

Birmingham Firm Adds Saunders

Peter S. Hoffman, vice president welcomed Stephen T. Saunders, newest addition to McHugh and Hoffman, Inc., Television and Advertising Consultants recently to the Birmingham firm.

Saunders formerly was an assistant radio and television account executive on Chevrolet for Campbell-Ewald Co., Detroit advertising agency.

His new assignment will be in the area of client service for McHugh and Hoffman, Inc.

who's old fashioned

We are. The folks who direct your Community House. We're old fashioned enough to believe in self-support. Not a single cent of the money that supports the House comes from your taxes, the United Foundation, or private endowment funds. Our only endowment is you. Help us keep this unique non-political, non-sectarian, non-organizational gathering place for all in full swing. Please give to the new 1963 Community House Fund Drive.

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DUNN'S, Inc.
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Mabel R. Murphy

candidate for City Commission
Is Qualified and can Devote Full Attention to the Position
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• City Election Board 12 Years
• Citizens Committee for two Fire Stations, 1953-1954

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Three Year Term—Monday, April 1

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NATION-WIDE MIDAS MUFFLERS ARE GUARANTEED* FOR AS LONG AS YOU OWN YOUR CAR

Use your Credit—No Carrying Charges—up to 6 months to Pay.

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*Includes Rust Out • Free Estimate

Latimer Named To Manage New Ford Office

Raymond A. Latimer of Bloomfield Hills has been named manager of a newly established product planning office for the general parts division of Ford Motor Co., Stanley Gillen, division general manager, said. Latimer will be responsible for development, evaluation and recommendation of forward product plans and programs covering the division's product lines.

The general parts division manufactures more than 30 major items, including alternators, ceramics, spark plugs, carburetors, batteries, shock absorbers and brake cylinders.

Latimer joined Ford Motor Co. in 1946 as an industrial relations supervisor. He has been assigned to Ford Division since 1949 in product programming and truck planning positions.

Resident Promoted

Paul Keller, President of Oso Steel, announced today that Owen Brock had been named vice president of the company. Previous to being made Vice President, Brock was manager of Steel's Detroit Branch. He resides at 7100 Wing Lake Road, Bloomfield Township.

Morrison, 43, of 6255 W. Surrey, Birmingham, brings to his new office a background of 18 years in the cement industry, with rapid promotion through the ranks of the Peerless organization.

He joined the Peerless Cement Co. as assistant plant engineer. In rapid succession he was promoted to director of personnel, assistant to the president and in 1960 was elected a vice president of the company.

Area Man Named To Board of Firm

John F. Ivory, 2916 Masefield Drive, Bloomfield Hills, has been elected to the board of directors of Allied Van Lines, Inc. He is co-owner of The Ivory Brothers Moving Co., Detroit, a business he entered in the early 1930s.

He is a director of the National Defense Transportation association and a past director of the Detroit Traffic club.

Paul Political Advertisement

The Albert Sheetz Candy Co. today opened its fourth store at Northland Shopping Center in less than a year and a half since its founding. Main store and offices are at 820 S. Woodward, Birmingham. Other stores are at 165 Pierce St. and in Grosse Pointe.

Roy Bashie, of The Thunderbird Shop in Bloomfield Plaza is back from New York where he attended the annual world-wide toy show.

And speaking of Bloomfield Plaza, construction is starting on an extensive expansion program, which will add a number of stores to the center.

The Birmingham Camera Shop, 168 S. Woodward, took note of its 25th anniversary March 15. Visitors to the store were presented carnations with the shop's compliments. The present location is the same as when G. Fredrick Mon started the business. A Hudson Motor dealer agency had been a former tenant of the building. Mon says that they enjoyed good business the first ten days or so, but a couple of weeks later, he recalls with a chuckle, the total dropped to one day's business added up to only \$6.40.

Richard L. Tull of the Pontiac Business Institute, Inc., announced last week that Karmen Gates, 807 Suncoy Beach Blvd., Pontiac, won the title of Miss Nancy Taylor Secretary of Pontiac Business Institute, local sponsor of the contest.

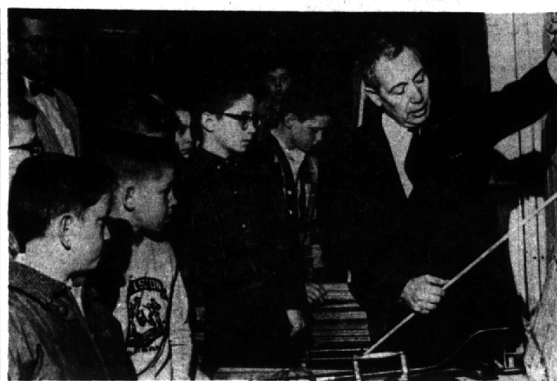
She will compete with winners from other cities for the Michigan Florist Executive Meets Lord Mayor On Business Trip

During a business trip to Melbourne, Australia, March 5 through March 7, John L. Bodette of 1311 Sandringham Way, Birmingham, was received by the Rt. Hon. Councillor Sir Maurice Nathan, Lord Mayor of Melbourne.

Sir Nathan presented Bodette with a bouquet of native Australian flowers in honor of his visit.

A development program for Interiors, Inc., the international flowers-by-wire organization, took Bodette to Melbourne, as well as to Tokyo and Hong Kong.

Executive vice president and secretary of Florida's Telegraph Delivery Association, Bodette also is secretary and treasurer of Interiors.



Patterson Conducts Derby Clinic

Some 125 boys from the Birmingham area attended a free clinic on the Soap Box Derby at Patterson Chevrolet, 1000 S. Woodward, Birmingham, on March 13. George Annibal, an engineer who is conducting the series of clinics in the metropolitan Detroit area, points out some pertinent information to his

young listeners. Patterson Chevrolet moved all its cars out of the new car showroom to hold the clinic there. Salesman Bill McHugh is Patterson's Soap Box Derby manager. He reports the boys saw movies of last year's Derby winners, as well as receiving clinic tips on how to make a racer.

Named Coordinator By Steel Firm

Gerrit P. Lodewyck of Birmingham has been appointed coordinator of production planning and sales service for Jones and Laughlin Steel Corporation's stainless and strip division. It was announced by J. J. O'Connor, department manager. Lodewyck had been coordinator of division accounting.

A native of Amsterdam, Netherlands, where he attended elementary and high schools, Mr. Lodewyck was graduated from Walsh Institute, Detroit, majoring in business administration. He has been employed at J & L since 1952, starting as cost clerk.

Local Firm Gets U. S. Navy Contract

A U.S. Navy contract covering construction of nine sets of winch and crane deck machinery for installation on minesweeper vessels, has been awarded Jered Industries, Inc. of Birmingham, Michigan.

Based upon an advanced design concept which incorporates use of the latest developments in mechanical, hydraulic and electrical components, each set of deck gear will consist of minesweeper winches, magnetic and acoustic cable reel drives, and level luffing cranes.

There probably aren't more than one or two mother-daughter beauty salons in the area. One we hear of is at the Bloomfield Village Beauty Shop, 1746 W. Maple, at Chesterfield. Owner is Beulah Redner. Her daughter, Regina Deschaine, came with her the first of the year, with a background of beauty shop experience around Birmingham.

Mr. & Mrs. Lloyd Lake of Lake's Jewelers, 100 S. Woodward, are happy to be back home after a month's motor trip through the West. They stopped at Phoenix, Ariz., L.A., and San Francisco, where they visited their daughter.

"Sure, Arizona is beautiful this time of the year," Lake commented. "But we'll take Birmingham, our friends, and lifelong business associates anytime."

Road-Aid Honors 3 Area Executives

Three Birmingham area insurance executives were elected officers and directors at the annual meeting of the board of directors of Road-Aid, Inc., a national clearing house for emergency road service claims serving more than 200 casualty insurance companies in the nation.

Re-elected secretary of the organization was Maurice L. Greer of Birmingham, executive secretary of the Detroit Association of Insurance Agents. Paul Cooley of Bloomfield Hills, the Cooper Insurance Agency, was named treasurer.

Among the directors is John P. Hinckley of Birmingham. He is president of the Hinckley Insurance Agency.

Contest Winner Gets Watch for Award

Robert D. Kremer, Royal Oak, representative of the Lincoln National Life Insurance Co., and a member of the James P. Kelemen Agency has been named a leader in a national sales contest, conducted in February. Kelemen, owner of the agency, lives in Birmingham.

Kremer is one of the top 25 speakers in the company who will be presented with a watch for outstanding performance during the February contest.

Expanding

The Dickson Co., management consultants, have moved their offices from Pallister Avenue to 648 New Center Building, Detroit. L. P. Dickson, vice president, Birmingham, said additional staff will extend services in personnel evaluations, vocational counsel and employee relations.

Paul Foley Named As Vice President

Paul Foley, Birmingham advertising executive, has been elected vice chairman of McCann-Erickson, Inc., with management responsibility for the creative product of the agency in the United States, as has been announced by Emerson Foote, chairman.

Foley has been an executive vice president in charge of the agency's eastern region. He joined McCann-Erickson, Inc. in 1955 as manager of its Detroit office after 10 years with MacManus, John & Adams, Inc., Detroit, where he was executive vice president.

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SPANISH RICE 2 Cans 39¢
Star Cross 2 1/2 Can
TOMATOES 3 Cans \$1
SCOT TOWELS
2 Regular Rolls 39¢
Shedd's 3-lb. Jar
PEANUT BUTTER 99¢
Roland White Meat
TUNA FISH in oil 3 Tins \$1
Ideal 34-Can Case
DOG FOOD Case \$3.49

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Kraft's VELVEETA VELVEETA CHEESE 2-lb. Loaf 79¢
Hormel Regular SLICED BACON 49¢ lb.
Tilden BUTTER 69¢ lb.
Pincooning MILD CHEESE 49¢ lb.
Hills Bros. COFFEE
2-lb. Can \$1.15

BIRDSEYE
BIRDSEYE French Green Beans, 9-oz. Pkg., 2 Pkgs 45c
BIRDSEYE Ford Hook Lima Beans, 10-oz. Pkg.25c
BIRDSEYE Peas, 10-oz. Pkg.2 Pkgs. 43c