

BUSINESS BRIEFS

Layman Opens Fabricating Metal Plant

Charles C. Layman, 3425 S. Greenbrier, Franklin village, president of Conner Fabricators, Inc., announced the opening of a new metal fabricating plant in Pontiac at 555 Going Street.

The plant, re-designed specifically for the company, has 18,000 square feet of production and office space. It is claimed that a new concept in metal fabrication will be introduced through the facilities of the company.

THE NEW innovation was originated by Harry L. Armiger, general manager, who has been

associated with Layman for the past 30 years. Layman is past president of Aeronautical Products, Inc., a company he organized in 1935. This company started with 6 employees and within the short span of 5 years, grew to 4,000 employees with monthly billings of 1 1/2 million dollars.

Hanna to Speak At SAM Meeting

Speaking at the first meeting of the 1959-60 program year for the Detroit chapter, Society for Advancement of Management, 616 Suffolk, Birmingham, is Len Hanna, controller of Fenestra Inc. His subject "Controller's Role in Management" introduces the program theme "Management Views Management."

The meeting is scheduled for Tuesday, October 6, at the Rackham Educational Memorial, 100 Farnsworth, Detroit at 8 P. M.

Other meetings scheduled over the next seven months include the following topics: Engineer's Role

in Management, Marketing Role in Management, Industrial Relations Role in Management, Manufacturing Role in Management, Managerial Decision Making, The Manager's Job, and Management's Nightmare. Secretary for the "Detroit" chapter is S. K. Mikulak, 1251 Shipman, Birmingham.



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)



CHARLES H. HOWSON



WILLIAM B. EVERSON



WILLIAM G. WINCHESTER



DONALD F. MAHLEMEISTER

Four Area Men Made Account Supervisors

Promotion of four MacManus, John & Adams, Inc. account executives who live in the Birmingham area to the post of account supervisor is announced by Ernest A. Jones, president of the advertising agency. The new supervisors all are based at the agency's headquarters in Bloomfield Hills. All agency veterans, they are:

CHARLES H. Howson, 2839 Lourgan, Troy, supervisor of the Bendix Aviation corporation account.

William B. Everson, 6420 Sheringham, Bloomfield township, supervisor of the Minnesota Mining & Manufacturing account.

William G. Winchester, 1824 Yosemite, Birmingham, supervisor of accounts in the industrial and building products groups.

Donald F. Mahlmeister, 2621 Bretby, Birmingham, supervisor of all Detroit and retail accounts. Commenting on the promotions, president Jones said:

IN ADDITION to providing deeper client services to match the growth of our business, the new assignments allow us to utilize better the proven capabilities of our younger management people by increasing their responsibilities and authority.

Howson, who joined the agency in 1952 as a Bendix account executive, is a graduate of Wayne State University and was a World War II pilot. He has been manager of the

agency's Baltimore office and Bendix divisions now are under his supervision.

Everson began his merchandising career with the J. L. Hudson Company, Detroit, following studies at the University of Notre Dame and graduation from the University of Michigan.

A navy veteran, he joined MJA in 1948 as a copywriter. In addition to 3-M accounts he will supervise the advertising of Fairmont Railway Motors, Inc.

WINCHESTER, holder of a bachelor of science degree from the University of Detroit, joined MJA in 1954 after newspaper work and experience with smaller agencies.

MJA accounts now under his supervision include Bower Roller Bearing Division, Mechanical Air Controls, Inc., Bulldog Electric Products Division, Cunningham-Limp Company, Berry Door Corporation, Briggs Manufacturing Co. and Lyon, Inc.

Mahlmeister, also a University of Detroit graduate, joined the agency in 1948 as a copy trainee after serving three years in the Air Force as a bomber pilot. Accounts now under his supervision include Wolverine Shoe & Tanning Corp., Hartmann Luggage Co., Inc., S. S. Kresge & Company, Flatware division of Lyon, Inc., Michigan Consolidated Gas Company, The Detroit Times, Bramson Publishing Co. and Packard Pontiac Co.

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Opens Real Estate Office

Mrs. Virginia Pirtton has opened a real estate office at 899 S. Adams, Birmingham. Assisted by her husband, they have both been long associated in this area with the real estate business. They offer new and used homes and lots and have been associated with Paul J. Forcier, Jr., a builder for the construction of new homes. They live at 1072 Wimbledon, Birmingham.

THIS YEAR... EUROPE'S BEST MONTHS ARE AHEAD!

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How many months 'til Mother's Day?



AN EMPTY THOUGHT? Perhaps.

But this woman, confined to a cripple's chair by an old enemy called arthritis, can think of little else. For, to her, Mother's Day means a card at least, possibly even a brief visit from those so much loved, so seldom seen.

A LONELY LIFE? Yes.

A TRAGIC ONE? Pathetic, maybe, but not tragic.

After all, in Detroit alone at this moment, there are some 16,000 such invalids, sentenced to uselessness by the twin maladies of arthritis and rheumatism.

SHOCKING? Possibly. But not yet a tragedy.

Two million people today in the Detroit Metropolitan Area each hour become 60 minutes closer to retirement age. All of them, yourself included, hope these harvest years will be happy and productive ones, crowded with activity. Yet, among you, only a handful are really doing anything to help stamp out such enemies of the elderly as arthritis and rheumatism.

THIS IS THE TRAGEDY.

Won't you promise yourself now to help eliminate the pain — and more — the profound despair, that accompanies crippling disease? Your contribution to the 1959 Torch Drive supports 195 health, welfare, and character building services. When you are contacted by a Torch Drive worker, give willingly, give generously, give your Fair Share.



TO SHARE IS TO CARE... GIVE ONCE FOR ALL

1959 Torch Drive • October 13-November 5 • United Foundation

This message is run in the interest of the Greater Detroit community by **GREAT LAKES TRACTOR & EQUIPMENT COMPANY** 2100 East Maple Road, Birmingham, Michigan