BUSINESS

Englehart Named Board Chairman



standard worksheet of 37½ sapplies to a majority of print trades workers in both com-al printing and newspapers.

SPECIAL

Hi-Limits Accidental death, dismemberment & disability.

Complete Accident—24 hou Insurance by North America

Designed for professional and business men and women.

Annual
Limit Premium
Accidental Death &
Total Disability ____\$25,000 \$47.50 Dismemberment ____ As scheduled Other limits available

> **PRITCHARD** Insurance Service

1220 S. Woodward Aven Royal Oak, Michigan JO-rdan 6-3172



B'field Big Brothers

MacManus, John & Adams, Inc., of Bloom-field Hills, recently was awarded a special of the Oakland County chapter, makes the citation by the Big Brothers of Oakland in presentation to Mi&A President Ernest A. acknowledgment and appreciation of promo-tional and publicity services given by the Marker (center), who also is a member of agency to the local Big Brother movement.

Behind

Torry PTA Meeting

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

Roy Hard Retires | Hammerle to Head MSUO Program In Engineering

From F. W. Dodge

Roy J. Hard, 371 N. Woodward Birmingham, central regional bysics at Michigan State University.

Dr. William G. Hammerle, 34, of Pontiac, associate professor of polymers, assistant professor at Michigan State University, East Lands president of F. W. Dodge Corp's has retired after 34 years with a retired after 34 years with the firm of construction news and marketing specialists to expect the polymers of the p



TAKE A BREAK . . . I HAVE TO GO "FISHING"!

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 (hocks 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pounds per square inch and withdrawn as needed when gas consumption is highest.

LIVE MODERN FOR LESS WITH... NATURAL GAS

CONSUMERS POWER COMPANY

Dickinson's

Semi - Annual Sale Suits & Topcoats

Values to \$ 70.00 **NOW \$58.75**

Values to \$85.00 NOW \$68.75 Values to \$ 95.00 **NOW \$78.75**

Values to \$110.00 **NOW \$88.75**

Sport Coats

Values to \$39.50 NOW \$29.75

Values to \$60.00 **NOW \$48.75**

Values to \$50.00 **NOW \$38.75**

Suburban Coats & Jackets Values To \$60.00 Now \$1575 to \$4875

Sweaters

Sport Shirts

Pajamas

• Robes Colored **Dress Shirts**

Special Sale on All Neckwear!

Dickinson's

Wabeek Building

Saginaw at Lawrence Pontiac

The Store Fronts

With

ANGUS

the store's interation departmentalik's poperated by Edward
H. Chudik, formerly owner of the
fur department at Mitgrim's for
ten years. Representing the fourth
ceneration of his family engaged
working on furs when he was only
Il years of age.
Chudik's opened in Birmingham
last March.

Chiddres opened in pirmingram.

AN IMPORTANT segment of Chudik's business is tied in with the automobile manufacturers, and made a close study of what clothes will photograph well with the new model cars for reproduction in the model of the control of the contr

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 Kreige on his promotion to a dis-trict managership of 23 stores in Detroit, Flint, and Pontiac. The Birmingham Store, which he man-aged for the past five years, is in the group assigned to his super-vision.



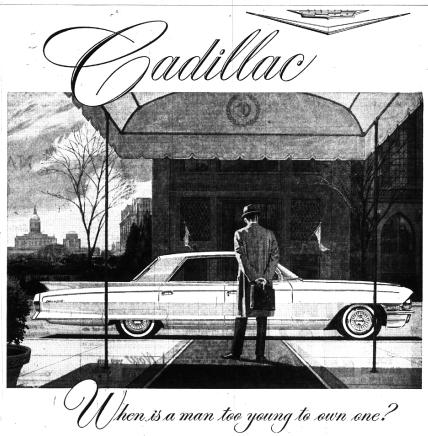
GREETINGS & GIFTS

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

WELCOME WAGON

On the occasion of Change of residence Arrivals of Newcomer to Birmingham

MRS. H. WALES PRICE Midwest 4-0516



The people who drive Cadillac cars are, taking them by and large, men of genuine personal achievement. And achievement customarily awaits the passing of a man's

years.
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 trainingand the new technologies have enabled many to make an early mark in their chosen field. Then, too, today's Cadillac has a spirit and an excitement about it that make it a great temptation to all motorists.

great temptation to all motorists.

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.

And when is a man too young to own one?

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, expressing the set well.

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

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

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