

Royal Oak Firm Elevates Two From B'ham Area

Two Birmingham area men have been promoted by Jim Robbins Co. of Royal Oak.

H. G. Michaels, 1724 Yorkshire, Birmingham, has been promoted to

the post of executive vice president of the company. He will assist the president in the general management of all the firm's divisions, subsidiaries and controlled affiliates.

ROBERT T. CURCURI, 1800 Warwick, West Beverly, has been named a vice president to head the research and design division.

New Member Of CPA Group

William Crane McIntosh, Birmingham CPA, has been elected a member of the American Institute of Certified Public Accountants.

McIntosh is assistant controller of the Kuhlman Electric Company.

BUSINESS BRIEFS

Public Places Trust in Newspaper Advertising, MJA Prexy Tells Execs

Newspaper advertising starts on sound base because people have been conditioned to believe what they read in their newspaper, Ernest A. Jones, president of MacManus, John & Adams, Inc., Bloomfield Hills, told members of the Newspaper Advertising Executives association Monday.

"It is this basic credibility built up over generations, that keeps newspapers at the top of nearly every advertising market," the advertising agency executive said. "This willingness to believe is translated from the newspaper's editorial columns to its advertising columns. The statement 'I read it in the newspaper' is used by most people with a finality they extend to no other medium."

JONES CITED "four deadly illusions" which he feels are destructive to the efficiency of advertising and merchandising. He called these:

- (1) The average man illusion: "Americans are not average. They must be appealed to as individuals."
- (2) The magic button illusion: "Motivational research is a grade and not a gimmick. It is a valuable tool but never an end in itself. Good advertising is not made by pushing a button but by pushing a beam."
- (3) The Madison avenue illusion: the apparent tendency to picture advertising people in novels, plays and articles as "irresponsible screwballs, always in bad taste and often operating beyond the bounds of the law."

"I have spent all of my adult life in advertising and I do not know it. I do know plenty of hard-working, clean-living men who have made advertising their profession and who love that profession and hope their sons will enter it. I have attended too many funerals of advertising men who have burned themselves out with work and worry."

"I HAVE SAT in too many smoky conference rooms at midnight with men whose faces are

public. The consumer is running out of time and he is running out of patience. The big trick is not to make a sale, impression but to engage his attention at all. Today it is possible for a company with integrated advertising to hide from its public despite a multi-million dollar advertising budget."

THE ANSWER, Jones feels, is for every advertiser to "go for broke on every advertisement, except media evaluation and medium buying (creation, technique, every corner of marketing and public relations). We can no longer take anything for granted."

Named to New Post by MJA

BLOOMFIELD HILLS — Appointment of Donald R. Jones, of Berkley as a vice-president and co-chairman of the new business committee of MacManus, John & Adams, Inc., has been announced by the board of directors of the advertising agency.

In his new position, Jones will share with Kenneth L. Garrison, also a vice-president, supervisory responsibility for exploration and development of new business under MJA's expansion program.

JONES JOINED the agency four years ago as an associate research director and until his new assignment had been director of the marketing and research department, a post now assumed by Robert E. Britton.

At Bakers Confab

Hugh Collier, 1063 Northlawn, Collier sales, Birmingham, and Harris O. Machus, 1178 N. Glenhurst, Machus bakery, Birmingham, participated in the six-day annual Michigan bakers' educational conference at Michigan State university with men whose faces are



Congratulated on Award

Congratulating Charles MacMahon, second from left, on his firm's third award for the design of Bloomfield Hill's new junior high school now under construction on Quarton road are board of education members, from left, David W. Lee, Robert H. Hoffman, president Merrill O. Bates and Karl E. Scott. Douglas L. Joseph, board treasurer, was away when MacMahon presented the citation to the board. Smith, Tarapata and MacMahon, Inc., also won top award in its category for the design from the Michigan Society of Architects and the Michigan Association of School Boards.



GEORGE L. HUFFMAN

Franklin Man New Sales Head For Pure-Pak

George L. Huffman has been appointed to the new position of general sales manager of the Pure-Pak division, according to George D. Scott, Executive Corp. vice president.

Huffman joined Executive in 1944. He was in the company's management training program before being assigned to the Pure-Pak division. In 1942 he was appointed assistant sales manager and from 1951 to date he has held the post of sales manager.

HUFFMAN, who lives at 2650 Spenic drive, Franklin, is well known in the many industry having served on many of the industry's own boards and committees.

Lathrup Man Gets Managerial Post

Norman B. Jackson, 2641 Lathrup, Lathrup village, has been appointed Detroit manager of outside service for Russell Kelly Office Service, Inc.

Jackson previously was a division manager of Frigidaire Sales Corp. He will replace Vice President John J. Braght, 15951 Laurel Lake, Southfield township, who will devote his full time to the growing national operation.

IN HIS NEW position, Jackson will be responsible for both temporary and permanent job replacements of women.

Opens Dental Office

A dental office has been opened at 1775 E. Fourteen Mile, Birmingham, by Dr. H. Eugene Bigsby, Birmingham. Bigsby is a graduate of the University of Michigan dental school and a former resident of Pontiac. His home is in Royal Oak.

Schutz Motors To Get Award

Schutz Motors, Inc., Birmingham DeSoto-Plymouth dealer, has earned a special recognition by Chrysler Motors Corp. and will receive the firm's quality dealer award.

The award, given to outstanding dealers across the country, will be presented to Ben P. Roberts, president of the firm, at a special cocktail luncheon in his honor at noon today in the Kingsley Inn.

Named Manager Of New Region

Fenwick J. Crane, C.I.U. 18453 Warwick, Southfield township, manager in Detroit for the New York Life Insurance Co., has been appointed regional group manager in charge of the newly organized southeast region, with headquarters in Atlanta, Ga.

Crane, a resident of the Detroit area for more than 15 years, is a graduate of the University of Michigan. He has been with New York Life as manager of the Detroit district group office since July 1954.

SALE SALE SALE

SPORT COATS

Regular 37.50 - 10.00 - 12.50

Reduced 1/3 OFF

ALL WORSTED FLANNEL SLACKS

Ivy League and Pleated Models

reg. 18.95 NOW 15.16

SPECIAL GROUP of

Ivy League striped trousers

reg. 16.95 NOW 12.50



PECK'S MEN'S WEAR

108 S. Woodward

Birmingham

MICHIGAN BELL



TELEPHONE lines

SNOW IS FUN for the kids. But it sure can be disappointing for grown-ups, especially when it means that trips to visit friends and relatives have to be called off. Don't let the miles keep you apart when blizzards blow and the weather isn't fit for man or beast. Get together by telephone. Long Distance rates are low and you can talk as long as you want. Remember, when Old Man Winter spoils your trip, enjoy a visit the comfortable way — by telephone.

IF YOU'RE BUILDING or buying a new home you'll want to make sure it's "Telephone Planned." In a Telephone Planned home you can move your telephones around as easily as lamps. The telephone wires are built in by Michigan Bell (while the house is under construction) with convenient phone outlets, like electrical outlets, placed throughout the house. And the telephones are equipped with plug-in cords. Then you can rearrange the furniture wherever you want, and plug in the phones wherever they're most handy. For more information just call our Business Office.

SCIENCE can give us great entertainment, as the Bell System's television Science Shows has shown. These shows have been awarded the Edison Foundation award as "The Best Science Television Program for Youth in 1957." What is more, they are helping to interest young people in scientific careers—careers which may well affect the future of our country. Be sure to tune to the latest in our series, "The Unchained Goddess"—the story of weather—next month on the NBC television network.

Here's the LOWEST PRICED

All Electric ADDING MACHINE



10 Key underwood ADD-MATE

"It's the newest, lightest, handiest" "It's an Underwood" "It does everything"

ADDS • SUBTRACTS MULTIPLIES • TOTALS SUB-TOTALS

Anyone can use this phone-size, all-electric adding machine... made by Underwood, world's most successful adding machine manufacturer. Weighs under 7 1/2 pounds.

Call your Underwood representative and ask for a demonstration—at your convenience on your own work.

\$168.50 as low as \$92.50 a month after small down payment.

JONES TYPEWRITER Sales & Service 15 1/2 S. Saginaw Pontiac FE 2-2201

IT'S EASIER TO TRADE UP TO EDSSEL!

We're giving top dollars on trade-ins—reducing payments to the minimum—and Edsel prices actually start lower than 32 models of the low-priced three.*



This big luxurious car outperforms everything else in the medium-price field!

- Wonderful new way to drive
- Exclusive Edsel Teletouch Drive puts the buttons where they belong. You shift with both hands safely at the wheel!
- New high-torque V-8 Edsel engines—303, 345 horsepower
- Exclusive new Teletouch Drive
- Out-ahead jet-grille styling
- Big, safer self-adjusting brakes
- More passenger room inside
- New comfort-shaped contour seats

Based on manufacturer's suggested list prices of the Ford Edsel and V-8 models of the low-priced three.

REGULAR \$2 VALUE

THIS AUTHENTIC SCALE MODEL EDSSEL—FREE

Come in for a test drive—and your Edsel Dealer will give you this beautiful 8-inch plastic model as a gift for your child.

JERRY ROBINSON EDSSEL SALES, Inc.

408 S. WOODWARD

MI 6-8700

IN OTHER AREAS SEE YOUR LOCAL EDSSEL DEALER