

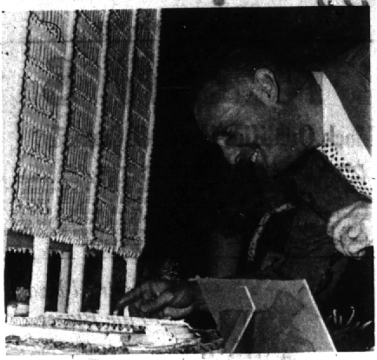
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Guerber Attends Purdue Institute

Gar C. Guerber, representing the Prudential Insurance Co., 325 Arzyle, Birmingham, is a member of the advanced class currently enrolled in the Life Insurance Marketing Institute at Purdue University. He will complete the one-year career training program of the Institute Sept. 1. The program is comprised of beginning, intermediate, and advanced classes, each of four weeks duration. There are 20-week periods of supervised field work at the conclusion of the beginning and intermediate classes.



Sweet Building

William M. Hutchins, 497 Berwyn, Birmingham, director of press relations for Michigan Consolidated Gas Co., examines a sugar model of the utility company's new office building now under construction in downtown Detroit. The 7-foot-tall sugar model was made by Werner Heyer, pastry chef at Bloomfield Hills' Kingsley Inn, for the recent, Culinary Arts Show held in conjunction with the Food Service Executives Association Convention.

Dawson Assumes Additional Duty

Ralph Dawson, 880 Yarmouth, Birmingham, manager of the commercial videotape department of WXYZ-TV, has assumed the additional duties of national sales manager. With his new responsibilities, Dawson replaces Thomas J. O'Dea, who has joined the newly-formed ABC national station sales division and will work in New York City. Dawson was the station's national sales manager before O'Dea. He was promoted to the videotape post last winter and has been selling the station's taping facilities to advertisers throughout the country. He has been with WXYZ-TV sales since 1961. He formerly worked with radio stations in Flint and Detroit.

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York Heads Chrysler Department

Appointment of Hayward F. York, 5555 Lahner, Bloomfield Township, as manager of manufacturing engineering for Chrysler Corp. was announced today by John vonRoese, 435 Linden, Birmingham, director of the corporate manufacturing staff and services. In his new position York is responsible for corporate staff activities related to production engineering, plant engineering, non-productive standards and facility analysis activities. He has served on the corporate manufacturing staff since 1957, when he was appointed chief production engineer. York joined Chrysler Corp. in 1953 at the Plymouth division where he held various supervisory positions in the production and machine departments. In 1941 he was transferred to Chrysler's Detroit tank plant as a production foreman, and two years later he returned to Plymouth as zone engineer for all machining operations.

HE WAS appointed assistant plant engineer at Plymouth in 1949 and became plant engineer at the Detroit tank plant when production resumed there in 1952. Later that year he was appointed factory manager, and in 1954 he was promoted to operating manager of the tank plant. In 1955 he was appointed operating manager of the company's jet engine plant, which Chrysler later converted to the Michigan ordnance missile plant. He held this position until he joined the corporate manufacturing staff.

Shell Oil Honors Township Man

Charles E. Gruen, 5666 Westwood Court, Bloomfield Township, was honored by Shell Oil Co. recently on the completion of 15 years service. He was presented with a ruby-studded service emblem. Gruen joined Shell in 1946 in the Cincinnati district of the Cleveland marketing division as an industrial salesman. The next year he assumed the same position in the Cleveland district. In 1951 he was transferred to New York and was assigned first to the lubricants department and later to the aviation department. He was transferred to Detroit in 1956 as aviation manager. More recently the title was changed to aviation-asphalt manager.

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