

If man is sustained by the power of unseen forces... if his worst moments exist because of a departure from reverence and dependence upon the forces that sustain him—then do not his days of real happiness and security require that he express gratitude for the Plan that gave him life and love... and hope... and courage... and the personal power to resist evil?

BUSINESS NEWS

2 Area Men Move Up At Chrysler

Two major appointments in Chrysler Corporation's automotive sales organization were announced last week.

Thomas A. Ostby, 3340 Upton Troy, was appointed director of market planning and F. E. Cogsdill, 1199 Buckingham, Birmingham, was named director of marketing services.

As director of market planning, Ostby's responsibilities include corporate marketing plans, programs and objectives, consumer research, sales analysis and special sales and merchandising programs.

In his new position as director of marketing services, Cogsdill's responsibilities will include corporate advertising services, distribution, sales promotion, and used vehicle merchandising programs.

Ostby joined Chrysler Corp. in 1946 as Dodge district manager in Salina, Kan. After serving in Denver, St. Louis, Detroit, and New York in Dodge sales positions, he was named Dodge regional manager in Cleveland in 1953.

In 1956 he was appointed new car manager for the corporation's general sales office and in 1958 was named director-distribution and scheduling. In 1960 he was promoted to director-corporate sales services.

Cogsdill joined Chrysler in 1955 as a staff executive in the engineering division. In 1957 he became staff administrator of the styling section. In 1958 he was appointed to the position of executive assistant to the group vice president-international operations. In early 1961 he became executive assistant to the corporation's vice president-sales.

Whirlpool Corp. Names Worthington Regional Manager

Chester F. Worthington, 5075 Sebring Court, Bloomfield Township, regional manager for the east central area, will take over as manager of the Detroit sales branch of Whirlpool Corp.

The Detroit sales division with headquarters in Oak Park, serves RCA Whirlpool dealers in and around the Detroit area. The regional sales offices are at the same location and service wholesale distributors in upper New York, Ohio, West Virginia, and Michigan.

Worthington has been a Whirlpool employee since 1952 and has held a variety of important posts, including director of service and sales manager for refrigerators and freezers. He was appointed eastern regional manager in 1960.

Mildred Moore Joins Donovan

Mildred Eleanor Moore, 2525 E. Maple, Birmingham, has joined Donovan Employment Inc., Detroit, to head the firm's new retail division.

Miss Moore, for the past 14 years with J. B. Sperry Co., Port Huron, served there as personnel manager, a member of the management committee and in full charge of personnel training.

She previously was associated with Montgomery Ward Inc., as personnel manager and supervisor of sales training in Dearborn and as an education executive of the Detroit YWCA.

MJ&A Gets Account

The Toronto office of MacManus, John & Adams, Inc., Bloomfield Hills, has been appointed advertising counsel for the Loyd division of Lehn & Fink Ltd., effective immediately. It was announced by Charles F. Adams, executive vice president of the advertising agency.

SAVE! SAVE! SAVE!



Berkshire stocking SALE

August 17 through September 2

BUY SHEER sheer Berkshires by the boxful—now, during Berkshire's once-a-year sale! Save on Berkshire stockings with the famous NYLOG Run-Barrier. They're guaranteed not to run from top or toe into the sheer leg area—or you get a new pair free!

As advertised in **LIFE**

Look at these Berkshire savings!

Reg. 1.35 ... NOW 1.09 ... 3 PAIRS 3.19
Reg. 1.50 ... NOW 1.19 ... 3 PAIRS 3.49
Reg. 1.65 ... NOW 1.29 ... 3 PAIRS 3.79

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Reg. 1.35 ... NOW 1.09 ... 3 PAIRS 3.19

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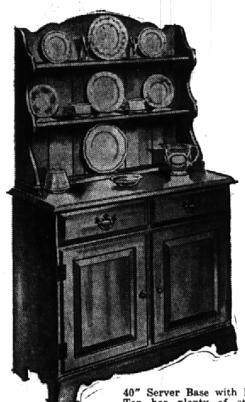
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Featuring Traditional, Contemporary, Provincial and Colonial Furniture



48" Harvest Table and 2 Benches for space-saving in dinette or breakfast room. Complete. \$149

Solid Rock Maple, custom-crafted by Sprague & Carleton for enduring beauty...



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Special purchase...

Exactly the same beautifully-crafted, warmly-designed furniture that graces America's finest homes, specially purchased in a limited quantity. Sprague & Carleton Maple is truly the finest available, with exclusive damage resistant MAPLELUX® finish, and America's best furniture value even at its usual cost. So we urge you to take advantage of this outstanding limited-quantity offer. Come in today!

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48" Round Extension Table and 4 Chairs	\$149
38" x 54" Rectangular Extension Table and 4 Chairs	\$149
40" Server Base and Hutch Top	\$149

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Rectangular 38" x 54" Extension table with 4 matching chairs. \$149



Round 48" Extension Table with 4 matching chairs. \$149



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