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BUSINESS BRIEFS

Riordan Made Vice President

Robert E. Riordan, 4157 Par Hill drive, Birmingham, who joined D. P. Brother & Company last month after 17 years' experience in advertising, marketing and research, has been appointed a vice president and national advertising agency's expanding marketing and research operations.

At a meeting of the key appointment, Kenneth G. Mannel, 18202 Devonshire, Beverly Hills, agency president, said, "Mr. Riordan's grasp of marketing and research concepts ideally fits him to direct and further amplify these phases of our operation."

Prior to joining D. P. Brother & Company Riordan was research director for Young and Rubicam. Last year, D. P. Brother's marketing and research organization hit an all-time peak in assignments completed for its clients. Riordan's projected schedule calls for a further step-up of this activity.



RIORDAN

Pontiac Unveils New Magazine

An entirely new concept in automobile owner magazines was unveiled by Pontiac Aug. 1 when the initial issue of "Safari," edited by Louis E. Chiesi, 18400 Bedford in Beverly Hills, was mailed to approximately 1,000,000 owners and service customers.

Designed to establish contact with loyal owners on a regular basis, Safari will completely cover a major subject in each bi-monthly publication.

"With quality editorial content, art and photography in full color treatment, Safari will take the reader on a trip to a glamorous vacation area or dramatic industrial setting," said S. E. Krause, General Manager of Pontiac Motor Division. "Interesting side stories containing descriptive highlights of the particular section of the United States will contribute to a fuller understanding of the major subject."

"The new magazine has family appeal with educational value, stimulating the travel instincts of all ages and creating interest in focal points of the U.S.," he said.

Another unique feature of Safari is its identification as a dealer magazine. Special imprints on the front and back covers will keep the local dealer's name and location constantly before the eyes of Pontiac owners and potential customers.

Haro Heads Design Staff

John Haro, 837 Shepardhurst, Birmingham, A.I. A., an associate of Albert Kahn Associated Architects and Engineers, Inc., Detroit, has been appointed chief architectural designer of the firm.

As chief architectural designer Haro will head a staff as diverse in talent and experience as the buildings the firm designs for clients in the institutional, commercial, and industrial fields.

Haro's appointment follows his recent return from nine months' travel and study abroad. To qualify for the honor, recipients must have had considerable practical experience and must have shown high achievement in the profession.

Haro's travels took him throughout most of Europe — from the Mediterranean countries to Scandinavia. Late in 1959 he was joined by his family in Zurich, Switzerland, his headquarters while conducting an intensive study of the architecture of central Europe.

In July 1955, following his graduation from Harvard, Haro joined Albert Kahn Associated Architects and Engineers, Inc., as an Architectural designer, and in 1957 was made an associate in the firm, where he has been responsible for the design of a number of important buildings, outstanding for their architectural excellence. Among these is the new National Bank of Detroit office building which was completed in October of 1959 shortly after Haro left for study under the Fellowship grant.



HARO

Keaton Top Salesman

Charles Keaton, Jr., 4420 Squirrel road, Birmingham, has been named Indianapolis Life Insurance company's top salesman in the nation for the first half of 1960.

Keaton is a member of the George Girard Agency, of Detroit, which ranked eleventh among all company agencies for the six-month period.

RENTALS SALES

MI 7-7016 or MI 7-0111
610 N. Woodward, Royal Oak (Between 11 and 12 Mile Roads)
1303 S. Woodward, Pkham (Just S. of Lincoln)



• BICYCLE EXERCISERS
• BELT MASSAGERS
• EXERCYCLES

THE AWARD is made annually to a graduate of the School of Architecture and Design for travel and study abroad. To qualify for the honor, recipients must have had considerable practical experience and must have shown high achievement in the profession.

Smith Named Group Head

C. Melvin Smith, 884 Ridgedale, Birmingham, chief engineer of the Jones & Laughlin Steel corporation of Detroit, has been named chief of the Strip division, in the 1960 chairman of the Detroit district section of the Association of Iron and Steel Engineers.

As Chairman, Smith presides over monthly AISE meetings which are dedicated to the improvement of steelmaking and related processes through a regular interchange of information and ideas among industry engineering personnel. He has been a member of the AISE for over 17 years.



SMITH

Huggins Takes New Position With Benrus

John Huggins, 4395 Syc Court, Birmingham, has been elected vice president and national sales manager for the Benrus Watch company in New York. He was formerly with the Evans Products company, Plymouth, as sales manager for wheel goods.

Huggins, his wife and two children will move to New York where he will take over his new position.

O'Laughlin Retires From Chevrolet

J. J. "Jack" O'Laughlin, 7345 Chula Vista, Bloomfield township, veteran executive of the Chevrolet parts and accessories department, retired August 1 after 37 years with the company's sales organization.

O'Laughlin, 51, joined the company in Buffalo in 1923 and has served in various capacities as assistant manager of the Detroit central office parts and accessories operations for the past ten years.



OLAUGHLIN

Mackey Attending Finance Program

Lantz L. Mackey, 18577 San Jose, Lathrup Village, C.I.U., of L. Mackey & Associates, is attending a ten-day program of advanced study in business and family financial planning at the 26th C.I.U. Institute at the University of Wisconsin.

A former mayor of Lathrup Village, who is still quite active in civic affairs, Mackey is also prominent in the field of insurance. He is presently serving as vice president of the Michigan Association of Life Insurance Counselors and is a life member of the Million Dollar Round Table.

Ford Names Murphy Division PR Manager

Appointment of Walter T. Murphy, 833 Lone Pine road, Bloomfield Hills, as public relations manager for Ford Motor company was announced by J. O. Wright, 6100 Woodward lake road, Birmingham, company vice president and division general manager.

Prior to his appointment, Murphy served as program development manager on the company's public relations and advertising staff. He has been affiliated with the automobile industry for the past 12 years.



MURPHY

Olsen's Market

Fine-quality meat, poultry and fish—Imported and domestic food delicacies not usually found in the supermarkets—Rare spices and condiments—Stouffer's and other top-quality frozen products—Fresh fruits and vegetables—A wide range of fancy and useful hand-woven baskets. All these you'll find in this home-owned market, where old-fashioned customer-consideration comes first.

SHAPED FOR grill or rotisserie

The shape of the steak, chicken, or roast is as important as its quality, for outdoor cooking. Take a leg of lamb, we know it will suit it to a shape somewhat more slender than usual. It's easier and quicker to roast. The same principle is used here for all meats and fowl prepared for cooking on grill or rotisserie.

CHICKENS, DUCKS, AND TURKEYS. Plump, meaty, tender birds, stuffed with a well-seasoned dressing.

STEAKS: New York Strip, T-Bone, Porterhouse, Sirloin. Extra-thick flank steaks—All shaped for fire.

ROULETTES: LAMB—Tender and luscious. Specially shaped for rotisserie. Roasts evenly, in less time.

ROULETTES: LEAN ROLLED PORK SHOULDER OR PORK LOIN—Seasoned in the rotisserie, then shaped for uniform cooking. Very tasty!

SIRLOIN TIP BEEF ROAST: Larded for extra flavor and tenderness. Tied into proper shape for roasting evenly.

LEAN GROUND BEEF... Top-quality shoulder beef, for deluxe sandwiches or dinner patties. Delicious for meat loaf and meat balls. Inexpensive, too.

Try Olsen's famous HOME-MADE SPECIALTIES—Breaded pork-sirloin chops—Stuffed pork chops—Farm-style sausage, from our own 85-year-old recipe—Fine-cut ham salad, ready to serve—Fine-cut ham loaf, ready to bake—Spickled pig's feet.

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WHITE	SALE	COLORS	SALE
72 x 108, Reg. \$3.49	\$2.79	72 x 108, Reg. \$3.99	\$3.29
81 x 108, Reg. \$3.99	\$3.29	81 x 108, Reg. \$4.49	\$3.79
90 x 108, Reg. \$4.49	\$3.79	90 x 108, Reg. 4.49	\$4.29
Cases, Reg. 99c	79c	Cases, Reg. \$1.19	99c
Twin Bottom, Reg. \$3.49	\$2.59	Twin Bottom, Reg. \$3.99	\$2.99
Double Bottom, Reg. \$3.99	\$3.29	Double Bottom, Reg. \$4.49	\$3.79

BATES TWIN & DOUBLE SIZE BEDSPREADS

"PRIDE OF VERMONT" "NEVADA" "CAVALIER"

Regular	Now	Regular	Now	Regular	Now
\$13.98	\$11.98	\$10.98	\$8.98	\$7.98	\$5.98



MARTEX TOWEL SALE

LUXOR	SOVEREIGN		
Bath Size Reg. \$3.95	Now \$2.98	Bath Size Reg. \$1.95	Now \$1.69
Hand Size Reg. \$1.89	Now \$1.59	Hand Size Reg. \$1.00	Now 89c
Wash Cloths Reg. 65c	Now 49c	Wash Cloths Reg. 45c	Now 39c

F. J. Mulholland COMPANY
233 N. WOODWARD AVE.
MEMBER BIRMINGHAM CREDIT PLATE ASSOCIATION