

BUSINESS BRIEFS

B'HAM ECCENTRIC
October 15, 1959 Page 5-11



Quarton Food Market
1744 Maple Rd.
Birmingham

**DON'T MISS
HAWTHORNE'S
BLITZ
SALE**

**NOON 'TIL MIDNIGHT
FRIDAY, OCTOBER 16**



AUTOMATIC TOAST-O-GRILL
• A "Pop-up" Toaster
• "Oven" Drawer Below
• Temperature Control

**SPECIAL BLITZ
PRICES ON ALL
G.E. APPLIANCES**

Refreshments Gifts
Hawthorne Electrical Co.
162 N. Woodward M1 4-2200



Prize-Winning Birmingham Home

Birmingham builders Patterson-Sharkey, Inc., were awarded the McCall's Magazine Congress on Better Living certificate for two of their homes recently. The Connecticut Yankee, above, features four or five bedrooms, two and one-half baths, finished

recreation room, sunken-living room and many other features found by the national Congress on Better Living to be desirable for successful family living. The Birmingham firm builds homes throughout the metropolitan area.

D. P. Brother Agency Has 25th Anniversary

A quarter-century of advertising and merchandising service was observed today (Oct. 8) by D. P. Brother & Company, national advertising agency with headquarters in the General Motors building, Detroit.

The company was founded on October 8, 1934, by Doran P. Brother with Oldsmobile and AC Spark Plug among its first advertising accounts.

As president of the firm, Brother 124 W. Long, Lake, Bloomfield Hills, continues as its chief administrator and counsel in all advertising, sales promotion and service activities.

IN ADDITION to the Oldsmobile and AC Spark Plug Divisions of General Motors, national advertising accounts include: General Motors' "Guardian Maintenance" service program, Guide Lamp, Hyatt Roller Bearing, Saginaw Power Steering, Harrison Radiator, New Departure Ball Bearing, Rochester Products, and Brown-Lipe-Chapin.

As an agency, the firm was one of the pioneers in television advertising. It bought the first telecast rights for University of Michigan football games in 1947 and was one of the first purchasers of television network newscasts and 90-minute color spectacles.

In 1948, the company purchased the first television time of national political conventions at Philadelphia for one of its clients.

IN THE 25 years since its founding, the agency's staff has grown from 24 to more than 200 people. And, from an original floor space of some 4,000 square feet, the company has expanded to more than 37,000 square feet, including branch offices maintained in New York and Los Angeles.

The agency's Detroit office personnel now occupy 129 offices that extend through the east wing of the General Motors building, the entire General Motors building annex, and across a connecting bridge to the adjacent Argonaut building. Its IBM accounting-scheduling department is one of the most complete in the advertising business.

In addition to Brother, the agency's executive staff is comprised of Victor W. Canover, 929 Harmon, Birmingham; Frank E. Egan, Kenneth G. Manuel, 18201 Devonshire, Beverly Hills; Sheldon Moyer, 3917 Cottonwood lane, senior vice president; Carl J. Rudeanu, secretary-treasurer; and Robert G. McKown, office administrator.

Other officers are Albert C. Cochrane, Val Corradi, 4912 Climbury, W. Bloomfield, Louis Dean, Walker R. A. Graham, Lester B. Mance, 1050 Southfield, Birmingham; David B. Rank, John J. Rembert, J. Watts Wacker, 407 Kimberly, Birmingham, Don Walton, David Wines, 16255 Locherbie, Beverly Hills; and Ralph L. Wolfe, 995 N. Reading, Bloomfield township, vice presidents.



Sales Manager

Donald T. Walker, 24522 Southfield, Southfield, has been named sales manager for Cogswell Tool Products, Inc. of 12280 West Eight Mile Road. He will head up sales of the firm's specialized hole-finishing tools which are used throughout the metal working industry and will direct activities of sales agents in other principal cities. Walker was formerly sales engineer for Cogswell.



At Dodge Family Day

Birmingham residents were well represented at the recent Dodge Family Day, held at the Detroit Light Guard armory to permit Dodge employees an advance look at the 1960 Dodge cars. Among the 52,957 who attended were Mr. and Mrs. Joseph B. Neal, of 4759 Burnley, Bloomfield township, and their two daughters, Robin (left) and Jenny Jo, Neal is Dodge assembly plant manager.

Medical Mirror

Advice for Tired Mothers
● Polyps
● Foreign Bodies In Ears

Q. Can a person be tired all the time without actually being sick? The children get on my nerves and I often feel like throwing in the sponge. Any suggestions—Mrs. W.
A. Check with your doctor to be sure that nothing is wrong physically. The odds are that you have just run out of steam. In a study of 60 Cleveland mothers who complained of fatigue, only 12 were found to have any organic disease. They often had financial worries and were burdened with housework, club work, fund drives, children and pets. The doctors estimate that in terms of work for the lady of the house, one puppy dog equals about 1 1/2 children, a cat with kittens about 2 children. Tired but otherwise healthy housewives were advised to say "No" to new responsibilities. A new hat might help, said the physicians, especially if it is really fancy. A day of work wonders. See a show or go to a football game, or better still, see someone take the children out and you get a quiet day at home.

Q. What is the best way to remove foreign bodies such as beads, beans, etc. from a child's ears?
A. No, this is more or less typical. Chronic irritation such as occurs in protracted cases of hay fever seems to favor formation of nasal polyps. The growths have a tendency to recur even when removed under the best circumstances. Surgeons go to great pains in preventing recurrence but try as they may, about one out of four cases eventually turn up with more polyps.

Our prescription service is based on this policy—The finest quality drugs, dispensed by professional pharmacists at reasonable prices. Quality—Savings—Economy... these are three good reasons for having your prescriptions filled here.

MILLS PHARMACY
1740 West Maple Ave. Phone: Midwest 4-5060

J. R. PATTERSON Patterson To Head Ford Dept.

"Paper work" is the scourge of modern business offices, and the larger and more complex the type of business is, the more of a problem the efficient handling of orders, inventories, financial reports and other "paper" becomes.

For the Tractor and Implement Division of Ford Motor company, with plants at Highland Park, Mich., and Des Moines, Iowa, two parts depots, and a continent-wide distributing organization, the solution is being found in adoption of streamlined office procedures and installation of elaborate data processing equipment, including an IBM 650 medium-scale electronic computer at its general offices in Birmingham, Mich.

J. R. Patterson, 967 Southfield, Birmingham, is named general administration manager with responsibility for the expanded administrative organization by Merritt D. Hill, Ford vice-president and Tractor and Implement division general manager.

Two departments, reporting to Patterson, are establishing a data processing and methods department with G. R. Mantay as manager, and an administrative services department with W. F. McDonough as manager.

Thousands of people read The Eccentric Classified Ads. So, remember if you want to sell hard-to-get-kind-of article, advertise it in the Want Ad section of The Birmingham Eccentric.

How You Can Become One of Our Happiest Customers!

Hundreds of our customers know how much more happiness and peace of mind they enjoy because of the savings they have built at Birmingham Federal.

We'd like to have you drop in real soon... open your Insured Savings account... and get started on the road to becoming one of Birmingham Federal's happiest people!

Where you save does make a difference

3 1/2% CURRENT RATE

Birmingham FEDERAL SAVINGS
99 West Maple Corner of Pierce 3055 W. 12 Mile Rd. B'ham
INSURED SAVINGS
Phone MI 4-1711



Presenting the completely new

CHRYSLER 1960

The car of your life for the time of your life!

There has never been so many new advances... in any single year... as there are in the new Chrysler for 1960.

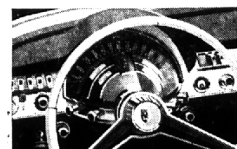
New Ideas in Styling. Bold, strong grille. Graceful rear deck. Clean lines sheathed in Lustre-Bond... the hardest automotive finish known.

New Ideas in Convenience. Chrysler offers automatic Swivel Seats... pushbutton controls. Three-dimensional AstraDome houses instruments.

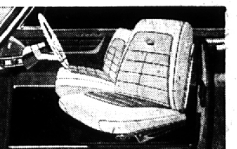
New Ideas in Comfort. The driver's seat has been raised... padded with extra foam rubber. There's more leg, knee, hip and head room.

New Ideas in Reliability. Body and frame are built as a single, rattle-free unit. Stronger, quieter, roomier. A new dipping process locks rust out of vital areas.

Get touching close to this new Chrysler soon. Compare its fresh beauty with other cars. See how Chrysler has actually built in more room while other cars continue to be cramped. Then take it out on the road and have the time of your life!



New AstraDome Control Center. Three-dimensional dome projects instruments toward the driver... makes them easy to read. At night, new Paneflect lighting gives reflection-free illumination.



This new Swivel Seat is Automatic. Open the door and the seat swings out to greet you automatically! When you leave the car it automatically swings inside. Chrysler's High-Tower seat adds driver comfort.



CHRYSLER
CHRYSLER DIVISION, CHRYSLER CORPORATION

See It Tomorrow At Your Chrysler Dealer