



CYRUS R. OSBORN



JAMES M. ROCHE

Osborn Retires; Roche Promoted

Cyrus R. Osborn, executive vice president and a director of General Motors, whose 15-year GM career has been highlighted by important assignments in the corporation's activities throughout the world, will retire Aug. 31.

The board of directors of General Motors has elected James M. Roche to succeed Osborn. A director and an executive vice president of the corporation with jurisdiction over the Engine Divisions, the Dayton, Household Appliance and Electro-Motive Group and the Overseas and Canadian Group, Roche also was made a member of the Executive Committee.

OSBORN WILL leave his GM posts at age 65 as provided under the GM Retirement Program. He has been a GM director since 1949 and a member of the Executive and Administration committees.

A native of Dayton, O., Osborn first worked for General Motors in 1917 as an apprentice at the Dayton Engineering Laboratories Co. while still a student at the University of Cincinnati. His employment was interrupted by service in World War I. In 1921, holding a degree in mechanical engineering from Cincinnati, he rejoined the Corporation at the Dayton Laboratories.

TRANSFERRED to GMS Overseas Motors Service Corp. as technical manager in 1925, he was named general manager of that organization in 1925. He served as general manufacturing manager of the GM Export Division from 1929 until 1932, when he went to Sweden.

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CROP Committee Organizing for 1962 Campaign

The Oakland County CROP Committee, consisting of Church and farm leaders, is being organized for the 1962 campaign to collect farm commodities and funds for overseas aid.

Orin R. Sloan of Berkeley and Fred L. Fritchard of Clarkston are co-chairmen of Oakland County. It was announced in Lansing last week by Russell M. Hartler, Michigan CROP director.

Rural churches and Farm Bureaus are being invited to help assemble at least one carload of corn to be converted to corn oil and syrup. Cash from urban people will be used largely for purchase of rice for a hot lunch program for school children in Hong Kong, Martler said.

General Motors since June 1, 1960.

Born in Elgin, Ill., Dec. 6, 1906 he attended elementary and high school there.

In 1927, at the age of 21, he joined the Cadillac Motor Car Division of General Motors as a statistician in the sales and service branch in Chicago. Within a year he was assistant to the branch manager there.

He moved to New York in 1931 as an assistant regional business manager of the eastern region for Cadillac. In 1933 he was transferred to Detroit in a similar post.

Two years later he was named manager of Cadillac's national business management department. He continued in this position until 1943 when he was appointed personnel director of Cadillac. Later he assumed added duties as director of public relations for the division.

IN JULY 1950, he was named general sales manager and during the first year of his sales leadership, Cadillac for the first time built and sold more than 100,000 cars.

Roche was named general manager of Cadillac and elected a GM vice president in January, 1957. He held that position until his appointment as vice president in charge of the Distribution Staff of General Motors.

Long active in civic and community affairs, Roche is a director of the United Foundation, a director of Marygrove College and is on the Board of Catholic Social Services of Wayne County, a constituent of Catholic Charities, Inc.

He is a past president of Junior Achievement of Southeastern Michigan and is on the board of directors of that organization. He is a member of the Detroit Athletic Club, Detroit Club and Orchard Lake and Bloomfield Hills Country clubs.

ROCHE HAS been a GM vice president since 1957 and has been in charge of the Distribution Staff



Spadework

Shown digging the first shovel full of dirt at the site of Junior Achievement's new suburban business center in Royal Oak is JA Board chairman Boss Roy, chairman of the Board of Boss Roy, Inc. Roy broke ground for the new multi-level building which will serve Achievers from ten North Detroit communities when completed by October 1. The new building is located at Normandy and Woodward and will serve Birmingham, Bloomfield Hills, Royal Oak, Farmington, Berkley, Clawson, Madison Heights, Hazel Park, Oak Park, and Huntington Woods.

No Extra Charge for Classified Orders Placed by Telephone

Health Director Urges Pre-School Medical Examine

Parents were urged today by Dr. John D. Monroe, director of the Oakland County Department of Health, to see that their children have a medical checkup before starting the school year.

The answer to "Why can't Johnny read?" may be that he can't see. He doesn't hear the teachers as well as he should. Unsuspected small defects can make a big difference in his progress at school and later in life.

It is always good news. In others an unsuspected condition may be discovered and taken care of before it becomes serious, thereby avoiding possible suffering, lost time, and expense. Dr. Monroe urges parents not to wait until the last minute when doctors and clinics are swamped. Now is the time to arrange for that important preschool checkup.

Exchange Clubs To Display Exhibits

For the first time, State Exchange Club will have exhibits at the annual convention of The National Exchange Club, convening this year at Atlantic City, N. J., Sept. 4-7. It was announced by Dr. Porter L. Fortune, Jr., national secretary.

The Michigan State Exchange Club with headquarters at Battle Creek will provide a large exhibit of the many community service projects conducted within the state by local clubs, according to Walter C. Morgan, Birmingham, state Exchange president. Same date organizations also have included the various industry, recreation, and products of their state as part of the exhibit.



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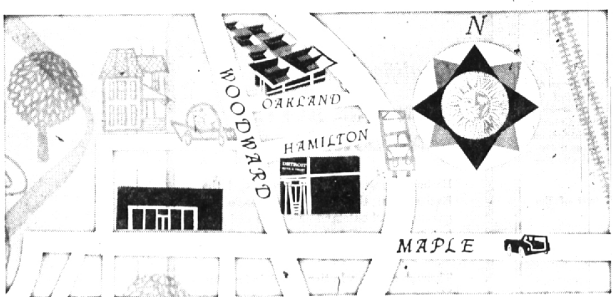
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