

BUSINESS BRIEFS

B'ham People Plan Program

Five Birmingham area residents are playing key roles in the planning for Direct Mail Day, to be held March 24 at Detroit's Statler Hotel.

Ed Baranowski, 1712 Henrietta, Birmingham, is general chairman of the annual event sponsored by the Direct Mail Club of Detroit.

Four other local residents serving as committee chairmen are Ron Foster, 1272 Square Lake Road, Troy; program committee, Art Dries, 217 Hillboro, Bloomfield Township; promotion committee, Norm Coughlin, 3006 Halla Lane, Bloomfield Township; display committee, Louise Leising, 5009 Poplar Lane, West Bloomfield Township.

hotel arrangements committee.

BARANOWSKI is Detroit district manager of the Direct Mail division, McGraw-Hill Publishing Co. Inc. Foster is an account executive for Nemethy-Davis Co. Dries is manager of advertising and public relations for Stran Steel Corp. Coughlin is president of Metropolitan Imprinters, Detroit. Miss Leising is direct mail coordinator for Vickers, Inc.

Attend Reception

Raymond T. Perring, 545 Yarbrough, Bloomfield Hills, president of Detroit Bank and Trust Co., and Lewis C. Keenan, 1561 W. Lincoln, Birmingham, executive vice president of Baker, Simons and Co. recently attended a reception observing Baker, Simons' 40th anniversary.

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Leahy Elected Group Treasurer

Sylvester F. Leahy, 500 Hupp Cross Road, Bloomfield Township, vice president of Detroit Edison Co., was elected treasurer of the Employers' Association of Detroit.

Re-elected president was a Lucas S. Miel, president, Commercial Steel Treating Co.

Newly elected directors include Dugald Black, 4852 Madison, Bloomfield Township, vice president.

Bendis Corp., and David K. Easlick, 1088 Mohegan, Birmingham, vice president, Michigan Bell Telephone Co.

Knudsen Accepts Magazine Award

S. E. Knudsen, 31500 Birmingham, vice president of General Motors Corp. and general manager of the Pontiac motor division, recently accepted the annual Motor Trend magazine award for "Car of the Year," the 1961 Tempest.

Knudsen said that he felt the American buyer has become more aware of what goes into the production of an automobile.

"The COMPACT evolution was a natural outgrowth of the industry's ability to foresee and take advantage of a need in the market, and to fill that need."

Charles F. Adams, executive vice president of MacManus, John and Adams, Bloomfield Hills, is general chairman.

The discussion will be led by TV probers Mike Wallace, a critic in his own right. Stating their positions—then submitting to the Wallace "needle"—will be Professor Arthur Schlesinger of Harvard University, author of the best-seller "Politics of Upheaval"; David Suskind, TV producer of such outstanding critical successes as the two-hour "Play Of The Week" series and Earl Kintner, chairman of the Federal Trade Commission, who has been most vocal in criticizing certain advertising agencies.

SUMMING UP will be Sylvester "Fat" Weaver, chairman of McCann-Erickson International and former chairman of NBC.

The unprecedented program will be the annual meeting of the Michigan Council of the American Association of Advertising Agencies.

Tickets are available at all AAAA-member agencies.

Hansen Transfers To Ohio TV Station

Ralph Hansen, 17335 Kirkshire, Birmingham, program manager of WJBK-TV, has been named program manager of WJW-TV, Cleveland.

Both stations are Storer Broadcasting Co. properties.

The move marks a return to Cleveland for Hansen, who was formerly head of programming for WJW-TV prior to his move into the Storer organization at WJBK-TV.

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Shop Around First Then See Milks — We Guarantee To Meet All Prices.

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1961 30" Deluxe Electric Range \$149⁹⁵

- All push button control
- Name Brand
- Installation and warranty

1961 Name Brand WASHER \$169⁹⁵

- 2 cycles — a Wash & wear setting
- All porcelain inside and out
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23" TV \$194⁹⁵ W.T.

- Genuine solid wood cabinet
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RCA Whirlpool Model HD50

WRINKLE-FREE DRYING!
Cools your clothes before drying is done so wrinkles are never baked in!

3-TEMP DRYING!
Infinite heat selection with three thermostatic settings—right dry for every fabric!

20 POUNDS AT A TIME!
Giant capacity—you can zip through your entire laundry faster!

ZENITH Lo-Boy Console FULL HIGH FIDELITY STEREO

ALL NEW 1961

Model SPF250—The Adante Contemporary lo-boy styling in fine furniture veneers and hardwood solid—in Mahogany, Walnut or Blond Oak.

Low! Low! \$179⁹⁵ COMPLETE

- E.I.A. power rated 8 1/2 watts.
- Full Stereo 3 Speaker Sound System.
- Cobra-Matic® changer with Cobra® tone arm.
- Full Stereo sound controls.

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So many top dryer features! Built-in lint screen—right on top but out of the way. Automatic safety stop—open the door at any time. Controlled air-flow pattern—fluffs clothes as it dries them. Many need no ironing! It's the greatest work-saver your money can buy—and so little money can buy it right now.

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GAS dries clothes

Spring-breeze Fresh!

Drying clothes in wintertime is a discouraging problem... hauling, lagging, stooping, stretching, and straining clotheslines—a cluttered damp basement for days on end or frosty fingers and frozen clothes. Now's the time to get a Gas clothes dryer. Why Gas? Because Gas dries clothes so white, sweet smelling and fluffy-soft... so fast and easy. And a Gas dryer costs less to install and less to operate.

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