

New Birmingham Manor

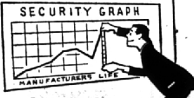
Birmingham Manor apartment residents enjoy the scenic fountain in the patio of the new buildings at 982 N. Adams, Birmingham. Enjoying a moment outdoors are Mrs. A. H. Hilverkun, Mrs. Harold J. Sovic, and Mrs. Emil Choskov. Three of the five buildings are completed and workers are putting the finishing touches on the other two now. Mrs. Ruby Waldon is the rental agent for the new apartments.

Area Men Named to Dow Account

Appointment of three supervisory executives to MacManus, Johns & Adams Dow Chemical company account staff is announced by Robert L. Garrison, 32960 Franklin court, Franklin, senior vice-president. They are John B. Caldwell, 32460 Evergreen, Beverly Hills, who will be responsible for the agency operations on all segments of the Dow account with the exception of retail products; Richard P. Money, 1551 Witherbee, Troy township, now supervisor of Dow retail accounts, and Joseph L. Hardig, 1957 Derby, Birmingham, account supervisor in charge of planning and preparation for the introduction of new products.

CALDWELL is a marketing expert with broad chemical experience. He has been a vice-president of the Merchants Chemical Company, N.Y.; for five years headed his own chemical company, and has been a marketing consultant. Money joined the agency in 1950 in the traffic department following graduation from the college of commerce and finance of the University of Detroit. He is experienced in retail advertising and has been a copywriter and account executive.

Hardig is a law graduate of the University of Michigan and joined MIA in 1953 in the production department. He has been engaged almost exclusively on the Dow account, including a year spent with the agency's Canadian division.



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Page 4-B B'HAM ECCENTRIC October 15, 1959



Marketing Mgr.

The appointment of Wells R. Chapin, 542 Arden, Birmingham, to the newly-created post of Manager of Marketing for Dage Television Division, Thompson Radio Woodridge Inc., was announced today. He is a former chief engineer for St. Louis Globe Democrat stations KSLH and WIL, and a field engineer for Raytheon Manufacturing Co. He has held the following positions with General Electric: district sales manager, Midwest; district sales manager, N.Y.C.; and manager product planning—market research. He is an active amateur radio operator.



New President

Dr. Frederick A. Henny, 3218 Bradford, Bloomfield township, chief of oral surgery, Henry Ford hospital, Detroit, is now serving as President of the American Society of Oral Surgeons, having been elected to that office at the Society's Forty-First Annual Meeting in New York. More than a thousand members and guests attended the convention from all over the United States and fifteen foreign countries.

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