

**Parsons Appointed  
Philco PR Head**

Walter A. Parsons, 928 Poppleton, Birmingham, has been appointed director of public relations for Philco Corp., a subsidiary of Ford Motor Co., effective Jan. 1. Charles E. Beck, Philco president, announced.

Parsons will succeed Larry P. Hardy, who is retiring. He will operate from Philco's home office in Philadelphia.

Parsons joined the Ford news bureau in 1948 after five years with the United Press, four years in the Navy and two years with News-Paper Enterprise Alliance.

He served as assistant manager of public communication and manager of field operations before becoming divisional public relations manager in May, 1959.

**Guarniere Named  
Promotion Manager**

Theodore L. Guarniere was appointed sales promotion manager last week at GMC Truck & Coach Division.

Guarniere served the Detroit Diesel Division of General Motors for over 18 years before being transferred here.

A native of Cleveland, Guarniere is a Delta Pi alumni and has four years experience in the life insurance business.

Getting ready to sell your car? Advertise it in the Classified Ads.

**Southfield Resident  
Takes New Post**

Newest agent for the Jackson National Life Insurance company in the Detroit area is James D. Graham of 19471 Filmore, Southfield, who has joined the Victor Agency of 19200 James Cousins, general agents for the company.

A resident of Southfield for 20 years, Graham is president of the Sigma Delta Pi alumni and has four years experience in the life insurance business.

**Moysey Ends  
Long Career  
In Banking**

Norman H. Moysey, who for a number of years had been a Birmingham resident, retired Dec. 31 as vice president of Manufacturers National Bank of Detroit.

Moysey, who now resides in Royal Oak, began his banking career in 1913 with the Centennial Illinois National Bank and Trust Co. He joined Manufacturers as credit manager when the bank was founded in 1946, and was appointed vice president in 1959.

He remained a dealer until 1952 when he joined the dealer operation and acted as another automobile manufacturer. In 1955 Southworth returned to Chrysler as operations manager-dealer enterprise, dealer management staff.



MOYSEY

**Southworth Named  
Finance Manager  
At Dodge Truck**

Appointment of C. Byron Southworth, 4955 Brookdale, Bloomfield Hills, as Dodge Truck retail finance manager, has been announced by D. R. Crandall, director of Dodge Truck.

In his new position Southworth will handle development and administration of the truck retail finance plans for Dodge dealers.

Southworth joined Chrysler Corp. in 1936 holding positions in distribution, market analysis and financing. He worked for Dodge and DeSoto divisions until 1946, when he became a Chrysler-DeSoto dealer.

He remained a dealer until 1952 when he joined the dealer operation and acted as another automobile manufacturer. In 1955 Southworth returned to Chrysler as operations manager-dealer enterprise, dealer management staff.

**Frank Riley Heads  
New Consolidated  
Divisions of GM**

Consolidation of the Brown-Line-Chapin Division of General Motors with the Terrestri Division has been announced by GM President John F. Gordon of Bloomfield Hills.

Frank O. Riley, 2020 W. Lincoln, Birmingham, will continue as general manager of Terrestri and will be in charge of the consolidated operations, which will continue to be designated as the Terrestri Division.

RILEY HAS spent his entire General Motors career with Terrestri except for service as an engineer with Fisher Body Division during World War II.

He joined Terrestri in 1939 and, after a number of promotions, was appointed general manager on April 15, 1960.

Born at Port Huron, Riley attended public schools in Pontiac and graduated in 1933 from the University of Michigan with a degree in electrical engineering.

**Pryde Joins B'ham  
Insurance Agency**

Charles H. Pryde, formerly a special agent with the Buckeye Insurance Group, has become associated with Johnson & Lewis, general insurance firm with offices in Birmingham, it has been announced by Charles W. Lewis, sales manager.

Pryde, who has held underwriting and field sales posts in the general insurance business, will specialize in the development of personal lines coverage.

**John S. Mahony  
Gets Promotion  
At Pontiac Division**

John S. Mahony, former assistant sales promotion manager of the Pontiac Motor Division, has been named assistant general service manager. He is one of five men named last week by an organizational change.

Mahony, 398 Brookwood, Birmingham, is a graduate of the University of Chicago. He started with Pontiac in 1949 as a district manager, progressing to assistant zone manager in 1953 and to assistant sales promotion manager in 1955.

**Name Pardee  
Vice President  
Of Florez Inc.**

Clark E. Pardee, Jr., 4158 Walnut Hill, Birmingham, has been elected vice president of Florez Inc., Detroit-based international sales training agency.

He will continue as director of client service in charge of the company's service to its clients in the United States and Canada in developing their sales manpower and training programs.

Pardee, a life-long resident of Birmingham, has been a member of the Florez organization for 11 years serving in all major departments, and is a member of its operating committee.

He is a member of the curriculum sub-committee of the Advisory Council of Western Michigan University Distributive Education Department. Pardee is married to the former Mary Gardner of Birmingham and is the father of three children.



PARDEE

**Mills Pharmacy  
Wins Award for  
Window Display**

The Michigan State Pharmaceutical Association announced last week that Thomas and Jerome Mills of Mills Pharmacy in Birmingham are the second place winners in the MSPA National Pharmacy Week Window Display Contest.

Purpose of the window was to inform the public during National Pharmacy Week of the role of the pharmacist as a member of the health team.

The window depicted a number of life-saving drugs which are compounded and dispensed daily in a community pharmacy. These drugs are not commodities which can be discounted but, instead, are a part of the professional services rendered by a pharmacist.

The window was on display at Mills Pharmacy, Maple at Cherdler field, in Birmingham during National Pharmacy Week, Oct. 1-7.

Mills will receive the second place award at the MSPA mid-section meeting in Kalamazoo, on Feb. 8.

**Switch Ad Agencies**

Marcus E. Cunningham, president of Cunningham-Limp Company, international design-engineer-build firm, has appointed Page Winchester & Connelly, Inc., Birmingham, as the firm's new advertising agency. The account was formerly handled by MacManus, John & Adams, Bloomfield Hills, prior to separation by mutual agreement last month.

**ROYAL OAK FURNITURE CO.**  
SAYS "GOODBYE FOREVER"  
(YES, WE MEAN IT)  
**SELLING OUT ALL**  
(EVERY BIT)  
**MODERN FURNITURE**  
REGARDLESS OF COST  
DISPOSAL SALE WILL CONTINUE  
UNTIL EVERY SINGLE PIECE IS SOLD  
**SPECIAL NOTICE**

Times change and so do we. After many years in the general furniture business, we have decided to discontinue all modern furniture in every department and devote our specialty to Early American. To accomplish this transition, we must clear our floors and warehouses of everything that is modern in styling so that we can make room for new Colonial furniture arriving every day.

You will find the very furniture YOU need, NOW at Greatly Reduced prices! Royal Oak Furniture Company inaugurates its greatest sale with a wide selection of famous brand name furniture over marked down for this sale event! You'll choose from such well known names as Kroehler, Simmons, Valentine-Seaver, Thomasville, Bassett, Huntley, Finch and more.

YOU'LL SAVE 1/4-1/2-3/4 and more on tables, chairs, sofas, beds, chests, dressers, buffets, chinios, mattresses, recliners, studio couches, lamps, sectionals, night stands and a large assortment of carpet samples, floor samples, odds and ends and broken lots — 3 floors of money-saving bargains. Come early and take advantage of this great money-saving event!

- BUDGET TERMS ARRANGED
- 90 DAYS SAME AS CASH

Phone LI 3-1330

**Royal Oak Furniture Co.**

AT THE BIG PARKING LOT

215 S. WASHINGTON AVE.  
ROYAL OAK, MICH.

Thurs. - Fri. - Sat. til 9 p. m. Free Parking on all lots

**Appointment Manager**

The Erb-Restrick Lumber Co. has announced the appointment of Rex Bonner, formerly of Bennett Bros. Builders, as the general manager of the Erb Architectural Millwork division, Eton Road, Birmingham.

**Brode Elected  
Group President**

Seymour Brode, 25675 Franklin Park Drive, Franklin, a pioneer in swimming pool construction in the metropolitan Detroit area, has been elected president last month of the Greater Detroit and Michigan Swimming Pool Association.

Brode, also president of his own company, Swimming Pool Center Inc., has long been associated with movements within the swimming pool industry to establish standards and ethics which will be beneficial to the public and to association members.

Over 55,000 ITEMS AT  
**MODELS** 1962  
TRAINS of all kinds  
REAL SCALE HOBBY MOTOR CAR RACING  
OPEN EVENINGS  
MODELS HOBBY SUPPLIES  
2254 WOODWARD FENDALL  
BIRMINGHAM 11

**Semrow to Be  
Region Counselor**

Elmer K. Semrow, 1169 Floyd, Birmingham, general agent for Aid Association for Litteraria in this area, has been appointed a regional counselor for Michigan.

Semrow, who will also continue as general agent, will serve as a regional counselor for Michigan. Semrow is a member of the South Oakland Chapter of the National Association of Life Underwriters. A graduate of the Life Underwriters Training Council, he has also earned the Fraternal Insurance Counselors designation. He was born in 1914 and was appointed General Agent in 1945.

**Two B'ham Men  
Elected to ASA Board**

Two Birmingham residents have been named to the board of directors of the American Standards Association in New York.

James R. Bradburn of 1400 Saugerty, vice-president of manufacturing and engineering for the Barroughs Corp., and William J. Pierce of 4295 Charing Cross, supervisor in the purchasing department of the Detroit Edison Co., were named to the ASA board.

**LEGAL NOTICE**

Charles J. Long, Attorney at Law, 321 Wabash Building, Birmingham, Mich. 3-2626

STATE OF MICHIGAN, In the Probate Court for the County of Oakland.

In the Matter of the Estate of **THUR A. FISCHER**, Deceased.

As a result of said Court's order, held at the said County, on the 13th day of December, 1961, and its subsequent order, held at the said Court, on the 13th day of December, 1961, the following persons, to-wit:

Frederic, Hon. Arthur R. Moore, Judge of Probate.

Martin St. John, Administrator of said estate having filed in said Court a Final Account and petition praying for the examination and allowance thereof, the termination of the legal heirs of said deceased, assignment of the residue of said estate, and the discharge of said Administrator.

It is Ordered, that the 16th day of January, A. D. 1962, at nine o'clock in the forenoon, at said Probate Court in the Court House in the City of Pontiac, Michigan, be and is hereby appointed as the time and place for hearing said estate.

It is further Ordered that notice be given to all interested parties as follows by the records in this cause by delivering a copy of this order to each person personally, or by mailing such copy to each of them by registered mail with return receipt demanded addressed to their respective last known addresses as shown by the file and records in this cause.

And it is further ordered that public notice thereof be given by publication of a copy of this order once each week for three successive weeks previous to said day of hearing in the Birmingham Eclectic, a newspaper printed and circulated in said county.

Attest: Judge of Probate.

27, 23, 11.



**Moving Soon?  
New Business?  
Different Office?  
Children growing up?  
New phone directory  
going to press soon**

Will you be up-to-date when the new telephone directory goes to press soon? Now is the time to order so any new numbers will be in the next directory.

A separate listing is a thoughtful, inexpensive convenience for growing-up children and others in your home, particularly those with different last names.

Just call your MICHIGAN BELL Business Office.

**RIGHT NOW**  
almost every store in town is having a  
**SALE**  
and  
**RIGHT NOW**  
we are having one too! and  
**RIGHT NOW**

You probably have lots of good ideas on how you would like to decorate your home for the next (shudder) Holiday Season; so RIGHT NOW is a good time to get the goodies to do the job — at very low SALE prices.

Also, we still have, RIGHT NOW, some very nice "things" that you may have looked-over or over-looked. Many of these are on SALE — RIGHT NOW!

**McCLELLAN-BALL CO.**  
EVERYTHING FOR THE YARD AND GARDEN  
Phone MI 4-4133  
850 S. Woodward, Birmingham, Michigan

**PRESCRIPTIONS**  
Dedicated To The Health  
And Welfare Of This Community

**FREE DELIVERY**  
For Emergency Service — Midwest 4-7546  
10:30 P.M. to 7:00 A.M.

**SHAN'S REXALL DRUG**  
105 West Maple, Birmingham Midwest 4-2121