

BUSINESS NEWS



Receives Certificate

Ford Motor Co's 10-year sponsorship of the 4-H Achievement Awards program recently was observed during the National 4-H Club Congress in Chicago with the presentation of a certificate to Morrill D. Hill (right) of Bloomfield Township, Ford vice president and Tractor and Implement division general manager. Chris L. Christensen, president of the National 4-H Service Committee Inc., made the presentation. Hill also is a member of the National Service Committee. Twelve 4-H'ers receive \$400 college scholarships each year through the Ford-sponsored program.

Brown Says Construction To Increase

"During 1961 the construction industry has experienced a modest increase in activity over the previous year, and 1962 should see a continuation of this trend," comments Paul B. Brown, 2745 Ashshire Drive, Bloomfield Hills, president of the Detroit Chapter of the American Institute of Architects, and a vice president of Harley, Ellington, Cowin and Sturton, Inc., Detroit architects and engineers. "Although the upturn was small and somewhat spotty this past year, and may improve only moderately during 1962, economic factors in general are sound and encourage us to believe that this will be a period of increasing activity in the construction field. Most economists are optimistic, which in itself is important, as positive thinking is contagious."



Brown

"While the past four or five years have been a period of comparatively moderate construction activity, they have brought a greater realization to architects, we as well as to the public, of the problem of economic and social waste caused by the decay of our metropolitan centers."

A NEW CONCERN for this problem, preceded by years of spathy, is bringing more positive planning for renewal. In the next few years we will realize, in increasingly volume, the results of this planning in the rebuilding of substantial portions of our urban area.

"The need for urban renewal is now a nationally recognized problem. Architects, in turn, have

B'ham Man Moves Up At Chrysler

John C. Guenther, 1141 Lake Park, Birmingham, has been appointed director-administration of the Chrysler Corp. styling staff. The appointment was announced by Clifford T. Engel, vice president and director of styling.

In his new post Guenther will be responsible for all styling staff administrative functions, including planning and scheduling, budgets, financial analysis, personnel, purchasing, clay service shops, public relations liaison, and other administrative services. He has been director of Plymouth and Valiant advertising since Oct., 1960.

Guenther has held a number of administrative positions since joining Chrysler Corp. in 1952 as a member of the public relations staff. In 1953 he was appointed assistant director of technical information in the engineering division, and a year later he was named director of technical information.

In 1957 he became executive assistant to Harry E. Chesebrough, general manager of the Plymouth division.

Later Guenther was appointed to the staff of B. W. Bogan, vice president, Chrysler Corp. and in 1960 he became director of advertising and sales promotion for Valiant and Plymouth.

recognized their broader responsibility in this field. The Detroit Chapter of the AIA is presently conducting a series of urban planning and renewal seminars to spell out the background, as well as the requirements and procedures, of this problem as accurately as possible.

"Increased activity in urban renewal should prove to be a stimulus to the construction industry," says Brown.



Glory to God in the highest,
and on earth peace,
good will toward men.

LUKE 2:14

May the true message of Christmas
fill your heart with greatest joy.

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By AL WARNER, Manager



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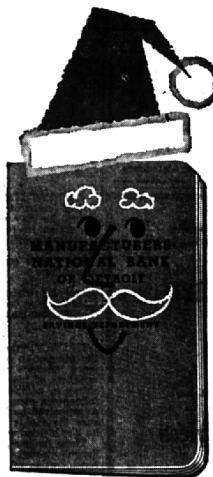
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