

Bogue Heads New Division

Jack R. Cole, president of Mail Advertising corporation of America, announced the appointment of Barney Bogue, 824 Wibleton, Birmingham, as director of a newly formed Automotive division. Headquarters of the new division has been established in Detroit at the Stephenson building. Bogue, 39, was formerly vice president and creative director of The Cerre company, Detroit.

THE NEW DIVISION will serve automotive advertisers with research and market selection from Mail Advertising corporation's 40,000,000 tabulating card mailing lists of American and Canadian consumer-families.

the proudest name in footwear... since 1845.



Brevoort

Slim elegance in a new moccasin-toe complements the Continental styling in your wardrobe. Oak Brown or Black Calfskin, \$33.50

Also complete selection of Freeman Shoes

Banister



Higgins and Frank

OF
BIRMINGHAM, MICHIGAN
268 W. MAPLE RD.

WAY-LITE 10 M

makes its own temperature



This new and exceptionally fine blend of Dacron polyester and Worsted actually has the ability to acclimate itself (and you) to almost any temperature. Superbly tailored by H. Freeman & Son assures you comfortable and correct wear at least 10 months of the year!

\$79.50

TAILORING BY H. FREEMAN & SON PHILADELPHIA

VISIT OUR BOYS' DEPT. ON THE LOWER LEVEL

Higgins and Frank



OF
BIRMINGHAM
268 W. MAPLE RD.

Hours Daily 9:30 to 5:30
Open Friday till 9:00

Parking in the Rear of Store

BUSINESS BRIEFS

GM Appoints New Director Of Personnel

Appointment of Kenneth F. Hardy, 412 Glenhurst, as assistant controller of the Pontiac Motor division of General Motors was announced by Russell L. Norris, 424 Thetford Lane, controller of the division.

Hardy has been director of the Savings and Supplemental benefits section of the General Motors financial staff since January, 1957.

He joined GM as an employee of Hyatt in accounting and auditing assignments until August, 1948, when he joined GM Financial staff in Detroit.

Boyd Becomes AMC Director

V. E. Boyd, 968 S. Glenhurst, has been appointed director of automotive sales operation of American Motors corporation, it was announced by Roy Abernethy, vice-president of automotive distribution and marketing.

Boyd will have general supervision of the departments of fleet sales, parts and service, business management, budget, control and auditing.

Boyd has been in the automobile industry since 1931 and has had wide experience in both factory sales and retail areas.

He joined the Omaha zone of Nash in 1937 as office manager and controller.

In 1944 he was transferred to Detroit as Central Office manager and two years later was named assistant to the general sales manager of Nash. In October, 1956, he was elevated to field sales manager.

Saxby Named Club Member

L. W. Saxby, Jr., 18360 Devonshire, Beverly Hills, manager of the Detroit supply and contracting division of Owens-Corning Fiberglass corporation, has been named to the Fiberglass president's sales club for 1960.

He joined Fiberglass in 1948 serving the company in the original start of the Santa Clara plant, and has since 1959 been connected with the company's contract and supply operations in San Francisco, Sacramento, and Detroit.

Call Midwest 4-1100 to place an Eccentric Classified Ad. Deadline, 5 p.m., Tuesday.

George E. Altmanberger, 32820 Whittly, Franklin, has been appointed director of the personnel services office of the personnel department of Ford Motor Company's industrial relations staff in Dearborn.

Altmanberger will direct a new grouping of industrial relations departments including special projects, employee services, management and employee information, security, food services, personnel transportation, and the administration section.

Since 1955, Altmanberger has been director of the engineering administration and services office, engineering and research staff.

He held various accounting, cost control and financial positions with General Motors Corporation before joining Ford in 1948.

Rice Attends Class

John B. Rice, 1275 Elton road, a representative of the Aetna Life Insurance company of Detroit, is attending a special training course at the company's home office in Hartford, Conn.

New Position For Denman

Appointment of John L. Denman, 30825 Stellar drive, as manager of Ford Motor company's state and local governmental relations department was announced by Allen W. Merrill, director of the civic and governmental affairs office.

Denman has been the company's legislative representative in Lansing since 1955. He will be succeeded in that position by Stewart W. Ditzon.

In his new capacity, Denman will be concerned with governmental relations and legislative activity at state and local levels throughout the United States.

HE JOINED FORD in 1952 and for two years managed the company's Washington, D. C., public relations office. He was a newscaster at WJL, Detroit, for nearly nine years.

Ditzon, will represent Ford in Lansing on legislative and governmental matters affecting the company.

He also will carry out public affairs programs and projects for the company in the state of Michigan.

Since 1953, he has been a reporter for The Detroit News.

Two Birmingham firms are displaying their products in the 1960 Engineering conference and exhibit in Detroit, April 21-23.

K. O. Lee company, 715 Pleasant and E. C. Wilde Co., 540 W. Lincoln, are exhibitors in the Tool Show, sponsored by the American society of tool and manufacturing engineers.

Local Firms Attend Show

We Like VISITORS...

Maybe we don't roll out a red carpet, but we are genuinely glad to see you. It is our policy to make every visitor feel as much at home in our offices as they would in their own house. Our competent staff is always ready to serve you without obligation. Every working day is "open house" at Manley, Bennett, so please feel free to drop in at any time and we will be happy to answer any questions you may have regarding investments. We Like Visitors.

MANLEY, BENNETT & COMPANY
MEMBERS NEW YORK STOCK EXCHANGE

Buhl Building, Detroit 26
WOdward 5-1122
Enterprise 6204 (Dial "O")

Bloomfield Hills, Mich.
JOden 6-4650
Midwest 7-0900

Bloomfield Office Open Saturdays—9 to 1



A Friendly Conversation

It was man-talk for this trio recently at Red Run Golf Club during a party of the "Society for the Procreation, Propagation and Preservation of Good Fellowship Among Ross Suppliers." From left are Dave Barlow, of Detroit, R. J. Cameron, of Franklin Village, and Donald MacDonald of Grosse Pointe Park. Barlow is a supervisor and Cameron is president of Ross Operating Valve company. The practice is a reversal of the old idea of expressing gratitude to customers.

Closed Good Friday
12 Noon to 3 P.M.

LITTLE LEAGUE BASEBALL



Deserves Your Support!



It's A Fact! If it's sports or hobby equipment... we have it, or we'll get it!

VILLAGE SPORT & HOBBY SHOP

McBride Hardware Co.

154 S. Woodward

MI 4-3010

Hours: 9:00 A.M. to 6 P.M.
Friday 'til 9 P.M.



TV SERVICE

MI 6-2035
9 A.M. - 6 P.M.

ON ALL MAKES

- TELEVISION
- RADIO
- "Guaranteed Work"
- AUTO RADIOS
- RECORD PLAYERS

WE
USE
RCA
TUBES



Birmingham Television Co.

1842 S. Woodward, 1 blk. N. of 14 Mile Road, Birmingham
MI 6-2035
Open Thurs. & Fri. Evenings 'Til 8

YOU WON'T BELIEVE THIS BUT....

YOU CAN DRIVE A 1960 PONTIAC CATALINA



WAS \$3378

\$2748

Equipped with Hydramatic, Radio, Heater, Oil Filter, Foam Cushions, Turn Signals, 8:00x14 Tubeless Tires, Choice of V-8 Engines, Power Steering, All Taxes, Transfer, etc.



ACE WILSON'S

ROYAL PONTIAC

Royal Oak

Oakland County's Volume Pontiac Dealer

a professional man explains:

"Why I opened an account at AMERICAN SAVINGS"



"Perhaps my professional training is responsible. You see, a doctor can't be half right—he's got to be as sure as thorough investigation can make him. Before I opened my account, I checked all the important factors. All things considered—high return, convenience, safety and availability—I found there's no better place for my money than American Savings."

3 1/2% on any amount
Current Rate
All Savings Insured to \$10,000



AMERICAN SAVINGS

Michigan's Largest State-Chartered Savings Association

TELEGRAPH ROAD AT MAPLE IN BLOOMFIELD SHOPPING PLAZA

Open 9:30 to 4:30 • Fridays to 8:30 p.m. • Convenient Free Parking