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McDonald Receives Mobile Home Award

Franklin E. McDonald, 3892 Oak Hills, Bloomfield Township, president of McDonald Mobile Homes, Southfield Township, and McDonald Trailer Sales, Detroit, recently received an award for placing third in sales among all Vagabond mobile home dealers in the country.

McDonald received the award at ceremonies held during the annual dealer meeting at the company's plant in New Hudson.

Athley Elected Vice President

The Board of Directors of National Twist Drill and Tool Co., Rochester, has announced the election of William E. Athley vice president in charge of sales.

Athley joined the company in 1945 as a salesman and has subsequently served as Detroit district sales manager, a sales representative, general sales manager and sales manager.

Harms Elected Head of Eastland C of C

John W. Harms, Hudson's Eastland store manager, has been elected president of the Eastland Center Chamber of Commerce for 1961. Harms lives at 32538 W. Haverford, Birmingham.

Harms has been with Hudson's 14 years and was assistant manager of basement stores prior to taking over as store manager at Eastland in 1959.

Goldner Named Board Member

A Goldner of Goldner-Walsh Nursery, 29185 Telegraph, Southfield, has been named a board member of the new Metropolitan Detroit Landscape Association.

The association is the combination of two organizations, the Landscape Association of Michigan and the Southeastern Association of Landscape Nurserymen. The new group is meeting this week in Detroit.

Landsberg Qualifies For Round Table

Leon H. Landsberg, 5357 Cambridge, Birmingham, has qualified for the Connecticut Mutual Life Insurance Company's 1961 Leaders Round Table, honorary organization for the company's top agents.

Landsberg is associated with the Charles E. Stumb Agency in Detroit.

Grant Appointed Shawnee Manager

Paul C. Grant Jr., has been named manager of the Shawnee Inn, Shawnee-on-Deleware, Pa. Grant is the son of Mr. and Mrs. Paul C. Grant Sr., 1701 Woodrop, Birmingham.

He joined the Shawnee staff in 1957. He had been in charge of reservations and assistant manager.

BEFORE going to Pennsylvania, Grant served as assistant manager at Kellogg Center for Continuing Education at Michigan State University.

H. G. Dean Named Sales Manager

A Birmingham resident, Hugh G. Dean, 787 Vinewood, has been named sales manager of the Springfield Boiler Co. in Milwaukee, Wis.

Springfield Boiler Co. manufacturer of water tube packaged and field erected boilers, is a subsidiary of Glover-Brooks Co.

Dean, 35, was formerly Detroit district sales manager for Foster-Wheeler Corp. and has 10 years experience in the sales and engineering of heat exchange equipment.

DEAN'S AREA of responsibility will include instruction and training of sales agents, helping them with their contacts and organizing the sales functions of Springfield's internal staff.

He is a member of the American Society of Mechanical Engineers, the Society of Naval Architects and Marine Engineers, and the Engineering Society of Detroit.

Attends Meeting

Paul J. Petzer, 8821 E. Dartmoor, W. Bloomfield Township, attended a special meeting of claim representatives of the American Mutual Liability Insurance Co. in Chicago last week. Forty-four men from a ten-state area attended the regional meeting to discuss new developments in the industry. Petzer is claim representative in the company's Detroit office.

Receives Promotion

John H. Owen, 1550 Lakeside, Birmingham, who joined D. P. Brother & Co. as a copy supervisor in 1958, has been named creative supervisor of the Oldsmobile sales promotion group. Prior to joining the advertising agency, Owen had 25 years' experience in the automotive advertising and sales promotion fields.

Creative People, Subject of Adams

Creative people frequently bar their own way to positions in top management, Charles F. Adams, executive vice president of MacKanna, John & Adams, Inc., Bloomfield Hills, recently told members of the Rocky Mountain Council of the American Association of Advertising Agencies.

Adams cited these self-imposed limitations:

- (1) Lack of belief in advertising as a career worthy of the creative person's entire time and effort.
- (2) They isolate themselves behind drawing boards and type-writer, making little or no effort

to participate in the processing and sale of their work.

HE SAID that creative people sometimes tend to show no interest in anything beyond the immediate creative assignment.

And his fourth point was that they often change jobs for the sake of change or for a few extra dollars.

How times change! Nowadays when the doctor finds a patient in a run-down condition, he prescribes less golf and more time at the office.

Beverly Hills Man Receives Award

C. R. (Bud) Harrison, 20700 Breenwood, Beverly Hills, vice president of Harrison Sales, Inc., Detroit, has been awarded a plaque by the John Oster Mfg. Co. for winning the company's annual display contest.

The award, plus a trip to Nassau for Harrison and his wife, was presented last week at the Oster plant in Milwaukee, Wis.

Charles R. Harrison, president of Harrison Sales, resides at 958 Pleasant, Birmingham.

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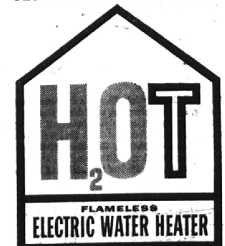
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