

# BUSINESS BRIEFS

## Moreland Joins League Committee

Walter L. Moreland, 171 N. Worth, board chairman of Birmingham Federal Savings and Loan association, has been appointed to the 1950 trends and economic committee of the United States savings and loan league.

The committee studies the broad economic and competitive factors affecting savings and loan associations and co-operative banks, and recommends association and league policy.

## Firm Starts New Service

By dialing MI 6-3456 any time after 5 P.M. or on week-ends, Birmingham area residents can learn the day's stock market results and typical closing prices.

This service has been recently started by the North Woodward office of Goodbody & Co. and uses an electronic telephone answering device developed by AT&T Co.

This machine automatically answers incoming calls. The caller hears a 55 second recording made by Goodbody & Co. each afternoon after the close of the stock exchange.

A resume of the current day, the closing Dow-Jones averages and a sample of closing prices are included.

The pleasant voice belongs to Mrs. Betty Doyle, 1083 Oxford, Berkeley. Goodbody's switchboard operator.

## Area Resident Opens Event

Direct Mail Day in Detroit will be observed on March 25th, at the Statter Hilton Hotel, according to Harry Guest, 4419 Middleton, West Boulevard, Detroit.

He is vice president of Service Envelope Company and general chairman of the event.

Operated under the sponsorship of the District Mail Club, Mail Day will consist of a concentrated day of study of direct mail, its methods, procedures, problems and case histories.

Richard L. Shugr, Jr., 18201 W. 14 Mile road, manager of sales promotion of Dodge division, Chrysler Corp., will be a featured speaker at the annual Direct Mail Day.

The all-day workshop is sponsored by the Direct Mail Club of Detroit in co-operation with the Aircraft Club.

Shugr's talk will lead off the afternoon program. His subject will be "85 Per Cent Let's Go! Good Enough." He will discuss the direct mail package plan which helps direct mail dealers.

## Firm Appoints Penn as VP

Carl B. Penn, 4546 Maryland, has been appointed vice president and general manager of Pyle Industries, Inc., recently purchased subsidiary of Kent-Moore O.R.G. Inc.

The appointment of Penn, D. Adair, president of both companies, Adair stated that Penn would assume complete administrative responsibility for the subsidiary including marketing, engineering, and manufacturing.

Penn started with Kent-Moore in 1940 as a turret lathe operator. His most recent position was as Sales Account Executive at Kent-Moore.

## B'ham Residents Serve as Hosts

Two Birmingham men will serve as the Detroit host committee for the American society of tool and manufacturing engineers' 1950 engineering conference and exhibit in Detroit, April 21 to 28.

Carl S. Abbott, 2233 Broadway, will be chairman of the technical sessions committee, and Stanley C. Phillips, 6435 Westmor Road, secretary of the host committee.



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APRIL 4th

Returns Home [land, Ohio. While there, she attended the Mrs. Virginia Moore, cosmetician, Germaine Montell School of cosmetician at Himelhoch's, in Birmingham, at the Statter Hotel for him, has just returned from Cleveland one week.

as advertised in **LIFE**

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## Doney Made Sales Head

Henry S. Doney, 554 Merritt Lane, Birmingham, has been named sales manager of the general banking department of Burroughs corporation's new equipment and systems marketing division.

Doney is a native of Chicago, joined Burroughs in 1949 at the Los Angeles branch sales office.

In 1956, he transferred to the Newark, N. J. branch as a financial zone sales manager.

His next assignment, in 1959, was a special banking representative, first in New York and later at the company's Detroit home office.

## Area Resident Promoted

R. A. Winter of Bloomfield Hills has been appointed to the group director, Canada and Overseas distributors and export supply operations, in matters pertaining to Ford of Canada.

Winter has been with Ford International since 1949. He became manager of special finance projects in 1954 and regional finance executive for Canadian activities in 1957.

Since 1959, he has been Canadian activities liaison representative.

## Gives Fashion Talk

Mrs. Pat Dickerson, manager of Himelhoch's store in Birmingham, recently spoke on "The branch manager in fashion" at the fashion merchandising course at W.S.U.

The course was offered by the home economics division of the University on March 15th.

# Easter TOYS

From ALL AROUND THE WORLD HOBBIES, TOO... and EDUCATIONAL ITEMS

The **THUNDERBIRD SHOP**  
IN BLOOMFIELD SHOPPING PLAZA

W. Maple at Telegraph open Friday Evenings 'til 9 MA 6-3947

a factory worker explains:

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