

4 New VPs At MJ&A

Increasing managerial depth to meet business expansion, Ernest A. Jones, president of MacManus, John & Adams, Inc., yesterday appointed four new vice presidents to the advertising agency's executive staff.

Appointed were Milton F. Coulson, Jr., creative director on the Pontiac Motor account; Eugene J. Gramm, creative director of the agency's New York office; Mark Lawrence, television and radio director, also situated in New York; and Leslie S. McMahon, manager of the agency's Toronto branch, who also has been elected a director of MacManus, John & Adams, Ltd., (Canada).

The men involved will continue their present duties.

1952 was copy chief in the agency's New York office.

He returned to the home office as copy chief in charge of Dow Chemical Co. advertising, and last year was named creative director for Pontiac Motor.

Gramm joined MacManus, John & Adams in 1954 after nine years with other major agencies. With MacManus (New York) he supervises creative operations on eleven accounts ranging from shaving cream to beverages.

Lawrence, son of political pundit David Lawrence, entered advertising in 1948 as a producer, author, composer and musician. He joined MacManus in 1952, as radio-TV director.

McMAHON has spent 21 years in Canadian advertising with experience ranging through art, production, media and management.

As Canadian manager for MacManus his responsibilities include the advertising and merchandising

A. H. Roessling Selected For Hospital Group

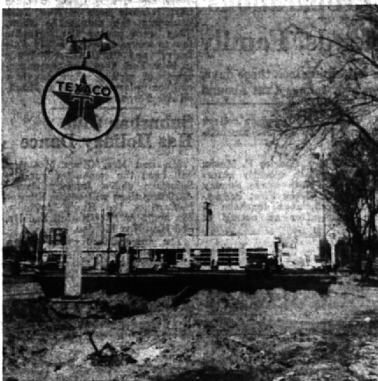
Adolf H. Roessling, 6153 Eastmor, Bloomfield township, architect with the Detroit firm of Smith, Hinchman and Grylls, has been approved by the American Hospital Association as a member of the select group of hospital architects.

Roessling, 44, currently is directing either the construction or the drawing board planning of 13 hospital projects totaling \$70,000,000.

Hospital consultant to the United States Surgeon General during World War II, he has led the designing of the Ford Diagnostic Clinic building, Detroit; the planned multi-million dollar Wayne county General hospital, and the addition to Detroit Memorial hospital.

of soft goods, pharmaceuticals, heating and cooling equipment, electronics, heavy chemicals, packaged grocery items and agricultural use-products.

BUSINESS BRIEFS



STANDING AT THE TRIANGLE of Woodward, Adams and Lincoln roads is the new Texaco service station. The white all-steel building was recently completed.

R. F. Weth Is Ford Appointee

Appointment of R. F. Weth, 1094 Wimbeldon, Birmingham, as manager, Sales Analysis and Distribution Department, Tractor and Implement Division of Ford Motor Company, is announced by E. H. Woods, divisional general sales manager.

Mr. Weth, who has been assistant manager, Marketing Services Department, succeeds W. W. Dworshak, who has been named assistant to the general sales manager.

Mr. Weth has been associated with Ford Tractor and Implement Division since its organization in January, 1954. He previously was with Ford Tractor Division and with Dearborn Motors Corp., the former national marketing organization for Ford tractors and farm equipment. He joined Dearborn in May, 1947 after a year's association with Nash-Kelvinator Corp., Detroit, and three years' service in the War Department's General Staff tabulating unit, Washington.



FRED KORTE

Buerge Leaving Eccentric for New Sales Job

Tomorrow afternoon will see Hal P. Buerge leave the advertising department of The Birmingham Eccentric after 16 years.

He will become associated with the Michigan regional office of the industrial information service division of the Marlin Firearms Co., a native of Reed City, Mich.

Buerge came to The Eccentric as advertising manager in 1941. A devoted sports fan, he spends many of his free hours on a golf course. He also is a registered high school and college football and basketball referee.

HE IS an ardent Lions club member, and currently is president of the Birmingham club.

Joining The Eccentric's advertising department as Buerge's successor is Fred H. Korte, 38, a native of Bad Axe, Mich. He is a Michigan State university journalism graduate, a World War II veteran, who worked on the Lapeer (Mich.) County Press for 10 years in the composing room, photographic and advertising departments. The last four years he was the Press' advertising manager.

He went to the Romeo Observer Press in 1954 and edited it until the estate of the former publisher had been settled. Then he joined the Rochester Clarion as ad manager until he came to The Eccentric.

PECK'S
Cleaning and Pressing
Cash and Carry
Plain Dresses—Suits—\$170
Topcoats.
108 So. Woodward Ave.
for delivery service...
PHONE MI 4-7724

FUEL OIL BULLETIN

Under powerful laboratory microscopes, new Speedway White Seal Fuel Oil proves to be the cleanest fuel oil you can buy! It's Microscopically Clean! Burns slower, burns hotter, better! Automatic Refill Service available. Also Budget Payment Plan. Order today!

With Seal
SPEEDWAY
FUEL OIL
CALL:
JAMES OIL CO.
LI. 1-3322

Elect Tivy, Vibbert

At their annual election, the Detroit food brokers association elected Alfred J. Tivy, Jr. as president and Robert A. Vibbert as vice president.

Tivy resides at 3154 Oakhill, Thornwood, and Vibbert at 16996 Beverly, Beverly Hills.

NEED SOMETHING FOR YOUR HOUSE? Then locate it by reading or using the Classified Ads in The Eccentric each week.

GARAGES PORCHES — ADDITIONS
Aluminum Combination Windows and Doors
F.H.A. Terms—No Money Down
STUART E. SHEILL CO.
SINCE 1947
"Here Tomorrow To Guarantee Today's Job"
1810 S. Woodward MI 4-3713

BEAUTIFUL FORMICA DINETTES
AVAILABLE IN BLACK WROUGHT IRON AND CHROME
MADE TO ORDER

ANY ^{Shape Size Style} \$59⁹⁵
Lifetime Guarantee On All Chrome
26 Styles — 26 Colors — All Stores

Room Dividers MADE TO ORDER

Beautiful FORMICA BUFFETS Made To Order
METALMASTERS MFG. CO.
4600 N. WOODWARD, Near 14-Mile Road Liberty 9-3011

Merry Christmas and Happy Remodeling

Birmingham Lumber AND SUPPLY COMPANY, INC.
1025 HAYNES STREET
PHONE MI 4-3636

Why Worry...

About Hard Water

NOW YOU CAN ENJOY SOFT WATER WITHOUT ANY EFFORT ON YOUR PART

NO SALT TO ADD NO RUNNING WATER

YOUR ENTIRE WATER SYSTEM IS SOFT FOR JUST A FEW PENNIES A DAY

Why not call us for a no cost trial...
Rentals for as low as 80c a week

OUR RENTAL TANKS ARE THE NEWEST AND MOST MODERN ON THE MARKET WITH THE HIGHEST CAPACITY MINERAL AVAILABLE.

Why Not Call Now!

McCardell Miracle Soft Water
Soft Water Specialists
LI. 1-7563

McCardell Plumbing & Heating ... 35 years dependable service

at **QUINNS** YOU ALWAYS SAVE \$\$\$!

SAVE ON KODACHROME
fresh-dated film

35 mm... 20 exposure...	Kodachrome	\$1.55 roll	Save 30c roll
	Ansochrome		
	Ektachrome		
8 mm... Movie Roll Film		\$1.99 roll	Save 41c roll
8 mm Movie Magazine Film		\$3.27 roll	Save 48c roll

7x, 35 MILITARY TYPE BINOCULAR
with Genuine Leather Case
AT DUNNS
\$26.95

SALE!
Fine Quality Imported, Coated Lenses

BOLEX
THE WORLD'S FINEST MOVIE CAMERAS
You'll Find Them All at DUNN'S

The Bolex C-8
Finest 8 mm camera in its price range. Feature-packed, easy to operate. Swiss precision craftsmanship.
Only **\$89.95** Including F.E.T.

The Bolex H-16
Ultimate in Home Movie Filming. Exclusive New Claw Mechanism for rock-steady filming. Automatic loading, no chance for errors. Swiss Precision and workmanship throughout.
Including F.E.T. **\$269.50**

6x, 30 BINOCULAR
with Genuine Leather Case
At Dunn's
\$19.95

Attention! Racing fans, hunters, bird watchers, sports fans, campers and tourists! Enjoy the thrill of a "ring-side seat" with these fine quality, fully guaranteed Binoculars. We know of no better value anywhere. Precision constructed, center focusing for faster, more accurate viewing. Vivid glare-free images with fully achromatic hand-coated lenses and prism. Extra flat field of view and perfect collimation.

MOVIE LIGHTS AND CASE

Special Offer
• Compact, efficient lighting unit
• Attaches to any movie or still camera • UL approved
• Hand held or attached on tripod.
• Fingertip control • Choice of light combinations.
• Bulbs remain in box when folded and stored in case.

With Metal Case and Four Special Movie Bulbs
Reg. \$22.50
At Dunn's **\$15.95**

YOU'LL SAVE ON ALL PHOTO ITEMS AT DUNN'S

FAST COLOR FINISHING
MI 4-9010

QUINNS
CAMERA & HOBBY SUPPLY
130 W. MAPLE, BIRMINGHAM
• NORTHLAND • ROYAL OAK
Open Evenings