

Former Resident Named to New Post

Appointment of Richard A. Lander as sales promotion manager has been made by James Lees and Sons Co., Bridgeport, Pa., carpet manufacturer.

Lander, a former Birmingham resident, has been associated with Life Magazine in regional merchandising positions, and with two leading Philadelphia advertising agencies as an account executive, one being responsible for the Eastern Regional Plymouth Dealers Advertising Association.



ROBERT KOCH

Ford Appoints Robert Koch Division Mgr.

Robert Koch has been named as regional manager for Ford Division of Ford Motor Co. E. F. Laux, general marketing manager, has announced. Kenneth D. Holloway was named to succeed Koch as manager of the truck marketing plans department.

A native of Des Moines, Iowa, Koch joined Ford in 1947 at the Des Moines district sales office and became planning and analysis manager. He was promoted to the central regional sales office in Kansas City, Mo., in 1955 where he served as regional planning and analysis manager for three years and as regional car merchandising manager and regional truck manager for another three years. He was transferred to the general sales office in 1961 as heavy truck merchandising manager and was named manager of the truck marketing plans department three months later.

Koch, of 6311 Wing Lake, Bloomfield Township, is a graduate of Roosevelt High School and Drake University, Des Moines, and did advanced study at the University of Notre Dame.

Holloway joined the general sales office of Ford Division in 1949. He later served in the Detroit district sales office, becoming special field manager in 1953. He was named sales planning manager and became executive assistant for the regional office in 1954. In 1959, he was named district sales manager for the Indianapolis district sales office from which he moves to his newly announced post.

GMC Truck & Coach Appoints N. F. Trost Service Manager

Norman F. Trost, 1219 Birmingham Blvd., Birmingham, has been named truck service manager of the GMC Truck & Coach Division, a native of Vandalia, Ohio. Trost graduated from the University of Dayton in 1939 with a degree in mechanical engineering.

He then served with an engineering consultant firm, and later in plant engineering and layout for an aircraft manufacturer. In 1941 he joined the AeroProducts Operation of the Allison Division of General Motors and served in various responsible engineering, manufacturing, sales and service capacities there before being named inspection and quality control manager.

In 1956 he became vice president and director of Narmco Industries, Inc., San Diego, Calif., engaged in the sale and manufacture of aircraft and missile components, heading up the Manufacturing Division.

He joined GMC Truck in 1961 as assistant director of reliability. In his new post, he will report to the general parts and service manager.

Hooker Chemical Names Carl Moore

The appointment of Carl Moore as field sales manager at the Parker Rust Proof Division of the Hooker Chemical Corp. has been announced by I. B. Thompson, Parker Sales Manager.

As manager of field sales, Moore of 6130 Thornecroft, Bloomfield Township, will be responsible for supervising the region managers and the personnel in Parker's six regions, as well as supervising the sale of the firm's products throughout these regions. Moore will also work in conjunction with other Parker department managers in the promotion of the company's products.

To Attend Preview

Chrysler and Plymouth dealers of Birmingham and other cities throughout the Detroit sales region will see the new 1963 Plymouth, Chrysler and Imperial cars for the first time here Thurs., Sept. 6, at Ford Auditorium. Among the dealers invited to the premiere showing of the 1963 cars here are Paul Herpoldheim, Jr. of Birmingham Chrysler-Plymouth, Inc. of Birmingham.

F. L. Garard, Jr., Detroit regional sales manager for the Chrysler-Plymouth division of Chrysler Corporation, said the advance showing of the 1963 cars for dealers and salesmen from Michigan, northern Ohio and northern Indiana.

A presentation of the new styling features and engineering advances incorporated in the new automobiles, there will be a private salon exhibit of 18 of the 1963 cars of the four Chrysler-Plymouth lines at Cobo Hall.

Public introduction dates are September 25 for the new Chrysler and Imperial and October 3 for the 1963 Plymouth and Valiant cars at dealerships throughout the United States.

Bell Telephone Names R. E. Bachus Saginaw Plant Mgr.

Robert E. Bachus, of 4926 Malibu Drive, Bloomfield Township, has been named central division plant manager for the Michigan Bell Telephone Co. with headquarters in Saginaw.

Bachus, presently general plant supervisor at the company's headquarters in Detroit, will assume his new post on Sept. 1.

He started his telephone career as a traffic department trainee at Battle Creek in 1950 following his graduation from Michigan State University. Bachus held various supervisory positions in Grand Rapids, Jackson, and Kalamazoo before being named district traffic manager for the firm's long distance service at Detroit in July, 1960. He was promoted to his present capacity in July, 1961.

Transferred

Harold R. Dillow of 6660 Franklin, Bloomfield Township, has been transferred from Detroit to Wheel Tracing Tool Co. of New Jersey.

President H. E. Robinson has announced. Dillow has been responsible for the distribution and sale of Trulap products, Wheel Tracing's diamond abrasive compound and diamond powder for industrial lapping and polishing. In his new capacity, he will assist in sales of Wheel Tracing products in Maine, Massachusetts, New Hampshire and Vermont.

Accepts New Post

William G. Shardon, 1585 Emmon, Birmingham, has been appointed to the advertising sales staff of Conover-Mast Purchasing Directory to cover the entire state of Michigan. He has had twelve years experience in the industrial sales field.

Back in Town

John C. Farris of 15355 W. 14 Mile, Beverly Hills, who is associated with Plante and Moran, certified public accountants of Detroit, has returned from Peoria, Illinois upon completion of two weeks of professional training, at a course sponsored by the American Institute of Certified Public Accountants.

THINK OF Luggage

for Back to School...

"Special Purchase" HARD FIBER

30" x 16" x 12" 3 ply Construction covered and bound in hard fiber brass hardware, & wood tray Special \$11.88

METAL FOOT LOCKERS (30 x 16 x 12)\$7.88

We Give 25% Green Stamps

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In Magazine

MacManus, John & Adams president Ernest A. Jones is the subject of a featured article in a recent edition of Editor and Publisher magazine, the national news weekly. The 49-year-old executive is a resident of Bloomfield Hills. The article deals with Jones' recent trip to Australia.

Burroughs Corp. Elevates Ingle To New Position

Joseph L. Ingle of 16239 Marguette, Beverly Hills, is the new manager of employment processing for Burroughs Corp.'s U. S. sales and office personnel.

He has been on special assignment in the Detroit home office since 1958.

An economics graduate of University of Pennsylvania, Ingle joined Burroughs in 1954 as a clerk in the Philadelphia office. He later served as office manager of the company's Utica, N.Y. office, and as office manager of the Syracuse, N.Y. office, and Philadelphia branches.

In 1954 he was named personnel representative for the Burroughs Philadelphia region, and in 1957 he became administrative assistant to the Atlantic regional manager in Philadelphia.

L. L. Boyd Ends Banking Career

L. Leslie Boyd, administrative assistant, uptown office, National Bank of Detroit, will retire under the bank's retirement plan Sept. 1.

His banking career began in 1915 as a teller with the Bank of Montreal. In 1918 he moved to Detroit and was a staff member of the former First National Bank of Detroit.

Boyd, of 6323 11th, Birmingham, joined National Bank of Detroit as a teller when it was established in 1943, was appointed assistant manager of the uptown office in 1947, and manager of that office the following year. In January, 1957 he was named administrative assistant.

Teachers Spend Summer Teaching Other Teachers

Two Barnum Junior High School teachers spent the last week of their summer vacation showing other Oakland County teachers ways of "steering" their students into purposeful reading.

Miss Jane Ward and Mrs. Margaret Frievald demonstrated an English class-library unit they prepared at Barnum in an Oakland County Board of Education workshop this week. Helping them out are 22 vacation-bound 14-year-olds, most of them Birmingham youngsters.

The workshop is conducted with the cooperation of Dr. Harry T. Hahn, director of instruction, Oakland County Board of Education. Two other Barnum Junior High School teachers, Mrs. Etta Sharon and Richard Moran are among the 20 teachers who attended the sessions.

We're Sorry

Jacobson's George McGilmon was quoted in last week's Eccentric as saying "the male of today wants original selection with ostentation." What George wanted us to say was "WITHOUT ostentation."

Teachers Spend Summer Teaching Other Teachers

These volunteers, using their own automobiles, may donate anything from an hour a week for the purpose of driving cancer patients who have no means of transportation to and from medical treatment centers.

Summer vacations have occasioned many vacancies among the volunteer drivers, according to Mrs. Allen Folsom, MCP's unit service chairman for South Oakland County. Because of this situation, she said, many patients in need of a series of treatments for cancer are forced to postpone their therapy. Such delay could be dangerous—even fatal, Mrs. Folsom said.

Volunteer Drivers for the Foundation are recruited from retired men, housewives and others—both men and women—able to donate a specific number of hours to this worthwhile program. Some times treatments are given daily, sometimes on specific days for a certain number of weeks. Seldom however, does this volunteer work require more than an hour or so out of any one day.

Persons wishing to help a cancer patient obtain the treatment needed for relief or cure by providing transportation are urged to call Mrs. Folsom or Mrs. Mark J. Shaw, Division of the Michigan Marine Dealers Association, has been announced by Frank E. Burch, show manager. The show will be held at the Detroit Artillery Armory.

Interested in Herbs?

Herb Recipe of the Week: Savory Beans Vinaigrette. 12 ounces green beans, 3 tomatoes, 2 T. butter, 1/2 lemon, dried or 1/2 cup fresh savory, Cook beans in small amount of water until tender, add salt, butter and savory.

Be sure to register Now for one or both of our fall DRIED ARRANGEMENT WORKSHOPS in our BEAUTIFUL NEW FLORAL ARTS ROOM.

The Dates are: SEPTEMBER 18th, Instructor—Mary Gerathy
OCTOBER 23rd, Instructor—Helen McCallan
The Hours are: 10:00 a.m. to 12:00 p.m. as long as you like!
(Individual Attention)
Bring a sandwich—FREE COFFEE and CONVERSATION.
(Charge \$1.00)

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Cancer Foundation Seeks Volunteer Drivers for Needy

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Sailing, Sailing

The appointment of Pace, Winchester & Connelly, Inc., to handle advertising and publicity for the fifth Annual Greater Michigan Boat Show, Division of the Michigan Marine Dealers Association, has been announced by Frank E. Burch, show manager. The show will be held at the Detroit Artillery Armory.

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DON'T GO BACK TO SCHOOL UNTIL YOU HAVE CHECKED OUR LOW PRICES

PRICES COMPARABLE TO AND BELOW THE SO-CALLED "WHOLESALE" PRICES!

Wilson DRUG COMPANY

Woodward at Maple

Daily Deliveries, MI 4-5600

Charge Privileges, As Always!

Acrylic Latex or Oil

"Dutch Boy" HOUSE PAINT

Gives extra coverage, extra protection and value! That's why folks call "Dutch Boy" the "5-Year House Paint."

Tints stay fresher, whiter stay whiter—comes long brighter longer when you paint with top-quality "Dutch Boy."

HAZEL PARK FLOOR COVERING

4718 N. Woodward (Cor. 14-Mile Rd.) Tel. 549-6633

Open Mon., Thurs., Fri. 9-9. Tues., Wed., Sat. 9-6. Closed Sunday.

MODELS SALES SERVICE

POP! You really know a bike buy!

SPRING SALE

Schwinn

NEW 1962 TYPHOON

NEVER BEFORE! SUCH QUALITY AT SUCH A LOW PRICE!

- Tubular rims
- Built-in kickstand
- Two-tone saddle

Money saving bargains hunters will welcome the new Schwinn Typhoon... never before so much bike for so little money. Genuine Schwinn quality too.

20" Coaster broke... \$36.95

MODELS HOBBY SUPPLIES

22524 WOODWARD, FERNDALE
3 BLOCKS SOUTH OF SMILE ROAD

POTTER Moving & Storage Co.

no. 1 specialist in packing!

POTTER Moving & Storage Co.

2253 COLE MI 4-6121

No. 1 on U.S. Highways

No. 1 In Service

No. 1 In Your Community

pbi Announcing!

Special, Accelerated FEDERAL INCOME TAX NIGHT SCHOOL CLASS

for businessmen, accountants, attorneys.

Opening Session September 10, 6:30 P.M. at Pontiac Business Institute Building

Mr. Joseph P. Sutherland, R.C.S., M.A., instructing (Prentice-Hall Tax Course)

You Are Invited to Visit the Institute Office or Phone for Details

PONTIAC BUSINESS INSTITUTE, INC.

18-24 W. Lawrence St. FE 3-7028

Founded in 1896

THINK OF Luggage

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"Special Purchase" HARD FIBER

30" x 16" x 12" 3 ply Construction covered and bound in hard fiber brass hardware, & wood tray Special \$11.88

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PEABODY'S SUPER MARKET

154 HUNTER AT MAPLE

Open every evening except Sunday

Sunday Hours: 10 a.m. to 8 p.m.

PHONE: MI 4-5222

Free Parking, Front and Rear of Store

PEABODY'S PRE-LABOR DAY FOOD SALE

Rath's Hickory Smoked CANNED HAM 79¢ lb. (8-lb. can)

Whole or Cut-up FRESH FRYERS 32¢ lb.

Fresh, Lean GROUND BEEF 55¢ lb.

PESCHKE'S BACON 1 lb. pkg. 59

Lean, Loin PORK ROAST (Rib End) 29¢ lb.

EXTRA-FRESH PRODUCE!

FRESH CORN DAILY!

PEABODY FARM WEALTHY APPLES 90¢ peck

Large, Crisp and Tender PASCAL CELERY 19¢ bunch

Large ACORN SQUASH 10¢ bunch

BIRDS EYE FROZEN FOOD SAVINGS

PEAS, 10 oz. pkg. 2 for 35¢

FRENCH BEANS, 9 oz. pkg. 2 for 39¢

LAND O' LAKES BUTTER 65¢ lb.

CAMPBELL'S PORK & BEANS, 28 oz. can 2 for 43¢

RICHELIEU RED RASPBERRIES, 303 can 39¢

AUNT JANE'S SWEET RELISH, 12 oz. 21¢

CAMPBELL'S TOMATO JUICE, 46 oz. 3 for 99¢

DEMMING'S PINK SALMON, 1 lb. can 69¢

REMUS BUTTER 65¢ lb.

MARZETTI FRENCH or ITALIAN DRESSING, 8 oz. bil, 2/35¢

CRISCO, 3 lb. can 79¢

Hills Bros. COFFEE 1 lb. can 59¢

CANE SUGAR 5 lbs. for 49¢

RINSO, CHEER or IVORY, reg. size, ea. 29¢