

American Savings Realigns Top Executive Posts

Alfred L. Deutch has been elected president of American Savings and Loan Association in a realignment of top executive posts by the board of directors. He succeeds Aldo Deutch, who will remain active as chairman of the board.

Both were among the founders of American Savings in 1947 and Aldo Deutch was the first and only president the association has had since that time.

Completing the management team, George M. Zeltzer, who joined American Savings in 1949, was named senior vice president and treasurer by the board. He was formerly vice president and assistant secretary.

ADOLPH DEUTSCH, who is 81, has been active in banking circles since 1907. While he was president, American Savings enjoyed a phenomenal growth and now has total assets in excess of \$135,000,000. It is the largest state-chartered savings and loan association in Michigan.

Alfred L. Deutch has been executive vice president since 1958 and held various executive posts prior to that. He is the first vice president of the Michigan Savings and Loan League, an organization of all savings and loan associations in the state.

An American Savings office is located in the Bloomfield Plaza Shopping Center, Maple at Telegraph Roads.

Bank Official To Moderate Credit Panel

J. Edwin Cronander, vice president of the National Bank of Detroit, will be moderator of a panel discussion at the forthcoming Consumer Credit Conference sponsored by the Michigan Bankers Association in Lansing.

Cronander is a graduate of Detroit Institute of Technology and joined the National Bank of Detroit in 1944 after prior experience in the field of consumer credit.

He is a member of the Savoyard Club in Detroit and Birmingham Country Club. With his wife and three children, he lives on Northlawn Avenue in Birmingham.



Joins Quarter-Century Club

Chester Giella, right, was one of 32 Kuhlman Electric Co. employees to recently become members of the firm's quarter-century club. Presenting an engraved gold watch are George R. Fluehr, Kuhlman president,

and Norbert C. Roth, personnel director. Other guests at the party included 75 actively employed quarter-century employees and 18 who have retired. Kuhlman's headquarters are at 2565 E. Maple, Troy.

Appointed

The appointment of Ernest W. Montgomery as a registered representative for the First of Michigan Corp. has been announced by Sydney W. Gilbreath, Jr., president. He will be located at the firm's Birmingham office. Most recently Montgomery, of 349 Bennington Court, Bloomfield Township, was regional sales manager for Music Corp. of America, a post he held since 1953. Before this he held executive positions with Packard Motor Co. and Borg-Warner.

Elected to Board

Edwin F. Lau, superintendent of pharmaceutical manufacturing for Parke, Davis & Company, has been elected a member of the Board of Directors of the National Association of Suggestion Systems during the group's 20th annual conference here. Lau, 2745 Ayshire, Bloomfield Township, has been chairman of the Parke-Davis Suggestion Committee since 1957.

NEWS OF BUSINESS

Advertising Executives Hold Area Conference

More than 300 executives of the major advertising agencies in four states and their guests will join in an all-day session today at the Statler Hilton Hotel on the problem of advertising today.

Nine prominent speakers authoritative in the industry will appear on morning and afternoon panels and at luncheon. Their forum is the annual meeting of the Eastern Central Region of the American Association of Advertising for member agencies in the Dayton, Cincinnati, Michigan, Pittsburgh and Cleveland Councils.

Guests will be college-level educators invited from five states and media representatives invited from newspapers, magazines, radio, television and outdoor companies in Pennsylvania, Indiana, Michigan and Ohio.

SPEAKER FOR the annual regional luncheon will be Marion Harper, Jr., chairman of the 4-A board and president and chairman of Interpublic Incorporated, parent company of McCann-Erickson, Inc., which is represented in Detroit by a large regional office.

Some 25 to 30 college professors devoted to education for advertising will engage in a morning-long round-table discussion on higher education's common interests with professional agency practice.

This meeting, under the chairmanship of Dr. Kenneth L. Aikin, professor of advertising at Michigan State University, anticipates establishment of a permanent educator organization to be associated with the regional 4-A for continuous future participation in 4-A meetings, clinics and workshops. The educators represent faculties

of advertising, marketing, English, journalism and business administration at schools such as University of Michigan, Michigan State, Wayne State, Detroit, Ohio Wesleyan, Kentucky, Penn. of Cleveland, Akron, Kent State and Bowling Green State.

A MORNING session for member agencies will address itself to a business and internal problems common to all agencies. Those on the program: John H. Crichton of New Canaan, Conn., 4-A president; Richard Turnbull of New York, 4-A senior vice president; Charles W. Bishop, prominent Detroit legal authority on advertising; and Gail Smith of Detroit, director of advertising and market research at General Motors.

The luncheon and afternoon panel session are open to all guests. Those on the afternoon program: Robert E. Riordan of Detroit, vice president of D. P. Brother & Co.; Dr. Bergen Evans, author, television personality and professor of English at Northwestern University; Thomas A. Coupe, vice president for automotive sales at American Motors; and David B. McCall of New York, vice president of C. J. LaRoche and Co., Inc.

Chairman of the meeting is John P. Henry of Detroit, also chairman of the region, a vice president of Geyer, Morey, Ballard, Inc.

Elected

Huzzy Petersen, 16249 Elizabeth, Beverly Hills, has been elected to serve as a member of the Education and Training of the Automotive and Machine Shop section of the National Safety Council.

Behind The Store Fronts

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John P. Courtois, of Johnbee's Home Decorative & Accessories 330 p.m. The second day's classes are scheduled for Sat., Nov. 10. For refreshments, Jack Ball promises to serve apple cider with doughnut holes.

Norm and Ken Barrett have changed the name of their Birmingham Laundromat, 1000 S. 10 a.m. to 12 noon, and from 2 to 3:30 p.m.

Reynolds asked if the matter was reported to the police. "No," Courtois said, "I didn't think there was any use."

"Well," Reynolds suggested, "you had nothing to lose. If I were you I'd go over to that parking lot and see if I could find some of the other car's tail light glass, because obviously that is the part that struck your car."

Courtois did as suggested and found several good sized pieces of glass. He promptly took the broken glass to the Birmingham police department.

AT THE POLICE station, there were three different opinions as to the make of car from which the glass came, according to Courtois. Richard Chambers, of the detective bureau, didn't hold out much encouragement that they would be able to track the car down, but before Courtois left, the officers carefully measured the height of the indentation, which apparently was caused by the impact of a car's rear bumper and that part of the projecting rear fender containing the taillight assembly.

The officers took their yardsticks to a municipal parking lot and by measuring the distance from bumper to tail light, eliminated two makes of autos. They then measured a Mercury. The distance from bumper to tail light was exactly the measurements they were looking for.

What's more, the opposite side of the car drew their quick attention. It was damaged. The glass which Courtois had picked up in the parking lot matched.

"What a police department," Courtois exclaimed.

Birmingham Federal Savings will hold its annual open house Friday. Everyone is invited to drop in for a "coffee break" at the Birmingham main branch, 99 West Maple, or at the Berkeley branch, 3055 W. 12 Mile Rd.

Once again, Mrs. Frank (Anna Belle) Webb will conduct classes in dried arrangements for holiday (or anytime) decorations on the indoor patio at The McClellan-Ball Co., 850 S. Woodward. The first classes will be Sat., Nov. 3, from

Adams Rd. to The Custom Service Laundry. They feel that the new name better describes the firm's service since installing new machinery last summer. The laundry is now equipped to offer complete family and bachelor services.

Jim Peabody, of Peabody's Market (Hunter Blvd. & Maple) hopes that the paving will soon be completed along Hunter in front of the store. In the meantime, there is plenty of free parking at the rear of the store, Jim says.

Tom Milbauer, a hairdresser at Geon's, 271 W. Maple, Birmingham, took second place Sunday in the haircutting competition at the Michigan National Hairdressers Association meeting in Lansing.

Make a list of those "want needs" today, Dial MI 4-1100 and a Classi Lassi will help you.

A Man's World
Overhead at a recent broker's meeting of the Birmingham Real Estate Board—"Now I can better appreciate my college daughter's reaction to being one woman in a class of forty men"—The comment was made by Mrs. Margaret DeNador, Secretary of Max Brock, Inc., who is the only woman broker on the Birmingham Real Estate Board.

Back in School
Earl W. Fernelius, size president of Max Brock, Inc., rector, was a guest lecturer at Michigan State University - Oakland last week, presenting the subject "Land Procurement and Development" as part of a course in Fundamentals of Real Estate.

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This is not a lecture. Mrs. Webb will help you work out the arrangement you think you want—with your materials and equipment (both physical and mental). Any physical equipment you need will be available in our store. You may ask her questions and we assure you, you will get answers. (Mrs. Webb doesn't even know what we are writing in this column but we are positive she will come through.)

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CRYSTAL CLEAR APPLE CIDER WITH DOUGHNUT HOLES WILL BE AVAILABLE FOR THOSE WHO MISSED BREAKFAST OR LUNCH OR WHO ARE JUST HUNGRY.

NOTE: TWO MORE OCCASIONS ARE SCHEDULED FOR THE FIRST TWO SATURDAYS IN DECEMBER. THESE WILL BE ENTIRELY ON CHRISTMAS DECOR & ARRANGEMENTS. THE DATES ARE DEC. 1st & 8th.

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Truckers Honored

C. J. McCrory, (left), manager of tire sales, The Firestone Tire & Rubber Co., presents a membership check to Walter F. Carey of Birmingham, chairman of the American Trucking Association Foundation, at the ATA's national convention in Chicago. Firestone has been a member of the foundation since 1954.

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