

BUSINESS BRIEFS



CLEVELAND WALCUTT, JR.



JOHN R. HOWARD III



CLINTON T. LEACOCK



BLYTHE R. JONES



FRANKLIN FRICKER

Ethyl Corp. Honors Five For Service

Five Birmingham-area men, all employees of Ethyl corporation research laboratories, were honored by the company's Twenty Five Year club recently at a banquet at the Park Shelton.

John R. Howard III, of 729 Chesterfield, and Blythe R. Jones, of 863 Southfield, were inducted into the club. Howard is assistant to the general manager of the laboratories. Jones is supervisor of the passenger car and accessories section.

Certificates for 30 years of service were awarded to Clinton T. Leacock, 17495 Kinross; Cleveland Walcutt, Jr., Eaton road, and Franklin Fricker, Wellington road. Franklin Leacock is a chemist, Walcutt a research supervisor, and Fricker a staff administrative assistant at the laboratories.

Plan \$15 Million Home Development Project

Plans for a \$15,000,000 development of nearly 400 fine half-acre homesites on a gently rolling 180-acre Bloomfield township parcel known as Birmingham Farms, studied with 190-year-old oaks and rich with the lore of Indian legend were announced today by Aaron and William Gershenson, principals of the A & W Building Co.

The land lies on the west side of Telegraph, extending from 14-Mile to Maple (15-Mile).

Sanitary and storm sewers, paved streets and a community water system have been installed.

BENECKE & LORENZ, outstanding residential architects, have designed a number of unusual homes to complement the beautiful building sites in the new subdivision. Among them are a split-level, a rear living room rambling ranch home and a new "dual patio level" exposed basement plan. Sales of the homes will be handled exclusively by John D. Sharkey, Inc., 13400 Fenkel.

A model home now under construction will be open about Aug. 15.

"IN KEEPING WITH the natural beauty of Birmingham Farms and the desirable location," Gershenson said, "we have laid out the half-acre lots on winding streets and specified \$30,000 and

up homes which will blend into the gentle slope and valley terrain.

Desirability of the area was recognized centuries ago by the Indians, whose cornfields and the fish-producing Oakland County lakes made it a near-paradise. Chief Pontiac, according to legend, had his headquarters at Birmingham Farms when he plotted an attack on Fort Detroit. The first land claim on Birmingham Farms was entered by Col. Benjamin H. Pierce, brother of President Franklin Pierce.

HE AND OTHER pioneers such as Thomas Palmer, the first merchant who later played an important role in Michigan's history and gave to Detroit the park which bears his name, praised the area to their friends in the East, resulting in the population boom which brought statehood a few years later.

Local Men Elected Mich. CPA Officers

Two local men have been elected officers of Metropolitan chapter-Michigan association of certified public accountants.

They are William F. Koyr, 1161 Birmingham boulevard, vice-president, and Joseph P. Ludack, 4441 Old Trinity court, Bloomfield township, secretary.

Both men are also members of the American Institute of Accountants.

Butler to Head Regional Office

W. E. Butler, 4680 Burnley drive, Birmingham, has been appointed manager of the Detroit regional sales office at Ford Motor company's Tractor and Implement division, E. H. Woods, general sales manager, announced recently.

Butler joined Ford Tractor division in 1953 and in 1954 was named manager of the service department. Four months later he was named manager of the implement sales department.

As regional sales manager, he will supervise the operation of five independent Ford tractor and implement distributors in Michigan, Ohio, Indiana, Illinois and Wisconsin.

Prior to joining Ford, Butler was associated with a farm equipment manufacturing firm in Iowa, where he served as executive vice president. He is one of the founders of the Allied Farm Equipment Manufacturers association and was its first president.

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MJ&A Sets Sights On \$100 Million Volume by 1965

BLOOMFIELD HILLS — Nearly 150 key employees of Macfarms, John & Adams, Inc., this week heard Ernest A. Jones, president, forecast that the advertising agency's billings will reach \$100,000,000 by 1965.

Jones, conducting the first of two orientation and survey meetings for the agency's headquarters staff and branch managers, based his forecast on a projection of MJ&A's established growth pattern against an estimated national advertising expenditure in 1965 of \$15 billion.

He pointed out that between 1947 and 1957 all advertising increased 134 per cent while MJ&A billing climbed 217 per cent to \$37,500,000, a rate of increase matched by only five of America's twenty-five largest agencies.

"Our expansion of physical plant and service area is aimed at increasing that pace," Jones said. "Within the last few years we have brought about one of the greatest business diversifications enjoyed by any agency."

MJ&A CONTINUES to be a dominant force in automotive advertising, has become a specialist in pure and applied electronics, is, perhaps, the world's largest advertiser of chemicals, and is expanding rapidly in the package goods field, particularly food and drugs. The growth potential of these fields is almost incalculable.

The greatest challenges to advertising agency operation are likely to come within the next few years, Jones said, and agencies unable to meet the growing demands of business for merchandising support and leadership may cease to exist.

"Business today is in a state of active ferment," Jones said. "Expanded plant capacity must be used and that can be accomplished only by stepping up the rate of consumption. Squeezed between rising costs and stepped up competition it is inevitable that business turn the advertising agencies for new marketing ideas to open up fringe areas or entirely new markets."

The two staff meetings are being held on the 32nd anniversary of the agency's founding.

Yours for a Happy Vacation

Jantzen swimsuits to show off your figure, in comfortable, action-ready fabrics... from \$8.98

Dresses for Summer and Sun in a wonderful selection of styles. Cottons, rayons, dacrons and nylon priced from \$3.98 to \$39.98

Hurray for vacation time! And hurray for the smart 'n' pretty new clothes that make it even more fun to pack up and go! Whether you're vacationing in the country or city, on land or sea, we have the fashions you need to have a wonderful time.

fun loving separates
For you who love the sun... it's time to get out in the fun... time to choose from our sun happy separates!

Smart girls go out to play in the sun... wearing this cool cotton twosome. Sleeveless blouse color-matched to solid-color pedal pushers...

Blouses \$1.98 up
Pedal Pushers \$2.98 up

Smartly casual, the look for fun time, cotton Calypso Wonder over-blouse and calf-length pants.
Set... \$12.95

WENDELL D. MOORE
Adcraft Director
Wendell D. Moore, 6910 S. Chumby, Birmingham, director of advertising and merchandising for Dodge division, was re-elected as a director for the Adcraft Club of Detroit at the club's annual business meeting, Friday, May 17. The membership selected four other directors who, along with Moore, will serve on the club's board for two years.

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