he came to Chrysler corporation in 1957 as executive assistant to Emlin Lloyd, director of purchasing.

National Bank Opens Branch

Manufacturer's National Bank of Detroit has opened a new branch office at 1012 Hunter, north of Maple, in Bloomfield township recently.
Francis M. Fisher is in charge of the new branch that will have ample parking, safe deposit facilities and a 24-hour depository system.
This is the second township branch of the bank. The other is located at 4088 W. Maple, just east of Telegraph and is managed by R. E. Minaker.

Franklin Interiors Holds Open House

Franklin Interiors, Inc., 32770 Franklin, Franklin village, will hold a preview opening of its new furniture galleries this week end.
Beginning at 2 p.m. today, the previews will be held from 2 to 9 p.m. on Friday and Saturday.
President James A. Branstrom will be on hand to greet visitors.

New Representative

Robert D. Waterland, a former resident of Birmingham, has joined the National Cylinder Gas division of Chemtron corporation as medical sales representative in the Grand Rapids area, the company announced.
Waterland produces medical gases, a line of inhalation therapy apparatus and other medical equipment.

Construction

Drops Slightly In Birmingham

Construction in Birmingham dipped slightly last month in comparison to October 1958, according to Building Inspector Andrew F. Butt. There were 40 permits issued for construction of new buildings and

alterations, Butt said, for an estimated total of \$383,110; Butt said. LAST YEAR, there were 26 buildings permitted for a total of \$399,787.
Two of the permits were for the construction of the \$150,000 Hbrary addition and the \$13,500 new Springdale golf club clubhouse. Also included in the permits requests were a \$15,100 dental clinic at 798 N. Woodward and a \$30,000 general office building tentatively scheduled for 252 S. Woodward.

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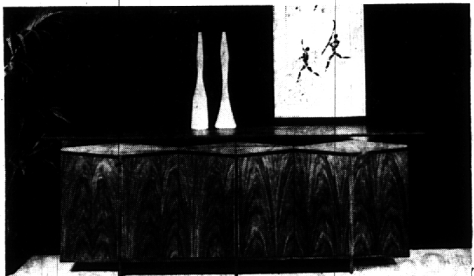
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- ★ Pacific and Others

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come in... browse... listen... decide... that's all it takes to shop HI-FI STEREO at

K.L.A.



Designed by Peter Nishanian

Illustrated above—a distinguished Stereo High Fidelity Console—luxurious walnut—82 inches long, 32 1/2 inches high. Designed by Peter Nishanian. Compartment for custom television. Two concealed pull-out serving tables with Formica tops. Complete with H. H. Scott Stereo Amplifier—Gerrard RC 88 Record Changer with Shure MTD Diamond Stereo cartridge—Two Jensen Wide-Range Coaxial Speakers. \$795.

Now—K. L. A. Laboratories has removed all the guess-work in choosing your Stereophonic High Fidelity Music System. You browse around—listen to a demonstration—then tell us your preference and your budget limit. The experienced K. L. A. man will then translate your needs into a beautiful Console, equipped with finest high fidelity components.

The perfect Stereophonic Home Music System is made up of carefully matched and balanced components from our wide collection of high calibre names. Technical consultation—even installation and fine tuning in your home, are all part of K. L. A. Custom Services—without extra charge. Furthermore, all Components are protected by a three month service guarantee.

NOTE—A magnificent companion Bar Hutch is available for the handsome Stereo Console illustrated above. It measures 48 inches long, 28 inches high—may be placed on top of the console. \$172.

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