

# BUSINESS BRIEFS



**FIRST MORNING** passengers of the new, Birmingham suburban shopper bus service were Mrs. Ted Young and daughter Dianne of 1726 Whitebee. Travel will be by Volkswagen micro buses which can accommodate 10 passengers. Passenger pick-ups will be at any corner in the service area every day throughout the week except Sunday.



**W. T. MURPHY** (right) assistant general sales manager of Ford Motor Company's Tractor and Implement Division, Birmingham, is greeted by Kirk Fox (left) editor of Successful Farming magazine, in Des Moines, Iowa. Murphy was in Des Moines with 48 Ford tractor and implement dealers and district supervisors who were guests of the Meredith publishing company. The group was taken on a guided tour of the firm's plant where Successful Farming and Better Homes & Gardens are published and were greeted by Meredith officials at an informal reception following the tour. The Meredith visit was part of a three-day, all expense paid trip to Des Moines awarded the dealers and supervisors for performance in a harvest machinery sales campaign.



**AD AGENCY** bowling champs receiving congratulations from President E. A. Jones of MacManus, John & Adams at a recent banquet held at Sylvan Glen Golf club, League bowling was in action at Bloomfield Lanes every Tuesday evening. Winners of the 14-team competition are, left to right, Robert Gaunt, Isabel Graybrick, E. A. Jones, Betty Fries, James Longe and John Hartigan.

Page 1 **BHAM ECCENTRIC** Thursday, May 24, 1956

## MacAdam Appointed Sales Manager

David H. MacAdam, Jr., 407 Bird, Birmingham, has been named sales manager of Hawthorne Metal Products.

MacAdam formerly was sales manager of Standard Products Co., Port Clinton, Ohio.

## Steps and Reasons For a Better Lawn

The coming of spring marks the beginning of the annual struggle among home owners and lawn enthusiasts to grow a lush green lawn. Poor lawns are due to many causes, but starvation—just plain lack of plant food is the basic reason for most unsatisfactory lawns, according to the advice of Roy O. Simpson, proprietor of Fertilize-Bloomfield Lawn Culture.

He says many thousands of dollars is wasted annually in the Birmingham, Bloomfield Hills area by enthusiastic home owners in their effort to grow and maintain a satisfactory lawn.

A poor thin starved lawn is more expensive to maintain than a luxuriant turf, and it is just as easy to have the latter with proper foresight and careful management. Each year thousands of pounds of grass seed, countless hours of toil, and millions of gallons of water are wasted in an effort to make poor lawns into good ones.

Healthy well-nourished turf stands up under trampling, crowds out weeds and crab grass, is resistant to disease, and requires little more care than a poor turf. It does not require raking and re-seeding every spring and fall. Proper feeding is the most important factor in maintaining a good lawn.

ALL TOO MANY home gardeners think of rainfall or soil moisture as providing the plants with a drink. It does more than that. It

nitrogen, phosphorus, potassium, calcium, magnesium, manganese, sulphur, boron, copper, molybdenum, zinc, iron, iodine, cobalt.

**THROUGH REGULAR USE** of a complete soluble, 14-element fertilizer, with water, vast quantities of highest quality, nutritious rich, organic material may be provided. You need not wait until next season to start. Even when one has already used a one-shot chemical or organic fertilizer, amazing improvements in plant growth and health can be obtained by supplementary foliar feeding in mid and late season.

Plant deficiencies are preserved or corrected. Use water wisely, light sprinklings do more harm than good, says Mr. Simpson. Soak the soil to a depth of three to four inches once each week through the summer months. Do not allow a run off, or standing pools on your lawn, adjust your sprinkler flow so the soil will absorb the water as it falls.

Good lawns don't just happen; they are the result of careful planning, adequate feeding, proper watering, and sensible management.

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## Stone Named Ad Agency Director

Worthing H. Stone, 6048 Snow-shoe circle, Bloomfield township, manager of the Detroit office of Meldrum and Fawcett, has been named a director of the agency, E. T. Norris, president, announced today.

Mr. Stone who joined the agency nine years ago is also a vice president and account supervisor on the Ford Tractor Division account. Prior to joining M & F, he worked in Chicago and Dayton offices of Foote, Cone and Belding. He is a member of the Detroit advertising club, the sales executive club and the Oakland Hills country club.



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## SHEER PERFECTION



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**bill williams** LI 3-1180  
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1107 Crooks Rd. at Main Royal Oak

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- Smart Nurse Outfit Taffeta with shoes, socks, cape, cap. \$1.59
- Blue Jean Outfit Denim with long sleeve turtle neck sweater. \$1.59
- Sun Dress, Bonnet Folkie dot netter style with wide skirt. 98¢
- Gay Taffeta Dress Rustly, lace trimmed; with billowy skirt. 98¢

WEST MAPLE AT HENRIETTA—BIRMINGHAM

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