

Vernon D. Rogers Honored by Firm

Vernon D. Rogers, 32201 Rose- year Dr., Birmingham, was honored with membership in the club this year and at a dinner Tuesday, at the Port Shelby Hotel, for members of the Quarter Century Club at the home of Thomas Z. Hayward, senior vice-president of the firm.



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BUSINESS NEWS



Accepts Award

James L. Wichert, right, director of Chrysler-Imperial advertising, Chrysler-Plymouth division, admires the "Newsboy's Trophy" presented to him by Warren Gamble, speaker's chairman of the American Association of Newspaper Representatives, Los Angeles Chapter. Wichert, 2757 Santa Barbara, Lathrup, addressed more than fifty newspaper representatives in Los Angeles last week. He outlined Chrysler sales success for the past 24 months, and indicated how Chrysler's 2964-dollar national price advertising campaign contributed to Chrysler's successful sales performance.



Resident to Head State Bar Section

Dale A. Winnie, 135 Chevon Road, Bloomfield Village, has been named chairman of the newly formed section on Patents, Copyrights & Trademarks of the State Bar Association. Other officers include Roy A. Plant of Battle Creek as vice chairman and Winston E. Miller of Lansing as secretary-treasurer. The new section is intended to coordinate the efforts of patent lawyers across the state and those in corporate and private practice to better acquaint general attorneys with problems which may arise in this field of specialization. Winnie is a patent lawyer and was formerly with the Patent section of one of the large automotive companies before establishing a firm in the Birmingham area.

J. DOUGLAS ELLIOTT

Edison Picks B'field Man

J. Douglas Elliott, 1412 Echo Lane, Bloomfield Hills, has been named to head a new staff department of the Detroit Edison Co. Elliott, former assistant to the general accountant, will be the director of the Administrative Systems Planning Department of Edison. The new department will assist various company groups in planning and coordinating changes which will gear their systems and procedures to advancements in manual and automated techniques.

ELLIOTT, a holder of Edison's Alex Dow Award for distinguished service, has been with the company since 1953. He is the author of numerous articles and studies in the personnel field and on applications of electronic data processing. He started with Edison as a clerk in the customers accounts division and rose through a series of staff and supervisory posts in the accounting departments. He was promoted to assistant to the general accountant in 1960.

MI 4-1100 is a number for you to remember. Call it today and place your Birmingham Eccentric classifieds.

Quarles Named By Detroit Firm

Max Quarles, 318 Rossmore, Birmingham, has been appointed vice-president in charge of operations of Automatic Products Co., of Detroit. Automatic Products is a subsidiary of Republic Industrial Corp. Quarles has been identified in various capacities with the fastener business for the last 12 years.

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Oakland Engineers To Hear Discussion Of Fallout Shelters

Group fallout shelters will be the subject of discussion tonight at the dinner meeting of the Oakland Chapter of the Michigan Society of Professional Engineers. This meeting will be held at Rotunda Inn on Pine Lake at 7 p.m. A federal program of surveying public buildings for suitability as

community fallout shelters is now under way in metropolitan Detroit. The firm of Giffels & Rossetti, Inc., is participating in the shelter survey program for the U.S. Army Corps of Engineers. Three staff members of Giffels & Rossetti will present a panel discussion of the engineering aspects of the shelter program. The topics will be "Some Technical Considerations of Fallout Shelters," "Shelter Survey for U.S. Army Corps of Engineers," and "Blair Considerations of Shelters." Use Classified Ads—They Sell!

Alan Cook Named Abitibi Corp. VP

Alan B. Cook has been appointed vice-president of sales of the Detroit based Abitibi Corp. Cook, 1220 Waterfield, Birmingham, was formerly general sales manager of Abitibi and is a member of the Corp's board of directors.

A subsidiary of Abitibi Power & Paper Co. Ltd. of Toronto, Canada, the local firm is one of the world's leading producers of newsprint, fine papers and board products. The company is currently engaged in a multi-million dollar expansion program.



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