

## Latex Plastic Paints Developed By Industry

Acme Quality Paints, large paint manufacturer announced recently that it and six other member firms are in full production of a new plastic formulation called "latex paints".

The new paints will take the easily-applied rubber base interior paints to the exterior according to paint officials.

"EXTERIOR LATEX paint is the most important paint development in 50 years," said William Parker, manager of the Birmingham Acme Branch.

"Working with the Sherwin-Williams group, we have had the paint under test since 1950. In fact, we completed countrywide testing just three months ago. We know it is the best, most durable paint yet made."

The new paints are formulations of latex (synthetic rubber) and resins in emulsion with water and color pigments.

PARKER SAID, "the new paints are easy to spread and quick to dry, cutting painting time up to half; it's almost blister-proof and can be applied even when the surface is damp or wet. The brushes and rollers can be cleaned with soap and water."

The paint can be used on brick and masonry, as well as on wood, asbestos shingles and other materials. Parker said the new product will sell for \$7.95 a gallon, or 50 cents more than most oil-base paints.



## Whelan Appointed Stroh Controller

The Stroh Brewery company announces that Philip G. Whelan, 497 Coolidge, has been named controller.

Whelan, who has been with the brewery for four years, previously was manager of the control office.

Prior to his association with The Stroh Brewery company he was audit supervisor for six years with Touche Ross, Bailey & Smart, certified public accountants.

Whelan is a graduate of the University of Michigan and earned his master's degree in business administration in 1940.

He is a member of the American Institute of Certified Public Accountants; the National Association of Accountants; the National Society for Business Budgeting, Detroit Chapter; and the Michigan Association of Certified Public Accountants.

He has been active in civic and church affairs having served as president and a director of Pembroke Manor association and in the capacities of trustee, treasurer, elder and clerk of sessions for the Northminster Presbyterian church. He also is a member of the National Missions committee, Synod of Michigan.

Prior to his service in the army during World War II, he attended and was graduated from Cranbrook School for Boys.

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## Opening A New Kresge Thrift Plan

The first customer to take advantage of S.S. Kresge's Thrift Charge plan was Mrs. Jack D. Andrews, 18560 Hillcrest, Beverly Hills. The new plan allows a purchase to be charged and the merchandise taken with you. Once a month you'll receive a statement with all original saleschecks enclosed

for easy checking. The assistant store manager, Edward F. Evers, Jr., 747 Chapin street, is seen watching as clerk Sandra Wichman presents Mrs. Andrews with her charge credit card. You will note the scotch plaid that Miss Wichman is wearing.

## Burroughs Names New VP-Manager

Richard O. Bailly, 4354 Echo Road, Bloomfield Hills, a director of public relations for Burroughs corporation for the past year, has been promoted to assistant vice president and general manager of an important products group of the corporation.

Bailly becomes assistant vice president and general manager of the new General Products and Systems group formed by a major re-organization of Burroughs marketing functions.

He will be responsible for marketing Burroughs general products and systems throughout the United States and Canada, an area previously served by two separate marketing organizations.

Bailly, 36, joined Burroughs as a sales representative in 1947. He became senior representative there in 1948 and the following year was transferred to Home Office sales promotion in Detroit.

He has subsequently served as manager of sales training assistant to the general sales manager, and in 1956 was appointed manager of the sales development department.

Becoming director of public relations in January 1959, Bailly also assumed added duties as assistant to the president.

## Mckellar Named To Ford Staff

Ford International Group vice president John S. Bugas, 1116 Pembroke road, Bloomfield Hills announced the appointment of D. E. Mckellar, 15921 Reedmere Beverly Hills, as manager of the advertising and sales promotion department for the International staff.

Mckellar is a 1937 graduate of the University of Southern California and a member of Phi Kappa Phi and Phi Beta Kappa. He entered the army in 1945 when he was discharged as a captain.

He joined Ford International division in 1955 and has served as advertising manager since that time.

## Local Resident Named Engineer

The appointment of Orval A. Oppert-Hauser, 6423 Bywood, Bloomfield Township, to the position of chief engineer at E. J. Lamb Co., Detroit, was announced by John K. Rye, vice president and general manager of the machine tool building firm.

In his new position, Oppert-Hauser will be responsible for the coordination and supervision of proposals and quotations, design engineering and machine assembly schedules.

Oppert-Hauser joined the Lamb Co. in 1953 as a sales engineer and was promoted to assistant chief engineer in 1954. He was formerly associated with the Ford Motor Company and has over 10 years experience in the machine tool industry.

He is a native of Detroit and a graduate of Lawrence Institute of Technology with B.S. degrees in electrical engineering and industrial engineering.

## Modern Woodmen Honor Daniels

M. E. Daniels, 1255 Sufferd, district manager for Modern Woodmen, has received notice that he is qualified for membership in the organization's Century Club for 1959. He was one of 35 agents in the United States who made the production club, making it the thirteenth consecutive year he has been honored in such a fashion.

Daniels, who will receive a lapel pin to signify the honors accorded him in recognition of his accomplishments, was advised of his ranking by T. W. Cheney, Rock Island, Ill., president of the life insurance society.

The local man competed with Modern Woodmen's 3500 agents in the United States, with rankings being based on total volume of new business and premium income.

## Kelvinator Unit Creates Position

Royal S. Buchanan, 870 Fox Run, has been named to the new position of assistant director of appliance engineering and research for the Kelvinator division, American Motors corporation.

Buchanan was previously manager of the advanced engineering section of the refrigerator-freezer engineering department for Westinghouse. He has been in the appliance industry in various engineering and manufacturing positions since 1939 when he joined Westinghouse.

Buchanan was named manager of the development section of the company's refrigerator-freezer engineering department in 1950 and four years later was made manager of the advanced engineering section at Columbus.

Active in professional and industry organizations, Buchanan is chairman of the general engineering committee, refrigerator-freezer section, of the National Electrical Manufacturing Association (NEMA), and a member of the national program committee of the American Society of Heating, Refrigerating, Air Conditioning Engineers.

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