

Mr. and Mrs. Harold E. McGill, The meeting is held annually for 17541 Kiros, Beverly Hills, will lead members of State Farm's leave May 25 for Chicago, McGill, 8,000 man field sales organization district manager for the State who qualified for Career club membership through their business involvement in the State Farm Career club of the past year.

WEST MAPLE AT HENRIETTA — BIRMINGHAM

USE OUR **Thrifty CHARGE** Save at Kroger's lower prices—Make small monthly payments!

Sure-Savings for Gardeners



Grow A Luxurious Lawn with **Better Homes GRASS SEED**
5 lbs. \$2.79 1 lb. box 59¢

For a sturdier, lovelier, thicker lawn... at minimum cost... minimum care and attention... use this combination of quicker germinating, choice grass seeds.

Velvurf Grass Seed, 2 lbs. 79¢; 5 lbs. \$1.79
White Dutch Clover Seed... pkg. 29¢
WEST MAPLE AT HENRIETTA — BIRMINGHAM

S. S. KRESGE COMPANY

BUSINESS BRIEFS



WILLIAMS MATTHAEI

Dernier Retires From GM

George L. Dernier, 396 Suffield, manager of sales promotion for the national parts and accessories organization at Chevrolet, is retiring after 27 years with the company.

Dernier joined Chevrolet in 1934 after being a sales promotion manager at a local Chevrolet dealer. He served as a sales promotion manager of the national parts and accessories division in a capacity of regional activities.

HE STARTED with Chevrolet in 1934 as manager of the national parts and accessories division and served later as zone parts and accessories manager at both Syracuse and New York.

Following that he was promoted to regional parts and accessories manager for the New England area.

Dernier came to the Detroit central office in 1947 as manager of the department's market analysis and government parts operation.

Company Elects New Officers

American Metal Products company's board of directors announced the election of R. Jamison Williams, 1023 Yarrow, as president of the company.

Williams succeeds Andrew M. Mrs. Williams, an engineering graduate of the University of Michigan, joined the company in 1936 as a sales engineer.

He gained experience in various executive positions in engineering, manufacturing and sales, and in 1950 he was appointed vice president of research and development. He had served as executive vice president since 1955.

FREDERICK C. MATTHAEI, Jr., 826 Covington, vice president of research and development since 1958, has been named executive vice president.

Mr. Matthaei, who joined AMP in 1947 as a plant engineer, had a broad background in manufacturing and sales before being appointed executive engineer in 1955.

A graduate of the University of Michigan, he is active in the U. M. club of Detroit, which he has served as governor, secretary, vice president and president.

Ernest Jones to Act On AAAA Committee For Operations

The newly-elected board of directors of the American Association of Advertising Agencies, at its recent organization meeting elected Ernest Jones to act as chairman of the AAAA operations committee, to meet monthly when the board is not in session.

The committee consists of the four AAAA officers and three directors-at-large.

ON THE COMMITTEE is Ernest A. Jones, president of MacNaughton, Jones and Adams, Inc., Bloomfield Hills.

Jones was the chairman of the AAAA East Central Region and has served on the AAAA committee on agency personnel. For the past two years he has been chairman of the committee on advertising relations.

Want a good used car? Look in the Classified columns under "For Sale—Automobiles."

Hotpoint Sponsors Trip to Jamaica For Top Dealers

The Detroit District of Hotpoint, a division of General Electric company hosted a six-day holiday April 28 in Jamaica, a group of 84 guests which consisted of the top Hotpoint dealers in Michigan and Ohio and their wives.

Representing Hotpoint on the trip was W. J. (Bill) Richter, district manager, and his wife Mabel, 31885 Alden court, Beverly Hills; Ed W. Putz, district sales manager, and his wife Dorothy, 4535 Kirkcaldy, Birmingham; and Allen T. (Oto) advertising and sales promotion manager, and his wife Jane, 1826 Wilberbee, Birmingham.

Area Resident To Head Firm

Warren E. Avis, chairman of the board of Avis Industrial corporation, has announced the appointment of Robert L. Chandler, 1582 Buckingham, as president of their latest acquisition, Kyston Manufacturing Company, producers of wiring and installation equipment.

Chandler was formerly associated with Square D company as manager of its Madison Heights plant, holding various sales, production and administrative assignments, including service in the company's Los Angeles plant; New York field office and Detroit headquarters.

MOST RECENTLY, he directed Square D's Detroit area production of switchboards and related heavy electrical equipment.

Chandler will have responsibility for plant management and supervision of Kyston's more than 25 national sales territories.



DALTON CARTER

Local Men Reorganize Ship Line

Reorganization of the Detroit Atlantic Navigation corporation, purchaser of the ice-breaking motor vessel Vacationland, was announced recently as company officials formally accepted the ship from the Michigan State Highway Department for use in common carrier service between Detroit and Cleveland.

C. E. (Jack) Dalton, 535 N. Williamsbury, Bloomfield township, former Ford Motor company and Chrysler corporation official, announced that he and Stanley A. Carter, 1355 Lone Pine road, Bloomfield Hills, contractor and investment firm executive, had acquired 80 per cent controlling interest of Detroit Atlantic — also known as Demco.

Dalton, chairman of the company's new board of directors, succeeds Troy H. Browning as president of Detroit Atlantic. Carter becomes vice president and secretary as well as board secretary.

Another board member is Elmer Gove, 560 Mohegan, management and financial consultant. Officers include Lawrence D. Browning, director of operations; Sherwood L. Hamilton, director of sales; J. P. Cummins, Jr., 471 Oakland, treasurer and assistant secretary; E. F. Avery, director of traffic; and Carson E. Baltoff, 1940 Graefield, assistant director of operations and sales.

B'ham Firm To Run Quiz For Kelvinator

The Sykes company of Birmingham, a service firm that develops incentive programs, has been retained by Kelvinator division of American Motors corporation to administer its \$50,000 "Big Plus" phone quiz.

A spring and early summer promotion, the phone quiz is directed to both Kelvinator retail sales people and to prospective customers.

OBJECTIVE of the promotion is to impress upon consumers that Kelvinator manufactures a full line of 10 household appliances and to dramatize the "Big Plus" feature in each.

Owner of the company at 1025 East Maple is Carl E. Sykes, who was formerly the Detroit area sales manager of Close and Patenaude, Philadelphia sales promotion agency.

Sykes, who lives at 2524 Yorkshire, Birmingham, was also a member of The Jam Handy organization for several years.

RENTAL & SALES
• HOSPITAL BEDS
• BED SIDES
• WHEEL CHAIRS
• WALKERS
• CRUTCHES
MICHIGAN FIRST AID
Invalid needs—sick room supplies
LI 2-3027 JO 4-6847
1621 S. Woodward, R. O.
3 doors north of 10 Mile

Medical Mirror
WHAT DOCTORS SAY ABOUT:

FEVER CONVULSIONS

• Cleansing Dentures
• Constipation

Q. My 2-year-old daughter has had several fever convulsions. The doctor has advised me not to have her vaccinated against whooping cough and the other diseases. Is this wise?
A. The general rule is not to immunize a child who is not well. A history of convulsions would suggest that the child is not completely fit, and in such cases, protective shots are not usually given unless there is some risk of infection. Your physician is the only one in a position to decide when and if to withhold immunization.

Q. Would a strong acid solution be suitable for removing tartar from false teeth?
A. No. The use of strong chemical solutions and abrasive powders on dentures roughens the denture and encourages deposition of more tartar. The denture is heavily encrusted with material it would be best to take it to your dentist for cleaning and polishing. Afterwards, gentle brushing with soap and water should keep it free of deposits.

Far from being a burdensome addition to the cost of illness, nothing so vitally important to your health so little as prescribed medicine.

Questions directed to Science Editors, P.O. Box 396, Madison Sq. Sta., N. Y. 10, N. Y. will be answered in these columns when possible.

ALWAYS A PLACE TO PARK
MILLS PH
1740 West Maple Ave. Phone: Mid-west 4-5060

2 B'ham Men Judge Contest

Four Detroit advertising executives, Ross Roy's Ted Wilner are the hard-working judges for the Dav- THIS FOURSOME selected ad-vertising club's 25th annual contest. This year's winners from a record 1,044 entries in 50 categories as well as a best-of-show special award.

D. P. Broder's Jack Bellis, Carey lives at 2154 Avon lane Campbell-Evans's Reginald Carey, and Goldstein, 85 Judy lane, Bir- W. B. Doner's Ben Goldstein, and mingham.

Rexall ORIGINAL SALE
46 YEARS
45 YEARS
44 YEARS
2 for 1 - plus a penny!

LAST 3 DAYS
THURSDAY, FRIDAY, SATURDAY, MAY 5, 6, 7

SHAIN'S REXALL DRUG STORE
105 W. MAPLE — BIRMINGHAM
Phone MI 4-2121

Officers include Lawrence D. Browning, director of operations; Sherwood L. Hamilton, director of sales; J. P. Cummins, Jr., 471 Oakland, treasurer and assistant secretary; E. F. Avery, director of traffic; and Carson E. Baltoff, 1940 Graefield, assistant director of operations and sales.

A Gentleman's Suit For Warm Weather



Bahamas by FREEMAN
Fun-in-the-sun casuals... most comfortable shoe you ever loafed in. Glove-soft leather, fully leather lined, with heel-toe cushion and ribbed rubber soles. Three fun colors for your go-anywhere wardrobe.

13.95
Lime Twist Sun Gold Surf White

Gentlemen: Please send me the following Bahamas:
QUANTITY COLOR LENGTH WIDTH
CASH CHARGE C.O.D.
Add sales tax if applicable in your area.
NAME ADDRESS CITY ZONE STATE

Waylite Tropical
If you have been seeking a gentleman's suit for warm-weather wear, you need look no farther!
"003" is a most luxurious 2-ply tropical suiting, a blend of Dacron polyester and super-wool... with the fashion and tailoring normally reserved only for the costliest of regular-weight suits.

Also fine selection of Banister Shoes
Higgins and Frank
OF BIRMINGHAM, MICHIGAN
268 W. MAPLE RD.
Daily 9:30-5:30, Fri. 'Til 9
Parking in the Rear of Store.
VISIT OUR BOYS' DEPT. ON THE LOWER LEVEL

MADRAS LOOK



See The New Look At Mortimer's
From the fabled city of Madras comes these rich, handsome hand-loomed sports-wear. Always cool and crisp, whatever the weather.

- MEN'S**
Sport Coats \$29.95
Bermudas \$10.95
Swim Trunks \$5.95
Sport Shirts \$8.95
Belts \$2.50
Watch Straps \$1.00
LADIES'
Bermudas \$10.95
Sport Shirts \$8.95

Mortimer's
MEN'S STYLE CENTER
123 W. Maple