



Resident Wins Award

C. M. Kaltwasser, 364 Puritan Road, Birmingham (left), has received an outstanding performance rating for his work as small business and labor surplus advisor at the Detroit Procurement District, U.S. Army. The rating certificate and congratulations from larger firms having prime government contracts, were presented to Kaltwasser by the District

Commander, Col. W. E. Besse. In his work at the district, Kaltwasser advises and counsels small business firms in how to be competitive in securing government contracts and how to secure sub-contracting work from larger firms having prime government contracts.

NEWS OF BUSINESS

Ford's Cassidy Ends 30-Year Auto Career

Kenneth D. Cassidy, Ford Motor Co. vice president-Industrial Relations, will retire from the company. Henry Ford II, chairman of the board of directors, has announced. Cassidy, who was 65 in Nov., has directed the company's labor negotiations as well as all personnel programs and activities since appointment to his present position in 1959.

With Cassidy's retirement on Nov. 30, the labor relations staff, headed by Malcolm L. Denise as a company vice president, and Edwin D. O'Leary, vice president, will become separate components reporting directly to Arjay R. Miller, company president.

Cassidy, 1505 Kirkway, Bloomfield Hills, began his automotive career 30 years ago as an accountant. He joined Ford in 1946 as a supervisor in the controller's office in Dearborn and has held several financial and manufacturing executive positions.

FROM 1956-59, he was group director - body group, assisting in



KENNETH D. CASSIDY

pbi

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Area Ad Firm Announces Merger

Acquisition of a local agency has advanced LaRue & Cleveland, Inc., Detroit advertising firm, into the \$3 million-plus-class in billings. This five-year-old organization now ranks among the top ten agencies originating in Michigan. It services clients in seven states.

The announcement came when Robert F. LaRue, president, issued the statement that L & C had acquired all accounts and seven man staff of Howell, Young & Smith, Inc. of Royal Oak. Takeover date is effective January 1, 1964.

Joseph S. Howell, 5870 Crabtree, Birmingham, president of HY&S, will become a vice president and director at L & C and Edward M. Smith will retain his present title of vice president. All personnel will move to L & C's new building.

Fresh Ideas Needed Says Ad Executive

"Last year's" dropped up at the November meeting of the Industrial Editors Association of Detroit.

William Bond, advertising manager of J. L. Hudson Co., used the word in drawing a parallel between department store advertising and employee communications. He warned his audience of industrial communicators about the pitfall of telling the same thing the same way each year.

"We must find a fresh way to tell our story," he said "to get the maximum results from our efforts." Bond said. He lives at 757 West-view, Bloomfield Hills.

Realty Firm Opens New Lathrup Office

Mathers, Stevens & Martin Inc., realtors, will open their new offices at 27315 Southfield, Lathrup Village, in dedication ceremonies Saturday.

Lathrup Mayor Richard N. Cogger, will cut the doorway ribbon at 10 a.m. Lathrup and area residents are invited to inspect the office all day Saturday.

Way Out West

Birmingham life insurance woman O. June Noye, 1300 Forest Lane, recently attended a three-day sales conference in Phoenix, Ariz., sponsored by Western Life Insurance Co. Mrs. Noye was one of the 107 Western Life agents from coast to coast who qualified for the conference on the basis of 12 month sales results.

He also is a member of the Advisory Council on Personnel Administration of the National Industrial Conference Board and has been a trustee of the Institute for Economic Education since 1960.



Motel on the Rise

The steel framework of a \$500,000 five-story tower addition to the Birmingham House Motel is rising at Hunter and Maple. Asher N. Tilchin, partner in Tilchin-Aaron Motels says that the addition will bring to more than 100 the number of rooms available in the motel and will feature a ground floor coffee shop and meeting and banquet facilities on the second floor. Shown against a background of the tower's steel-framework are (l. to r.) Bernard Cronk, of K&C Construction Co., general contractors on the tower; Tilchin and Stanley Aaron, partners in Tilchin-Aaron Motels and Sanford Rossen, AIA, architect who designed the tower structure.

Resident to Discuss Auto Body Styles

Bart Cotter, 1915 Rathmor, Bloomfield Hills, general director of engineering, Fisher Body Division, General Motors, will be the guest speaker Monday night at a meeting of the Detroit Section, Society of Automotive Engineers. Cotter will discuss the major engineering features of General Motors' 1964 body styles as related to Fisher Body's role in their design and building.

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