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BUSINESS BRIEFS



Boosting Michigan

Michigan Industrial Ambassadors, a corps of more than 200 business and industrial leaders meeting at the U of M in Ann Arbor last Thursday, launched an intensive campaign to sell Michigan to the nation as an ideal place for industry to locate and expand. Merritt D. Hill, second from left, 965 E. Glengarry, Birmingham, vice president of Ford Motor Co. and general manager of its

tractor and implement division in Birmingham, receives a plaque from Gov. John B. Swainson in recognition of his more than three years as chairman of the Ambassador corps. On the left is U of M President Harlan Hatcher, who addressed the gathering; and right is Roblee E. Martin, newly elected chairman, president of Dundee Cement Co.

Minninger Gets Company Honor

Frank M. Minninger, 1995 Crosswick, Birmingham, an agent with the Detroit branch office of Connecticut General Life Insurance Company, has won the highest honor the company awards its agents.

Agency manager E. Joseph Gryson announced that Minninger has qualified for the Honor Table of President's Club in recognition of his sales performance. Honor Table is open only to members of

President's Club who meet certain standards of service and who write \$1 million of life insurance with Connecticut General in a single year.

Minninger has qualified 11 times for President's Club, an organization of the company's leading agents, and is a life member. On the basis of his sales activity in 1960 he has been named to the Million Dollar Round Table, a national organization of leading life insurance representatives.

Demery's Names Room For B'ham

Not listed among the beauty areas of Demery's-Birmingham is a room which is already playing a neighborhood role in the community. Its beauty of design is so flexible that it will lend itself graciously and functionally to any program, exhibit or event to which it plays host.

This large community room, already named "The Birmingham Room," has diversified facilities—walls that can be hung with local art work, exhibits of schools and organizations, anything of community interest, movable chairs that can be arranged for large or small groups, for best viewing of fashion shows and small programs; and lighting that can be adjusted to any of these community or store events.

WISHING TO SHOW its Neighborhoodly Avenue side at its opening, Demery's-Birmingham invited the Bloomfield Art Association to exhibit the work of some of its members from April 25 to May 12. The walls will be hung with both "for sale" and "for exhibition only," some of which will be a preview of the forthcoming famous Art Festival.

Mrs. Carolyn Hall, program chairman of the association and Mrs. Mary Beard, are serving as co-chairmen. Members will greet the public, answer questions and arrange for sales of available art work.

There is already a long list of impressive dates scheduled for the new community room.

Elected to Board

Henry H. Sills, 529 Aspen, Birmingham, partner of Butzel, Levin, Winston & Quint, has been elected a director of Modern Materials Corp., Detroit, distributor of aluminum siding.



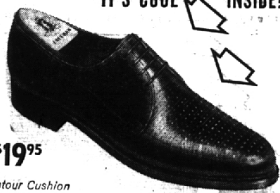
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VISIT OUR BOYS' DEPT. ON THE LOWER LEVEL
Daily 9:30-5:30, Fri. 'Til 9

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Ad Firm Names PR Director

J. R. VanCronkrite, 2404 Pembroke, Birmingham, has been named director of public relations for T. N. Palmer & Co. Detroit branch.

VanCronkrite formerly was Detroit manager and account executive for Palmer. He will be responsible for all client and agency public relations and publicity processed through the Detroit office and for publicity account development in the upper Mid-west region.

Before joining T. N. Palmer in 1959, Mr. VanCronkrite was an editor of Journal of Metals, official publication of the American Institute of Mining, Metallurgical and Petroleum Engineers, Inc. in New York. He is a member of the Industrial Marketers of Detroit and the Association of Industrial Advertisers.

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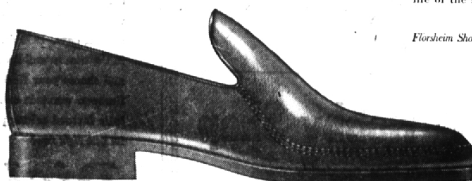
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