

Advertising Agency Moves Operation to Two-story Building

LaRue & Cleveland, Inc., Detroit advertising and marketing agency, has taken over a two-story office building at 1830 Greenfield Road, Detroit, to accommodate its growing business, according to agency president Robert F. LaRue, 28010 Woodworth Way, Lathrup Village. A tripling of the firm's volume and personnel over the past three

Training in Denver

D. W. Williamson, 1822 Grandfield, Birmingham, is attending a week-long training class conducted by Parke, Davis & Co. for recently employed sales representatives July 15 to 20 in Denver, Colo.

years made the expansion necessary, he said. The new building more than doubles the area of the agency's former quarters.

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ENROLL NOW for the **MID-SUMMER TERM** beginning **Monday, July 22**
Day, Half-Day, and Evening Classes
Professional Accounting, Higher Accounting, Junior Accounting, Business Administration, Secretarial, Stenographic, Speedwriting, Clerk-Typist, and Office Machines.

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18 W. Lawrence Veterans Approved FE 3-7028

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3 LBS. 100% VIRGIN CELACLOUD AIR MATTRESS POCKETS
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71 Days Ahead in Production

Two Birmingham residents, E. M. Estes left of Waddington Road and Frank V. Bridge, of Glengarry Road, played key roles last week as Pontiac Motor Division's 554,091st car of the 1963 model year, a two-door Grand Prix sports coupe, was assembled. The event marked a new production high for Pontiac. Total production of 1963 Pontiacs and Tempests currently is 71 days ahead of the company's previous record set in 1955. Estes, a General Motors vice president, is Pontiac's general manager while Bridge is general sales manager.

Berry Industries Names Advertising, Marketing Agency

Appointment of LaRue & Cleveland, Inc., Detroit, as advertising and marketing agency for Berry Industries, Inc., Birmingham, has been announced by Carl B. Anderson, Berry merchandising manager, and Robert F. LaRue, agency president.

Berry Industries is a manufacturer of garage doors, electronic door operators, and allied products for the building industry. In addition to its administrative and manufacturing complex in Birmingham, the firm has facilities in Ann Arbor, Walton (Toronto) and Winham, Ontario; Chicago; Los Angeles; and Centralia, Washington.

Area Insurance Co. Cited for Sales

The S. Miller Weisman district agency, Birmingham, of the Northwestern Mutual Life Insurance Co., and Special Agent Richard J. McMaster will cited July 22 for outstanding life insurance sales in the 1963 agents' honor year. The Weisman agency ranked in the Top 10 in sales among NML's 53 district agencies across the country. McMaster, associated with the Weisman agency, is a winner of the Bronze section award. The Weisman agency is associated with the John A. Formalia general agency, Detroit.

THE BRONZE section award is presented to an NML agent for exceptional sales achievement during his initial years with the company. Top sales honors will be announced at the 83rd annual meeting of the Association of Agents of Northwestern Mutual Life Insurance Co. to be held at the firm's home office in Milwaukee, Wis., July 22-24. Northwestern's sales nationally in the 12 month honor period were \$924 million, the highest ever recorded by the 106-year-old firm in any year.

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★ One Day Installation... Many More Patented Features
★ Completely new conception in Home Pools.
See Model at Woodward and Harrison Service Station
10 1/2 Miles Road at Woodward Royal Oak Michigan
FUTURA POOLS
Open 7 Days a Week
Fast Evening Hours!
NO MONEY DOWN
4229 Grandy, Detroit 7
WA 3-8374

King Promoted To Manager of Factory Branch

Arthur P. King, former administrative assistant to the general truck sales manager of GMC Truck & Coach Division, has been promoted to manager of GMC Truck's Charlotte factory branch.

He succeeds C. W. Hames who has been promoted to G M C San Antonio zone manager.

King has been associated with the automotive industry for the past 27 years. He joined General Motors in 1936 as a clerk in the sales department of Fisher Body Division.

AFTER SERVING in a variety of supervisory capacities in accounting at Fisher Body, he was transferred to GMC Truck & Coach in 1948 and subsequently held such posts as field accounting supervisor and dealer business management manager.

He has been administrative assistant to the general truck sales manager since February, 1961.

King is a native of the Detroit area and attended the Detroit Institute of Technology. He presently resides at 6901 Woodbank, Birmingham. He has been active in school and scouting programs in the area.

Harris Named Sales Promotion Manager

N. K. Harris was recently appointed manager of sales promotion for the Dodge Division of Chrysler Motors Corporation.

Before his appointment, Harris was distribution and market analysis manager, a position he held since June, 1962.

Harris began his association with Dodge in 1953 as a district sales manager in Davenport, Ia.

HE WAS named city manager for North Chicago in 1954 and promoted to Chicago regional new car manager the following year. In 1956 he was appointed regional distribution manager.

He was named assistant regional sales manager at St. Louis in January, 1959, and in August, 1960, was promoted to Pittsburgh regional sales manager.

Harris was born in South English, Ia. He attended the State University of Iowa and served in the U.S. Navy.

Harris lives with his wife, Margaret, and their three children at 8210 Van Ness Drive, Bloomfield Hills.

Two Men Receive Awards from GM

Two Birmingham men will receive graduate key awards from the General Motors Institute, Flint, July 26.

Both employed by the Ternstedt Division, Detroit, they are Robert E. Mashaw, 788 W. Lincoln, Birmingham, and Wayne D. Kuni, 395 Larchlea, Birmingham.

Accountants Earn Honors for Chapter

The Oakland County Chapter of the National Association of Accountants took second place honors in the recent national competition for the year ending May 31, at the annual convention in San Francisco. Eugene L. Mueller, 670 S. Cranbrook, Bloomfield Township, is vice president of the Oakland County Chapter.



"DON'T GIVE ME THAT STUFF ABOUT ALL LAWN FERTILIZERS BEING THE SAME!"

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We guarantee a greener lawn in one week after you apply Scott's Turf Builder. If you are not satisfied your money will be refunded!

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You are invited to call our Scotts Counselor for help with any lawn problem



NEWS OF BUSINESS



She's at Her Station

Mrs. Leo Tillard, whose husband owns and operates Tillard's Mobile Center, Adams and W. Maple, Birmingham, is one of the few women presently employed in service stations. Here, she checks customer records. Mobil Oil predicts that all service stations will eventually have women workers, according to Mrs. Tillard.

CRAB GRASS KILLING

THE SAFEST, surest, and best way to eradicate crab grass is to kill it on sight. Eliminates guesswork and insures complete extermination.

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