

BUSINESS NEWS

Englehart Named Board Chairman

Robert W. Englehart, 500 W. Long Lake, Bloomfield Hills, has been elected chairman of the board of directors of Parker Rust Proof Co. of Detroit.



Englehart, who has been company president since 1950, will maintain that position along with the chairmanship.

He is a past president of the Detroit Golf Club and currently a member of the Detroit Athletic Club, Revere Club and Bloomfield Hills Country Club. Parker Rust Proof manufactures surface treatments for metals.

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B'field Big Brothers

MacManus, John & Adams, Inc., of Bloomfield Hills, recently was awarded a special citation by the Big Brothers of Oakland in acknowledgment and appreciation of promotional and publicity services given by the agency to the local Big Brother movement.



With ANGUS MCKELLAR

Torry PTA Meeting

Torry School Parent-Teachers Association will have Dr. W. Mason Mathews, president of the Merrill-Palmer Institute of Detroit, as guest speaker at 8 p. m. Jan. 16. Dr. Mathews will discuss the growth and development of children.

Roy Hard Retires From F. W. Dodge Hammerle to Head MSUO Program In Engineering

Roy J. Hard, 371 N. Woodward, Birmingham, central regional vice president of F. W. Dodge Corp's Sweet's Catalog Service division, has retired after 34 years with the firm of construction news and marketing specialists.

Dr. William G. Hammerle, 34, of Pontiac, associate professor of physics at Michigan State University, was named director of MSUO's engineering program recently. Hammerle's appointment was approved by the board of trustees.

A general meeting for parents of all the students at Barnum Junior High School will be held on Thursday, at 8 p. m. in the gym.

Dr. Harry T. Hahn, Director of Instruction, County of Oakland, will speak on "Learning, Studying and Homework."

To Talk at Barnum

SELECTION of a scientist rather than an engineer to head this program is in keeping with MSUO's plans to offer a new kind of engineering education to undergraduates, Chancellor D. B. Varner said.

MSUO's curriculum is in part the part of an MSUO foundation committee headed by James C. Zeder of Bloomfield Hills, retired engineering vice president of Chrysler Corp.

Behind The Store Fronts

The newspaper-clad mannequins in Chudik's display windows over

on Brown St. in the Leon Bldg. drew many a quick glance. The unique garments were fashioned by Mrs. Hagen, and Robert Carwell, of the store's alteration department.

Chudik's is operated by Edward H. Chudik, formerly owner of the fur department at Milgrim's for ten years. Representing the fourth generation of his family engaged in the fur business, he started working on furs when he was only 11 years of age.

Chudik's opened in Birmingham last March. AN IMPORTANT segment of Chudik's business is tied in with the automobile manufacturers and their advertising agencies. He has made a close study of what clothes will photograph well with the new model cars for reproduction in the various advertising mediums.

Some of Chudik's own designs are presented at fashion shows, which he stages not more than twice a month. Chudik is now reclaiming another 2500 square feet of the store's lower level to provide additional office and alteration areas.

THE PIERCE E. RYAN'S, of Birmingham Moving & Storage Co., announce that they have moved their moving business to 1305 S. Woodward, Birmingham.

Our congratulations to Harvey Krejcie on his promotion to a district management of 23 stores in Detroit, Flint, and Pontiac. The Birmingham Store, which he managed for the past five years, is in the group assigned to his supervision.

Registrations are now being taken for art classes, limited enrollment at the Artists' Supply Center, owner, Ernest E. Finigan, informs us. The center is located two blocks south of 12 Mile Rd. Classes will be held in the gallery of the center, the same as last year. A total of seven classes starting Saturday, Jan. 20, and each day of the week following, are offered. Each class will meet once a week for ten weeks.

GREETINGS & GIFTS are brought to you from Friendly Neighbors & Civic & Social Welfare Leaders through

WELCOME WAGON On the occasion of Change of residence Arrivals of Newcomers to Birmingham

MRS. H. WALES PRICE Midwest-4-0516 (No cost or obligation)

NO. 1 OF A SERIES

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This well driller is going fishing, but not for fun! To the men who drill gas wells, fishing is not a pleasant pastime—it's a painstaking, tedious job. It means that the well driller has to take his large, heavy, cumbersome tackle (hooks and line) and fish out drilling tools that have become stuck or broken off deep in the earth. Consumers Power Company, too, has an important and expensive task—that of providing its customers with a dependable supply of natural gas during the cold winter months. To assure a sufficient reserve supply, it has underground storage fields near Marion, Michigan and elsewhere. Natural gas is put back in the earth under a pressure of hundreds of pounds per square inch and withdrawn as needed when gas consumption is highest.

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Dickinson's

Wabek Building Birmingham Saginaw at Lawrence Pontiac

Cadillac

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Yet recent times have seen a growing number of a younger generation in the driver's seat of the "car of cars."

And we believe that there is good reason why this should be so.

Men are now going into business and the professions well advanced in their training—and the new technologies have enabled many to make an early mark in their chosen field.

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It is remarkably vital and clean of line. And in action, it is simply without equal—quick and agile in traffic... smooth, quiet and powerful on the open road.

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Well, we'd say that his years are not really a factor at all.

If he feels his achievements entitle him to motordom's richest rewards—and if he has reached that point where he can no longer be content with second best—then Cadillac is the logical and inevitable choice.

Your dealer will happily give you the facts about Cadillac—and accompany you on motordom's most revealing ride.

Young in fact or young at heart—you ought to drive a new Cadillac soon.

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