

# BUSINESS BRIEFS



DISCUSSING FUTURE program plans for the Detroit Copy Club are (left to right) Publicity Chairman Thomas D. Murray of 570 S. Glenhurst Drive in Birmingham, Philip E. Mason of St. Clair Shores, President Ted Teagarden of nearby Troy Township, and Frank Brossy III of Grosse Pointe.

## Detroit Copy Club for Agency Writers New Architect's Office in B'ham

Theodore T. Teagarden, of Messers, John and Adams, has been elected president of the Detroit Copy Club, a newly formed professional group of advertising agency writers.

The dual purpose of the new organization is to be of service to advertising agencies, and specifically to their creative directors, by promoting among copy writers an exchange of ideas, experiences, and opportunities in the field of advertising copy writing.

And secondly, to establish a better understanding in the business world of the importance and scope of advertising writing as a tool in our national and local economy.

Meetings, which are to be held the first Tuesday of each month during which members, and occasional guests who have distinguished themselves in the field of advertising writing, will discuss promotion and advertising problems.

The club also plans to make the creative services of its members available to charitable and civic groups for fund-raising drives and other community activities in the Detroit area.

Men to give recognition for outstanding accomplishments in advertising writing as a tool in our national and local economy.

## Burroughs Appoints McNeal Officer

Richard S. McNeal, 900 Southland, Birmingham, chief accountant of the controller's division, has been appointed assistant controller and officer of the corporation.

McNeal joined Burroughs as a service clerk in the Milwaukee, Wis., Branch in 1935. He subsequently served as accounts receivable clerk in Milwaukee, office manager at Lexington, Ky., Chicago, Ill., Oklahoma City, Okla., and Houston, Texas, before being assigned to the home office in 1939 as chief accountant of the controller's division.



PAUL F. LORENZ

## P. A. Lorenz Named Mercury Exec. Asst.

The appointment of Paul F. Lorenz, 1076 North Glenhurst, Birmingham, as executive assistant to the general manager, Mercury division, is announced by F. C. Reith, general manager of the Mercury Division and vice president of Ford Motor Company.

In his new position, Lorenz will be responsible for the coordination and general supervision of division-wide programs relating to current operations and to the division's forward planning.

Lorenz was named controller of Mercury division three years ago shortly after coming to the division from the central controller's office of Ford Motor Company where he had been manager of the product analysis department. He had been in the company's central finance staff since joining Ford in 1949.

Lorenz is a native of St. Joseph, Mo., a certified public accountant. He received his master's degree in business administration from the University of Chicago.

## Correction

In the business brief section of the May 31 Birmingham Eccentric, a photograph was mistakenly identified as Coy G. Eklund, when it should have read George B. Hassett.

is connected with the Equitable Life Assurance Society. The Eccentric regrets the error.

Wayne university in Detroit was named after General Anthony Wayne.

Stomi college at Hancock, Mich., is the only Finnish-American institution of higher learning in the United States.

Photo Contest for All Boys and Girls

Birmingham Camera shop, 108 South Woodward, has been appointed local headquarters for the fifth annual Boys' Life photo contest. This contest is sponsored by the official magazine of the Boy Scouts of America, and is open to all boys and girls under the age of nineteen.

News copy submitted early is necessarily given preference, so the "early bird" usually gets the space.

## Moving?



### ENJOY A SAFE, CONVENIENT "Wife-Approved" MOVE BY PALMER MOVING & STORAGE CO.

Authorized Agents for North American VAN LINES Inc. America's SAFEST Movers Winners ATA Safety Award

WORLD-WIDE SERVICE  
As your Authorized North American Van Lines Agent, we can move you by OCEAN VAN to all 48 States, Canada and Alaska, by OCEAN VAN to Alaska, Hawaii and Puerto Rico, by AIR VAN to Europe, the West Indies and Latin America.

Free! GIANT ROAD ATLAS  
You are entitled to a giant North American Road Atlas without obligation (\$1.50 Retail Value) when you request an estimate for a long distance move.



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The FINEST in MOVING • PACKING • STORAGE

## NOW IS THE TIME TO PLANT

MAKE THIS YOUR ONE-STOP

GARDEN SEEDS  
FERTILIZERS  
WEED KILLERS  
PRUNING SHEARS

# GARDEN CENTER

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GARDEN TOOLS FOR EVERYTHING

ANNUALS IN FLATS . . . Petunias, Verbena, Snapdragon, Zinnias, Marigolds, Asters, Alysium, Pansies, Dwarf Dahlias, Salvia . . . and many others.

### It's No Fun to Lose A Tree... or Shrub

ROSE ROOT FEEDER  
Grows Help They Need  
WATER-FOOD-SOIL AERATION AT THE ROOTS

ROSE ROOT FEEDER  
\$4.98

FREE 1/2 box plants food cartridges

### Rose Bushes

All Potted  
100 Varieties  
Hybrid Teas  
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Climbers

FOR CLOSE RANGE AND LONG DISTANCE SPRAYING

### GARDEN HOSE

Adjustable Nozzle SPRAYER

PRICED AT A LOW \$6.75  
Extra Cartridges 10c Each

### Perennials

- Columbine
- Armeria
- Canterbury Bells
- Coreopsis
- Delphinium
- Foxglove
- Gaillardia
- Platycodon
- Viola . . . and many others

Priced from 50¢ each

Heuchera  
Hollyhock  
Lupine  
Phlox  
Scabiosa  
Daisy

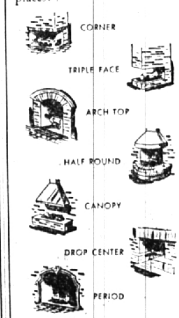
### LAWN SEED

KENTUCKY BLUE	5 lbs.	\$1.15
PERENNIAL RYE	5 lbs.	\$1.10
DOMESTIC RYE	5 lbs.	.90c
CREeping RED FESCUE	5 lbs.	\$2.90
CHEWING FESCUE	5 lbs.	\$2.90
ILLINOIS FESCUE	5 lbs.	\$3.10
HIGHLAND BENT	5 lbs.	\$1.95
WHITE DUTCH CLOVER	5 lbs.	\$5.00
MERION BLUE	5 lbs.	\$19.50
MERION BLUE FORMULA	5 lbs.	\$11.00

We can help you select the proper screen for these (or any other) fireplaces . . . and the proper finish or combination of finishes to add charm to your fireplace and harmonize with your color scheme. Your choice of brass, black, copper, antique copper, hammered Swedish steel, and others. The reasonable prices will surprise you.

## DO YOU HAVE AN UNUSUAL FIREPLACE?

Do you need a beautiful mesh curtain screen . . . custom built . . . to fit one of the following fireplaces?



smart tips for warm weather

AIR-CONDITION DAD for SUMMER on FATHER'S DAY  
Sunday, June 17th



## SHIRTS and SUMMER SPORTSWEAR

Modern living for Dad calls for comfort, even when the thermometer rises to new heights. Buy Dad lightweight shirts and cool summer sportswear to cool and filter the air. When he puts on one of our air-cooled sport shirts he'll look cool and feel cool everywhere he goes. Designed for the ultimate in comfort, our summer-weight shirts and other sportswear gives that fresh, handsome appearance everyone likes. Stop in and make Dad the coolest in town for Father's Day, Sunday, June 17th.

Short Sleeve SPORT SHIRTS	\$2.98 to \$5.95	Summer Weight DRESS SHIRTS Long or Short Sleeves	\$3.95
Bermuda SHORTS	\$2.98 to \$5.00	Summer DRESS SLACKS	\$4.98 to \$16.95
Bermuda HOSE	\$1.50 to \$1.98	Summer NECKWEAR Cottons, Dacrons, Silks & Rayons	\$1.50 to \$2.50

Many Other Wonderful Gift Suggestions

STORE HOURS:  
9:00 a.m. to 5:30 p.m.  
Open Friday Evenings

## Mulholland's Men's and Boys' Department

233 North Woodward Avenue

## THEISEN'S GARDEN MART

OPEN DAILY 9-8, SUNDAYS 10-6

3826 N. WOODWARD (between 13 & 11-Mile) LI 9-4422

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