

Punctuality is a habit that, acquired and practiced, can bring one (and also others) great satisfaction. In business it can win you friends and customers; in your social life it can stamp you as a dependable person. Perhaps the lack of practicing punctuality has brought about the loss of many friendships... and even among those who like us, they rightfully may become irritated.

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, September 29, 1960

SECTION
B

GE Promotes 2 Area Men

Two area residents have been promoted by the General Electric company.

Leonard L. DeCoster, 5971 Burnham, Bloomfield Hills, manager of Operations Research & Synthesis of General Electric, has joined the newly formed division planning operation of the Industrial Electronics division.

D. B. Boswell, 29316 Southgate, Southfield, supervisor of the Metallurgical Laboratory in Quality Control, has joined the Carbide Appli-



DeCOSTER



BOSWELL

Weber Heads Confab

Stanley T. Weber, 574 Argyle, Birmingham, director of the operations analysis section of the General Motors corporation, led the discussion forum on "Budgeting Controls and Development" at a meeting of the Detroit chapter of the National Association of Accountants this week.

Company Tops Mark

Scott E. Lanb, 6301 Sheringham, Birmingham, president of the Michigan Life Insurance company, announced that the firm has topped the \$450,000,000 mark of life insurance in force.

BUSINESS BRIEFS



Drive Promoting is Down Their Alley

Local advertising practitioners serving as volunteers on the United Foundation division solicitation team get together to discuss their campaign to promote 100 per cent participation of all area advertising agencies in the annual Forth Drive beginning Oct. 18. From left are W. H. Beatty, 1362 Latham, Birmingham, representing R. L.

Polk & Co., Paul L. John of Orchard Lake, representing Campbell Ewald company; chairman Irving McKenzie, 860 Vaughn, Bloomfield Hills, representing J. Walter Thompson company; and A. Remington, 6383 Wing Lake, Bloomfield Hills, representing D. P. Brother & company.

B'ham Schools Get Chevy Car Engines

Seaholm and Groves high schools have received Chevrolet passenger car engines for use in shop training classes. Presentation of the engines on a no-cost consignment basis by the Chevrolet Engineering Center in Warren is a part of the company's program of assisting in training students in design and function of modern automotive equipment.

Two Attend Confab

Mr. and Mrs. M. E. Daniels, 1355 Suffield, Birmingham, attended the 64th annual convention of the National Association of Insurance Agents in Atlantic City, N.J., this week.

Davis Named Ad Manager

The appointment of John T. Davis, 21550 McCaug, Southfield, as advertising manager of McCord Corporation, Detroit, has been announced by Dean S. Fields, 27230 Red River, Lathrup Village, president.



DAVIS

FINAL CLEARANCE
DRIVE A 1960 PONTIAC
\$2297
FOR ONLY

Price Includes: Hydromatic, heater and defroster, oil filter, choice of V-8, turn signal, license transfer.



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Royal Oak

Oakland County's Most Aggressive Pontiac Dealer



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MANUFACTURERS NATIONAL BANK

MEMBER OF FEDERAL DEPOSIT INSURANCE CORPORATION
4057 W. Maple Road near Telegraph, Bloomfield
Ten Mile Road W. near Telegraph, Southfield
Woodward N. at Wokley, Pleasant Ridge
1012-1016 N. Hunter Blvd., Bloomfield Twp.

Brinkman Elected Officer at McCord

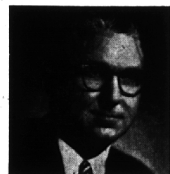
The election of J. Clifford Brinkman, 3781 S. Darlington, Bloomfield township, as secretary-treasurer of McCord Corporation has been announced by president Dean S. Fields, 27230 Red River, Lathrup Village. Until recently Brinkman was a senior financial officer in the automobile industry. He succeeds A. Appleford, 3188 Broadway, Birmingham, who retired to devote full time to private affairs.



BRINKMAN

Seybold Appointed

J. F. Seybold, 18882 Beverly, Birmingham, chief accountant for the Detroit Ditzler Color division of Pittsburgh Plate Glass company, has been appointed a captain of division B of the Detroit chapter of the National Association of Accountants for the 1960-61 term.



perhaps you
know this man

Lathrop F. Morse, Vice President and Treasurer of Rose Roy-B. S. F. & D. Inc., Detroit—The benefits I received from the Dale Carnegie Leadership Course have been many and varied. I believe I have become a more enthusiastic and productive person. I know others in our organization who have taken the Dale Carnegie Course have benefited, too.

Perhaps you know this man. Perhaps you don't. But, his statement will probably remind you of your own desires and ambitions. For nearly 50 years, the Dale Carnegie Leadership Course has been successful in helping people from all walks of life develop these leadership skills: poise and confidence, effective speaking, improving memory, enthusiasm, human relations. Let this training help you step forward to the greater rewards of leadership.

FREE PREVUE MEETING

BIRMINGHAM
Wednesday, October 5, 7:30 P.M.
Birmingham Community Center
358 S. Bates Street

LEADERSHIP TRAINING INSTITUTE

Department E
2024 GUARDIAN BLDG., DETROIT 26
Woodward 2-1208

WINTER IS
A COMIN'



COME AND SEE OUR NEW WEATHER-WINKIE

Supak has come up with just the snow-suit for toddlers and younger children. These cotton and Orion Acrylic cold heaters come in a wide range of colors and styles, are completely washable, and are available in Toddler and 3 to 6X sizes.

\$14.98

F. J. Mulholland Co.

BIRMINGHAM

Look smart
... feel right!
with
Sanitone
Dry Cleaning

Your clothes will come back as soft and fresh as the day you bought them—cleaning after cleaning! For Sanitone actually preserves the textural beauty of fabrics... protects drape and shape. Says Handmacher, world's largest makers of suits, "You can feel the good fit"—with Sanitone. Discover for yourself this formula for lasting smartness. Call us today

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The shape-retaining double knit jersey suit by
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