

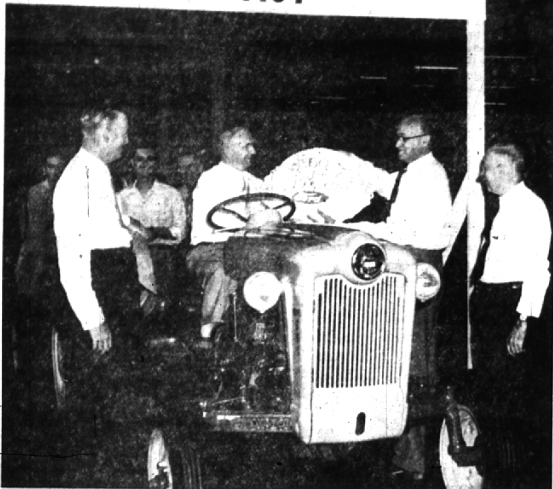
Comparatively few people are blessed with the natural inclination to show their appreciation, their gratitude for what others do for them. Most of us have to develop this habit . . . as we certainly should!

The Birmingham Eccentric

SECTION 4
Thursday, August 11, 1955

BIRMINGHAM BUSINESS BRIEFS

1,000,000th
FORD TRACTOR
SINCE 1939



THE ASSEMBLY LINE at Ford Motor Company's Highland Park, Michigan, tractor plant, was halted briefly Wednesday for a double celebration — the 1,000,000th Ford tractor built since 1939, and the 60th birthday of J. M. Wagoner (on tractor seat), plant manager. With Wagoner (left to right) are Irving A. Duffy, Ford vice president and general manager, Tractor and Implement Division, R. E. Hunt, Divisional manufacturing manager, and D. S. Harder, Ford executive vice president.



Join Detroit Ad Company

It was announced this week D. W. Harker of 22004 S. Holly Hill, Franklin, will have controlling interest in a new advertising service organization recently formed under the name of Harker, Hull & Vincent, Inc.

The newly established company will bring to its clients the combined services of advertising, direct-mailing, sales promotion and direct mail on a local and national basis.

Harker's associates in this new advertising organization with his wife, Adelaide, 25 years in the profession.

W. HULL of Detroit has been associated in Detroit with Guthrie and Ryan, Inc., Lincoln Mercury Division, and more recently the Packard and Division, Studebaker-Packard Corporation in the role of assistant advertising manager.

J. J. VINCENT, 1480 S. Pine, Birmingham, has been associated during his advertising career with the Ethyl Corporation as manager of the photographic department handling various sales promotion programs and more recently he was director of the graphic arts department at the Packard Division, Studebaker-Packard Corporation.

Area Cancer Group Has New Location
The American Cancer Society announces the moving of its Royal Oak office to 140 North Main street, Royal Oak. Better service to the public and patients of each Oakland county is now possible because of increased space and better parking facilities, according to Albert Champagne, chairman of the unit's volunteer activities.

The Cancer Society office, manned by volunteers, is starting its fourth year of service to the community. Available are drawings for patients and all types of sick-room equipment for free loan. The office also maintains educational material for the public, films and other program aids for clubs of the area.

The office is open from 10 a. m. to 4 p. m. Monday through Friday to serve the citizens of Royal Oak, Troy, Bloomfield and Southfield townships.

The south Oakland county unit of the American Cancer Society is a part of the society's southeastern Michigan division, serving Wayne, Oakland and Macomb counties.



L. J. Schneider, Veteran Sales Executive, Retires

Louis J. Schneider of 273 Euclid, Birmingham, veteran sales executive at the Harrison Radiator Division, General Motors Corporation, who's retiring today, came in association with General Motors that had in fact 44 years ago.

Schneider, who was born July 10, 1890 in New York City, is well known throughout the automotive industry and is considered to be among its early pioneers.

He was graduated from Stevens Institute of Technology, Hoboken, N. J. in 1911.

HIS FIRST business position was with the Hyatt Roller Bearing Company which later became a division in Indianapolis, Indiana, and in the latter part of 1917 he located in Leokport with Harrison.

After two years, however, he left Harrison to become sales manager of Clark Tractor Company at Buchanan, and in 1922 he joined C. G. Spring and Hunter company of Detroit, in the same capacity.

Three years later, Schneider accepted the position of sales manager with Oaks Products company in Indianapolis, Indiana, and in 1927 he returned to Harrison as its sales manager.

In 1929 he became general sales manager and in 1945 he was made West Coast representative. In 1947 he was made head of the Harrison sales office in Detroit.

Schneider is a member of the Detroit Athletic Club, Orchard Lake Country Club in Pontiac, Michigan, Tau Beta Phi fraternity, and the Tascara Club of Leokport, N. Y.

Married in 1922, Mr. and Mrs. Schneider have two children, L. James and Edward N. Schneider.

It is not necessarily a sign of insanity if you talk to yourself, but watch out when you start to listen—Changing Times.

Membership Drive Adds 117 Names to C of C Rolls

For the first time since the organization campaign in 1947-48 the Birmingham Chamber of Commerce is having a real membership drive.

Under the leadership of Co-chairmen Roland W. Reese and Richard J. Wilson, 117 new members have been added so far and reports are still not completed. In addition, 43 old members have increased their subscription in the Chamber.

"THESE results are most gratifying," says Reese.

Grisinger Among Ford Car Stylists
A Bloomfield Hills man was among eight executive stylists appointed to Ford Motor Company's expanded styling office, it was announced this week by George W. Walker, vice president and director of styling.

"The executive stylists," Walker said, "will work directly under the chief stylists of our four new separate product line studios and will be responsible for the production and advanced activities."

The appointee, A. B. Grisinger of 5405 Shadow Lane, will work on advanced Mercury autos in the Mercury studio, Walker said.

Born in Lincoln, Neb., Grisinger attended the University of Nebraska, and was an independent designer before joining Ford's in April.

Johnstone Inc. Opens Branch Office in B'ham

Johnstone & Johnstone, Inc., Realtors with main offices in the Hammond Building, announces the opening of a branch office in Birmingham. W. Gordon Johnstone, president, said the new office is located at 351 N. Woodward avenue, and that King Purton has been appointed manager.

An experienced sales force of seven will carry out the firm's general brokerage, mortgage and insurance business.

"THE BRANCH will be the firm's fifth, Johnstone said, but the first one outside the Grosse Pointe and surrounding territory where there are now four branches, and where the firm has been established nearly 49 years.

"Our business has always been in the better-type home field," Johnstone explained, "and in prime residential suburban areas, so that a Birmingham location is a logical expansion."

Purton was not previously associated with the Johnstone organization, but has had extensive real estate experience in the Birmingham-Bloomfield district.

THE Retail Merchants Committee, with Foster Toothaker (Sham's Drapes) as chairman, is already in high gear and meeting once a week.

Other members of the committee are Herbert Barr (Burr Shoes), Sam Bruni (Birmingham Fruit and Grocery), Paul Kurth (Hudson Hardware), Aaron Kershenbaum (Kay Baum's), Art Lake (Lake Jewelers), Wayne Mortimer (Martimer's Men's Wear), Frank Mulholland (Mulholland's), and Carus Schmitt (Hawthorne Electric).

"It is taking longer than originally planned because it is conducted by volunteer workers in their spare time and delays due to pressure of business and meeting and vacation schedules are unavoidable," Mortensen added.

THE committee is making a survey of store hours, not yet completed, which so far shows that 89 per cent of Birmingham's stores are open Wednesday afternoons and 62 per cent are open Friday nights.

They are also preparing a three-month retail sales promotion campaign (Sept.-Nov.) which will be presented to retailers shortly, according to Mortensen.

Files \$200 Million Of 20-Year Bonds
General Motors Acceptance Corporation filed with the Securities and Exchange Commission last week a registration statement covering \$200 million of twenty-year debentures due 1975, according to Charles G. Strachan, president.

The proceeds will provide additional working capital to help finance its increased volume of business.

It is expected that the public offering will be made on August 17, 1955 by a nationwide group of Stanley and Co.

Underwriters headed by Morgan



Esler to Study Management at Northwestern U
Charles E. Esler, assistant general commercial manager for the Michigan Bell Telephone Company, will leave for Evanston, Illinois, Aug. 15, to attend Northwestern University's institute for management course.

A graduate of the University of Michigan, Esler has been with the Bell system since 1941. During World War II, he served with the air force as a navigator bombardier in the central Pacific.

Mr. and Mrs. Esler and their three children, Charles E., 8, Linda, 7, and George, 5, live at 1027 Peninsula.



Booklets - - - ?
YES . . . WE PRINT HUNDREDS OF BOOKLETS — EITHER LETTERPRESS OR OFFSET

Three Detroit Salesmen . . . TR 5-2629 . . . Plant MI 6-2000

The AVERILL PRESS INC. of Birmingham
A COMPLETE PRINTING SERVICE FROM TYPESETTING TO MAILING
FORMERLY THE BIRMINGHAM ECCENTRIC PRINTING DEPARTMENT



BYRNE PAINT & WALLPAPERS
NEWEST STORE for modern decorating which opened last week was the Byrne Paint and Wallpaper establishment, 1430 N. Woodward, just south of 14 Mile road. (Eccentric Photo)

Byrne Paint Store Opens

A modern decorators' store, Byrne Paint and Wallpapers opened last week at 1430 N. Woodward, Royal Oak, just south of 14 Mile road.

Byrne's is franchised to sell O'Brien and Seal Rite paints in the Birmingham area, and in addition has a full line of decorating accessories such as brushes, rollers, supplies and tools.

JAMES Byrne, the owner, comes here from Highland Park, where he operated a similar store on Woodward at Six Mile for two years.

Byrne has books available on leading American wallpapers, and is available to advise the homeowner on decorating problems.

Drive it home today!



We're out to put you behind the wheel of a big new Dodge with a price that says "Drive Me Home" and a deal you just can't turn down!

Forget any offer you may have had on your present car from any dealer.

Forget any idea that may be in your mind about how much it costs to step up to a big new Dodge.

Our "Drive It Home" deal will put this big Dodge Coronet V-8 Club Sedan, with its dashing Lancer trim, in your garage at a price that is just short of unbelievable.

We can do it because our sales on this '55 Dodge are literally skyrocketing, and we want you to share in our success.

The time to act is now. Your present car will never be worth so much again. Our price on this beautiful Dodge is rock bottom. And the deal we are prepared to make is the best deal you have ever been offered—low down payment, easy monthly terms, in your garage.

Come in right away. Drive this new Dodge home today.

Get our "Drive It Home" Deal on a NEW DODGE

Dodge Dealers present: Danny Thomas in "Make Room for Daddy," Bert Parks in "Break the Bank," The Lawrence Welk Show—all on ABC TV

JESS McNEAL, Inc. 360 South Woodward Ave. Birmingham MI 4-2042