

SPECIALISTS

in
municipal and corporate bonds
common stocks
listed and unlisted securities

FIRST OF MICHIGAN CORPORATION
MEMBER OF DETROIT AND MIDWEST STOCK EXCHANGES
Buhl Building ... Detroit 26, Michigan

NEW YORK • CHICAGO • COLUMBUS • FLINT • BATTLE CREEK
LANSING • GRAND RAPIDS • BAY CITY • SAGINAW • FORT HUEON

WE HARDLY KNOW

what to talk about tonight. We are head-over-heels in love with our TORO line of POWER MOWERS, but there are BUGS to consider and a few lawn problems to be worked out.

Let's see—how do we make the most—that is, how do we provide the most assistance to our friends? Well, one thing we know, WE MUST BE HONEST. So the things we cannot be honest about we will not pay money to The Eccentric to print. Therefore, HERE IS THE UNPROFITABLE DOPE:—

CRABGRASS:—One can still spray seriously affected areas with 72% CHLORDANE and eliminate most of the crabgrass, for at least two years. Of course, at this late date, any C.G. seeds that have germinated will remain. We cannot promise even that ANY ungerminated seed will not defy you and your equipment, and your method, and germinate anyway. What do you expect for a few bucks?

BROADLEAVED WEEDS:—We do recommend a thorough application, under the control of an impatient husband, of 2, 4-D plus 2,4,5-T carrying the names of McClellan-Ball Co., or Ortho. The Mc-B product covers 20,000 sq. ft. for \$2.75, and the ORTHO product covers 9,600 sq. ft. for \$2.95. Suit yourself.

P.S. This discrepancy in no way impugns the integrity of the Ortho company or the efficacy of its many fine products in which we have faith. However, there is no use to call a spade a spade if it has only the value of a club.

COOKING:—We must commiserate with those who are committed to eating meat, fish and fowl cooked in the stove when they could very simply be cooked on a BIG BOY GRILL and thus enhance the flavor, reduce the dish washing and make everyone involved a lot happier.

These grills cost from \$9.95 to \$329.95 depending on whether you are serving earth worms, land crabs, an errant rabbit or jaguar kidneys a la Philippe.

One June 13, an expert cook will reside at the grills in our store and ALL DAY he will:—

COOK BASTE ANSWER QUESTIONS SHOW HOW ARGUE DISAPPEAR now and then SHOW YOU HOW to obtain the sweet perfection of outdoor cooking.

POTS, POTTERY, STATUES, FOUNTAINS:—These things are coming in every day now, and will give you a lot of trouble if they don't move out just as fast. We are sorry we can't get them here in time for Aunt Agatha's 89th birthday but such is the dizzy time in which we struggle to survive.

SIGN on the AWNING:—We enjoy the shade it gives us but are sorry to tell you that the word "EVERYTHING" has promoted a few requests for things we don't have.

GRASS CUTTING:—What is there to say but "TORO." There are 6-bladed reels, rotary types, power handles, tillers, edgers & trimmers, water pumps, sulkies, jockies (these are the husbands), snowblows and one to crack hickory nuts. Why waste time in the yard when you could be fishing, tennising, sailing or sleeping? Why? Well, why?

FLOWERPOT WALL BRACKETS:—Beautiful green, black or white 1,2,3,4,5 or 6 pot wrought iron brackets with little or big leaves, or no leaves (these are half-price defectives to hold colorful flowers on your porch, patio or other pertinent places.

The prices range. They do.

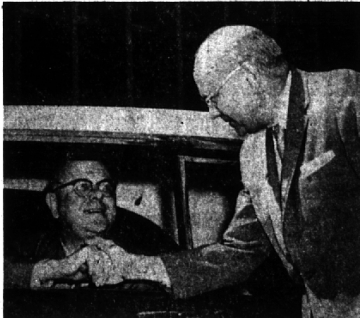
McCLELLAN-BALL CO.

YARD SUPPLIES

KENNEL FARM
BIRMINGHAM, MICHIGAN
Phone MI 4-1133 850 S. Woodward

P.S. A few beautiful DELPHINIUM plants are available at \$2.25 each. Very short supply this year.

BUSINESS BRIEFS



Retires After 42 Years

W. E. Stoffregen, 1544 Stanley Boulevard, Birmingham, Michigan, has retired after 42 years of service with Automatic Electric Sales Corporation of Northlake, Ill. Stoffregen has been the corporation's sales representative in Detroit for the past 34 years. He first joined the company in 1912. After completing the company's student training course, he went on the road as an installation and service man. He became a sales representative for the New York office in 1917, but left in 1918 to join the U.S. Coast Artillery Corps during World War I.

Now is the time for JAYSON Knit SPORT SHIRTS



PECK'S CLOTHING & MEN'S WEAR
108 S. Woodward Birmingham

100% Washable quick-drying Acrilan \$4.00 available in blue, grey, white, red, and checks.

"Strange things happen to homes"



You need HOMEOWNERS Tailored Protection

Get the coverage you need in one convenient policy

Homeowners one convenient, low cost policy protects your home and its contents against fire, loss by theft and windstorm. Homeowners liability protection also covers every member of your family anywhere in the world. You get "5 policy" protection in one tailored Homeowners policy.

By **Auto-Owners**

HUGH C. WHITE
MULTIPLE LINE INSURANCE AGENCY
217 Pierce St. Opposite Municipal Bldg. Birmingham, Mich. Midwest 4-3610

Anniversary

(Continued from Page 3-B)

that MacManus would furnish the capital, the national reputation and acceptance, as well as the backing of his small organization.

The ambitious John and Adams agreed to produce \$500,000 in new billings within one year or the arrangement would be terminated. The company was to be known as MacManus, John & Adams, Inc. and incorporation was completed in May 1934.

IT WAS ON September 22, 1934 that the new organization struck its first "big dir." While they were waiting their turn to make a presentation for the Pontiac Motor Division account, they received a call from Midland, Michigan from the late Dr. Willard H. Dow, president of the Dow Chemical Company.

Dr. Dow wanted to know if they were interested in handling the advertising for a new but small Dow Division with a total billing of \$18,000. They were!

Thus, Dow came in before lunch—and before dinner that evening the new organization also had won the account of the Pontiac Motor Division of General Motors Corporation.

By the end of the calendar year 1934, total billings combining the old MacManus, Inc. account and those newly acquired Dow, Pontiac, and other accounts amounted to \$481,000.

ONE YEAR later, MacManus, John & Adams, Inc. had tallied a gross of \$3,888,000 in billings. The new agency was on its way.

In 1935, the three now supported by a talented and growing staff, solicited and won the Cadillac Motor Division account.

In the years that followed the high degree of creativity and versatility of the founders not only attracted business but also top flight creative personnel, who found the atmosphere of the agency challenging and stimulating.

It is noteworthy that through the 25 years of its existence, MacManus, John & Adams, Inc., has had only four presidents—the first three in that order and the present, Ernest A. Jones, a protégé of W. O. Johnson.

This is a significant year for E. A. Jones, who is celebrating 20 years of service to the organization.

JONES BEGAN his career at the agency working on the Pontiac account, was later transferred to the Dow account, and in 1950, with the television promising to become a major part of the agency business, was assigned the task of opening a New York office with emphasis on the new medium.

Jones attracted the attention of Mr. John White manager of the Michigan Band and Michigan Dairy at the University of Michigan.

His work at the agency following graduation convinced the founders that he was potential material for heading the agency, and he was groomed for that position long before he became president in December 1955.

In 1950 the agency occupied three different floors of the Fisher Building and needed even more space, which could not be provided. The two surviving founders, W. A. Adams and James R. Adams, purchased seven acres at the corner of Woodward Avenue and West Long Lake road and began planning what was probably the first building designed for a major advertising agency.

THIS WAS an important step. The new offices would be approximately 25 miles from the downtown center of Detroit.

A survey of the employees indicated that most of them lived north of McNichols Road (Six Mile Road), so this presented no problem.

After discussion with clients and suppliers, the Agency went ahead with the plans and in December 1952 moved into the attractive hillside site it occupies today.

Presently, with some 300 employees at the Bloomfield Hills office, fewer than a dozen still reside in Detroit.

THE ELIMINATION of nearly two hours a day of bumper-to-bumper driving and the added incentive of bright and cheerful surroundings has resulted in better and fresher creative work in the opinion of the management. The location out of the center of the city has presented no problems with clients or suppliers.

The building, however, which was designed to provide for a 50% expansion, soon became overcrowded. Offices in the nearby Gleaner Building were leased for over 100 employees, and a new building is now under construction for lease by the agency across West Long Lake Road to provide for this overflow.

The original building contained 30,000 square feet. An additional 6,000 feet was built three years ago and the new building will provide another 200,000 square feet for a total of 67,000.

Through the years MacManus, John & Adams, Inc. has continued to grow in stature and service. At the present time the agency serves 88 clients through offices in New York, Toronto and Los Angeles in addition to Bloomfield Hills.

A COMPLETELY staffed International Division in New York has been recently working with affiliate agencies in 24 different countries.

Now rated 96th among the American advertising agencies in dollar volume, MacManus, John & Adams will bill in excess of \$40,000,000 the current year.

The agency has an enviable reputation for having served most of its clients over a long period of time. It will handle Pontiac and Cadillac Motor Divisions of General Motors in addition to Dow Chemical Company, which has grown to include 27 different divisions.

Over considered a non-motivational agency, MacManus, John & Adams has been successful in diversifying its accounts to include food wraps, gloves, shoes, ad-

Beresford-Thompson Agency

Phone MI 4-8930
55 W. Maple Ave.
Corner of Woodward
BIRMINGHAM, MICHIGAN



"We Insure Everything But Yesterday"

EDWIN M. BERESFORD
OTIS C. THOMPSON

T. E. HOGAN CO.

2865 WOODWARD AVE.
(3 Bks. S. of 12 Mile Rd.)
LI 4-3300

OPEN FRIDAY
TILL 9 P.M.

Use Brand Names

IT COSTS NO MORE TO BRING YOUR MUFFLER PROBLEM TO A REAL SPECIALIST!

Come In Today For FREE INSPECTION

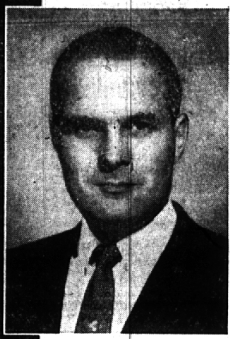
Bear INSIDE RUST — with WALKER Precision-Tuned SILENCERS — aluminum lined coated inside, where needed. Up to 3 times longer muffler life!

FAST, EXPERT SERVICE . . . WHILE YOU WATCH BEST MUFFLER BUY IN TOWN

LOW INSTALLED PRICES

<p>FORREST STANDARD SERVICE 210 N. Woodward at Hamilton MI 7-0766</p> <p>ETON SHELL SERVICE 2005 E. 14 Mile Rd. at Eton MI 6-3463</p> <p>PINTER STANDARD SERVICE 1595 N. Woodward at Quorton MI 4-0128</p> <p>HUNTER BLVD. SERVICE 221 N. Hunter at Hamilton MI 4-7608</p>	<p>COLONIAL STANDARD SERVICE 1085 E. Maple at Adams MI 6-9818</p> <p>ADAM'S SHELL SERVICE 120 S. Hunter at Maple MI 4-9750</p> <p>KEN UREEL STANDARD SERVICE 175 Southfield at Maple MI 4-9847</p> <p>REEVE'S STANDARD SERVICE 6495 Telegraph Rd. at Maple MI 4-2910</p>
--	--

a good man to know



Meet David C. McClary

"Dave" is one of the younger Goodbody representatives, active in the securities business since 1954. He is a graduate of Michigan State—and his clear thinking has given him a thorough grasp of the pitfalls, as well as the opportunities, found in today's fast changing economic scene. Time and again, Dave has proved himself a real expert at spotting those "special situations" that may benefit a customer! Yet, Dave will never make a move until he has examined the risk possibilities, first!

Like every Goodbody representative, Dave offers truly competent brokerage advice and service. This is possible because Goodbody's well known and highly respected Research Department keeps him constantly abreast of market facts and possible trends. How about calling him today at:

GOODBODY & CO.
MICHIGAN LIFE BUILDING
N. WOODWARD NEAR 13 MILE
Other Michigan Offices
PENOSCOT BLDG. 120 WEST FIRST STREET
DETROIT FLINT
38 National Offices

COUNTER TOPS

- Formica
- Vinyl
- Linoleum

REPLACEMENTS
NEW INSTALLATIONS

WE INSTALL MUFFLERS



WALKER CERTIFIED EXHAUST SYSTEM SERVICE