

Each of us, when reading or conversing with others, comes upon new words, for the complete meaning of which we may require added information. Looking up such words in a good dictionary, or pursuing a subject further in an encyclopedia, adds immeasurably to one's knowledge—and these additions, little though many of them may be, together increase our knowledge of and interest in living.

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, December 21, 1961

SECTION
B

BUSINESS NEWS

Promote Stephens In Public Relations

Appointment of George S. Stephens, 208 N. Gleggery, Birmingham, as assistant public relations director for Pontiac motor division was announced today by Robert W. Emerick, 1855 N. Oakbrook, Birmingham, director of public relations.

Stephens joined General Motors public relations staff in New York in 1956. Two years later he was assigned to GM's central office news relations section in Detroit. He returned to New York in 1958 as a member of GM public relations staff.

He was Sunday editor of the Erie (Pa.) Times and a reporter for the Philadelphia Inquirer prior to joining General Motors.

Cole, Knudsen, Estes Take Institute Posts

Edward N. Cole of Bloomfield Township, vice president and group executive of General Motors, today was elected chairman of the board of regents and chairman of the executive committee of General Motors Institute.

In other actions, Semon E. Knudsen of Bingham Farms, vice

Michigan State University and others. Upon successful completion of the studies, these students are awarded master's degrees from the cooperating institutions and bachelor's degrees from GMI.

Granting of college-level scholastic credits for courses completed under a part-time training program.

Development of a program of management training courses, offered at GMI and in principal GM plant cities to members of GM management through the general manager level.

Establishment of new laboratories for the study of industrial applications of radio isotopes and digital computers.

Our Offices
Will Be Closed
Monday, Dec. 25;
Please Get Your
Ad, News Copy
In Early Friday

End Association

By mutual agreement, the advertising association between Cunningham-Limp Co. and MacManus, John & Adams, Inc., will be terminated Dec. 31.

Getting ready to sell your car? Advertise it in the Classified Ads.



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NEW YEAR'S PARTY

from our downstairs Party Shop
Here you will find everything for your party . . .

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See Our Selection of Family Christmas Cards

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by the
TROY SHIRTMAKERS GUILD
Higgins and Frank
268 West Maple Road
Birmingham



COLE

KNUDSEN

president of General Motors and general manager of Chevrolet motor division, was appointed a member of the GMI executive committee, and Elliott M. Estes of Bloomfield Township, vice president of General Motors and general manager of Pontiac Motor Division, was elected a member of the board of regents. Knudsen has been a GMI regent since Feb., 1955.

Cole succeeds James E. Goodman of Bloomfield Hills, who recently was elected an executive vice president of GM. Goodman has served on the GMI board of regents for almost 12 years, including more than three years as chairman.

Cole attended GMI as a student, beginning in 1929. He has been a regent since August, 1956.

GMI A DEGREE-GRANTING engineering school, has been in operation since 1919. Outstanding developments during Goodman's tenure as board of regents chairman have included:

Institution of a curriculum leading to a bachelor's degree in electrical engineering, with increases in faculty and floor space to accommodate the new courses;

Institution of a program under which GMI students in the top 10 per cent of their graduating class may, with approval of the sponsoring GM division, take graduate work at cooperating schools, including Massachusetts Institute of Technology, Rensselaer Polytechnic Institute, Case Institute of Technology, University of Michigan,

Insurance Agency Ranks 2nd of 75

Donald C. Nolte Agency, Birmingham representative for the Columbus Mutual Life Insurance Co., ranked second in accident and sickness insurance sales among the company's 75 agencies in November.

Agency head Donald Nolte received special recognition for his November sales record. Nolte ranked third in life insurance sales and fourth in accident and sickness insurance sales among the company's 1400 personal producers.

7 DAYS ONLY!

Starts Fri., Dec. 22

SALE

STORE-WIDE

Every item taken from our regular stock!

SHOES

- ★ Child-Life
- ★ Simplex
- ★ Protektive

Our Entire Stock of
RUBBER FOOTWEAR
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UP TO **30% OFF**

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Of All Ages Will Find
Just What They Want
In A Christmas Gift
For Men At

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Open Evenings

MI 6-1212



Peace on Earth
Good Will Toward Men

We echo the prayer of millions throughout the world at this Holy Season . . . that soon there will be peace for all men. And, we pray that each of you will have a most joyous Christmas Holiday.

To All Our Friends and Neighbors . . .
Sincere Holiday Greetings From Dick Young
And All of Us At Young's of Birmingham