

SALES

Ford Motor Promotes Two Area Residents

Stanley N. Kuryla, formerly executive director of Ford Motor Co.'s Marketing Staff, has been appointed assistant general manager of Ford Motor Co. Mexico.

He has been succeeded as executive director of the company's marketing staff by E. F. Lauri. Lauri had been general sales manager of the company's Ford Division.

Kuryla's appointment follows 13 years of experience in company finance and marketing activities. He joined Ford in 1951 as an analyst on the finance staff. He served as programming manager, assistant treasurer and assistant controller prior to his appointment as executive director of the Marketing Staff in November, 1963.

He joins Ford of Mexico which has operated assembly facilities since 1925. The company this month dedicated a new engine plant, foundry, quality control laboratory, product engineering laboratories and Mexico's only full-scale test track.

KURYLA WAS born in Mexico, where his father worked as a mining engineer. He is a graduate of Massachusetts Institute of Technology and has lived at 5885 Forman Drive, Bloomfield Township.

Lauri, in his new position reporting to Charles R. Beacham, vice president Marketing is responsible for direction of the corporate marketing staff, including marketing research, sales training, market and distribution planning, advertising, sales promotion and marketing operations activities.

Lauri joined the company at the Ford Division St. Louis sales office in 1953 as manager of the car sales department. With the Ford Division sales team, he has served as southwestern regional sales manager and analysis manager, Houston.

HELGESON WAS born in Detroit, Michigan. He received a B.S. degree from the University of Michigan in 1948. He has worked for the Ford Motor Co. in various capacities since 1948. He was in charge of the design and production of printed circuits and is an accepted national authority in the field. In addition to his marketing functions, Helgeson will continue to recommend engineering methods, procedures, equipment, products and technological improvements related to the development of the printed circuit phase of the company's operations.

PERFORMANCE MEASUREMENTS Co. also designs and builds quality control systems, test stands and instruments used in the design of aircraft, chemical, missile, communications and ordnance fields.

Helgeson was an early pioneer in the design and production of printed circuits and is an accepted national authority in the field. In addition to his marketing functions, Helgeson will continue to recommend engineering methods, procedures, equipment, products and technological improvements related to the development of the printed circuit phase of the company's operations.

MARPLAN TAPS AMERICAN SAVINGS AREA RESIDENT ELECTS OFFICERS

Harold D. Adams has been appointed associate research director in the Detroit office of Marplan Division of Communications Affiliates Inc. It has been announced by C. Richard Johnston, vice chairman and Detroit manager.

The appointment is a promotion from senior project director, which Adams has been since 1961 when he joined Marplan, an international research organization and an affiliate of McCann-Erickson, Inc., major advertising agency.

Adams, 1277 Birch Harbor, West Bloomfield Township, assumed a greater responsibility in the direction of marketing-research activities Marplan conducts in continental U. S. both for the agency and for three General Motors automotive accounts of the agency, Buick, GMC Truck & Coach Division and Opel Kadett.

ACCEPTS NEW JOB

Jerry L. Nolen, 1974 Yosemite, Birmingham, has been promoted to the position of senior investment analyst in the trust investment department of National Bank of Detroit.

Nolen, who at present is working toward his degree in business administration at the University of Michigan, joined the bank in June of 1961 as an investment analyst trainee.

THE EXECUTIVE of George M. Zeltser as executive vice president and member of the board of American Savings and Loan Association, Harold R. Hosack as treasurer and the election of Sheldon B. Kruse as president of the Detroit Chapter of the American Marketing Association on Tuesday. Johnston lives at 5169 Nob Court, Bloomfield Hills.

SPEAKS IN DETROIT

C. Richard Johnston, vice chairman of Marplan Division, Communications Affiliates Inc., is scheduled to talk before the Detroit Chapter of the American Marketing Association on Tuesday. Johnston lives at 5169 Nob Court, Bloomfield Hills.

On The Making Of a University

"What's the difference between a college and a university?" The question has come up again in Ypsilanti, where Michigan State Normal College changed its identity to Eastern Michigan University in 1959.

A "college" originally was what is called today a "profession," as "College of Surgeons." You may think of the word "colleague" too. Education-in-common for specialists brings the idea of "school" into the meaning.

The notion that an institution whose chief function is the preparation of teachers is a "college" may require change as subjects become more specialized, and each subject field involves a technical knowledge of its own.

IN KNOWLEDGE - background the English teacher differs from the math teacher as much as the lawyer from the doctor.

In an effort to explain its more complex purposes Eastern Michigan University, which has a present enrollment of 8,500, has issued a document titled "Eastern Michigan University Background and Objectives."

The essential purpose is still to meet the needs of teacher-training, but the view of this role is broader. The document just released, is a significant statement approved by the Board of Regents after long deliberation by several committees appointed through President Eugene B. Elliott.

SPINA PHOTOGRAPHS Kennedy for Book

Tony Spina, Detroit Free Press photographer and resident of Birmingham, will be at Marv's Book Store at Northland Center from 8:30 p.m. tonight to autograph copies of his new book, "This was the President" - John F. Kennedy.

The book features all new pictures of the late president taken in the days between his nomination and inauguration. Many of the pictures were taken in Detroit when the late president made his 1960 Labor Day speech on the square now renamed in his honor.

COMMONWEALTH BANK ELECTS CHICAGO MAN ASSISTANT CASHIER

The board of directors of Bank of the Commonwealth has elected Donald B. Deltzell assistant cashier, it has been announced by George W. Miller, president.

He will be in charge of planning and developing the Commonwealth's special bank services for corporations under the direction of John E. Thompson, senior vice president in charge of corporate services.

Deltzell comes to Bank of the Commonwealth with extensive experience in corporate services. Since 1960 he has been divisional assistant in the special services division of The Northern Trust Co., Chicago, Ill.

He received his business education at Monmouth College, Monmouth, Ill., where he received his bachelor of arts degree as an economics major, and at the University of Chicago's Graduate School of Business Administration, where he received his master of business administration degree in 1959.

From 1954 to 1956 Deltzell was assigned to the U.S. Army Center Intelligence Corps, and was engaged in intelligence work for our country in Germany.

Deltzell and his wife, Constance, and their child intend to make their home in Birmingham.

A Record Output

The 421,320th Dodge built in 1964 rolled off the assembly line at the Hamtramck Assembly Plant last week to set a new production record for the company. William Marshall, (left) assistant superintendent of the final assembly, shows the vehicle to John J. Riccardo, assistant general manager of Chrysler Corp.'s Dodge Division. Riccardo lives at 368 Waddington, Birmingham.

IN GRAND RAPIDS

Maurice A. Betman, C.I.U. of Northwestern Mutual Life Insurance Co., recently attended an advanced underwriters seminar at Grand Rapids. The seminar provided an opportunity for exchange of experience with training in recent developments in special fields of advanced underwriting work. It covered aspects of life insurance in business and estate planning.

OUT WEST

Kyle M. Otterbein and William W. Stewart, managers of Home Life Insurance Co. agencies in the metropolitan area, recently attended a three-day meeting of the American Marketing Association in Phoenix, Ariz. Otterbein, 29288 Sunset, Lathrup Village heads the Home Life Agency in Southfield and Stewart, 4200 Bloomfield Hills, is in charge of the Detroit office.

ADD NEW ACCOUNT

Abraev Dressing Tool Co., Michigan's largest agent, appointed Page, Winchester & Connelly, Inc., of Birmingham, as its advertising counsel for space, collateral and publicity.

The African earth hog, if chased, will dig himself a hole and he's hard to dislodge.



Reviewing the Troops

Maj. Gen. Stanley W. Connelly (second from left), of 5337 Van Ness Court, Bloomfield Hills, division commander of the 70th Division (Training), and Brig. Gen. Robert R. Owen, 554 Fairfax, Birmingham, assistant division commander, review officers and men of the division during Veterans Day ceremonies at the University of Detroit Stadium. The Reservists and members of the University of Detroit ROTC Detachment joined for their second annual observance of Veterans Day.

2,000 Expected to Attend Dental Review in Detroit

Some 2,000 dentists from Michigan and surrounding states are expected to attend the 23rd annual Dental Review, a three-day professional and scientific meeting to be held Sunday through Tuesday at the Statler Hilton Hotel in Detroit.

The Dental Review is sponsored by the Detroit District Dental Society which was founded in 1875.

Some of the leading essayists in the nation, representing both dental and non-dental fields, will deliver Day speech on the square now renamed in his honor.

IN ANNOUNCING Dr. Crane's appearance in Detroit, Dr. Pinto said the dental profession is vitally interested in maintaining close professional ties with individuals or groups representing the total community health team.

"Understanding the patient as an individual as well as understanding his general dental health is fast becoming an integral function of the community dentist," Dr. Pinto said.

In addition to scientific presentations, Dr. Pinto announced that more than 60 hours of table clinics and workshop seminars will be presented by the Detroit Clinic Club which is observing its 50th anniversary this year.

Dr. Homer W. Gilmore, associate professor and chairman of the department of Operative Dentistry, Indiana University, will be among out-of-state essayists presenting scientific papers at the conference.

Additional essayists will include University of Rome Medical School graduate Dr. Gino Passarotti of the U of D School of Dentistry; Dr. S. Joseph Bergstein of New York, dental author and Dr. John F. Mortell, D.D.S., M.S.D., from the University of Michigan's School of Dentistry.

DENTAL assistants and hygienists will also be participating in the scientific meeting, Dr. Pinto announced, as well as members of the Women's Auxiliary. These groups and the dentist comprise the entire team or complex, Dr. Pinto said.

"As such, they participate in scientific meetings of this kind to develop a deeper insight into all aspects of the dental profession."

An art gallery consisting of paintings, sculpture and objects

FOR THE HOUSE THAT DEMANDS INDIVIDUAL PERFECTION.

JUST ARRIVED

A very select assortment of Italian Marble Table Tops

Round tops 24" to 48" in diameter
Ovals 48" x 24" 7 colors to choose from

Price \$20.00 to \$128.00

Various types of legs available

Custom tops fabricated, alterations & polishing to your specification.

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HOME FOR THANKSGIVING, or TO THE GAME... DRIVE SAFELY - AND GET SET FOR WINTER DRIVING

SAVE DOLLARS NOW WITH THESE SPECIALS!

Engine Analysis & Tune-Up
Replace spark plugs and distributor points. Service automatic choke and air cleaner. Adjust carburetor, fan and steering balls. Check fuel bowl and strainers. Service manifold heat control valve. Inspect battery and electrical connections. Adjust engine timing.

Regular Price	With This Coupon
8 Cyl. \$22.50	\$18.95
6 Cyl. \$19.60	\$17.32

Special Wheel Alignment
Check bearing adjustment. Adjust camber, caster, toe-in. Inspect upper and lower control arms, bushings, ball joints.
Check and adjust steering linkage.
Align steering wheel.
REGULAR PRICE \$26.95
SPECIAL PRICE \$22.50

Ford Brake Reline
CHECK ALL WHEEL CYLINDERS AND MASTER CYLINDER
RELINE BRAKES WITH GENUINE FORD LINING
REGULAR PRICE \$26.95
SPECIAL PRICE \$22.50
LABOR AND LINING

These prices good only through December 31, 1964.
Harold Turner recommends these dollar-saving specials. All work by competent, factory-trained mechanics.

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"Turn to Turner - Your Friendly FORD Dealer!"
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