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Our Thirty-First Year

A gift that may be remembered four times a year . . .

People who receive gifts of stocks or other securities that pay dividends consistently, and on a regularly scheduled basis, have good reason to remember the giver with gratitude each time a dividend payment rolls in. Even though anticipated, the checks are always as welcome as an off-season visit from Santa Claus.

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BUSINESS BRIEFS



Local Dealer Visits Show
Local Mercury outboard dealer Ken Rase, left, of Ken Rase Boats & Motors, Inc., 1265 S. Woodward avenue, is shown with Robert Andlerger of the Kiekhaefer corporation during his visit to the National Boat Show in Chicago. During his visit, Rase met with top officials of the Kiekhaefer corporation, Mercury manufacturers, to discuss marketing trends for the coming year. He reports overflow crowds at the show, kicking off the 1960 boating season and pointing to an all-time high in boating interest during the coming year.

Newspaper Advertising Stressed by Executive

GREENVILLE, S. C.—When the man in the street stops wanting it, the man in the castle stops buying it. Charles F. Adams, 1898 Gould, Beverly Hills, executive vice president of MacManus, John & Adams, Inc., told members of the Newspaper executives association of the Carolinas in conversation here.

Advocating the increased use of newspapers for the advertising of luxury goods, Adams, whose national advertising agency handles the Cadillac motor car account, said: "Over the past 20 years, Cadillac has spent more than 50 per cent of its multi-million dollar advertising appropriation in newspapers each year. And I think that has more than a little to do with the car's continually high public acceptance."

ADVERTISERS OF LUXURY goods who neglect newspapers are making a serious error, Adams believes, because: "They overlook the effective job that newspapers do in reaching the moneyed groups, frequently at a cost quite comparable to the so-called exclusive magazines."

"THEY OVERLOOK the future."



Men Receive New Positions

The appointments of Joseph Pratt to the position of sales manager of Triangle Furniture Co., and Eugene Cornfield to the position of store manager, have been announced by George Wayburn, 1770 Hammond Court, Bloomfield Hills, president.

Pratt, who has been with Triangle for 24 years, formerly was store manager. In his new position he will be in charge of the sales force and will be responsible for coordination of advertising, merchandising, and display in all stores.

Cornfield, who succeeds Pratt as store manager, was a furniture salesman with Triangle prior to his promotion. His new duties will include work with credit, service, and other administrative duties.

THE GARDENER'S CORNER
The Answers to Your Gardening Questions.
by Bob

QUESTION OF THE WEEK:
Is a wild tree or shrub better to transplant into a garden than one from a nursery?

BOB'S ANSWER:
No, the spread of the roots on a wild plant is very great and it is almost impossible to dig up enough of them to insure healthy growth. The roots of a nursery plant are in a compact ball which makes for easy transplanting.

LI 9-4122

THEISEN'S Garden Mart
3826 Woodward
(near 15 1/2 Mile) Royal Oak

Area Resident Joins Agency

E. McCord Mulock, Jr., 1045 Westchester Way, has joined the Detroit office of McCann-Erickson Advertising as a vice president and account director on the agency's Buick Motor division account, it has been announced by T. Jack Henry, vice president and Detroit manager of the agency.

MULOCK HAS directed national advertising programs for top automotive accounts in Detroit for 24 years. He comes to McCann-Erickson from Grant Advertising, Inc., where for the past six years he has been vice president and creative service director for all accounts in the agency's Detroit office.

For 16 years prior to joining Grant, he served as associate copy director for the Campbell-Ewald Company on several General Motors accounts including Chevrolet Motor division, Chevrolet Truck, Buick-Remy division, Guide Lamp division, and others.

Brannack Made Vice-President

At the annual meeting of the Detroit & Northern Savings & Loan Association in Hancock, Michigan, on February 23, D. W. Seaton, president, announced the appointment of Upton G. Brannack, 29635 W. 13 Mile, as vice-president of the company.

Brannack, a director and manager of Detroit operations, joined Detroit & Northern 13 years ago. Prior to that time, he was associated with the Citizens Commercial and Savings Bank of Flint, and was also active in the real estate brokerage business.

Since assuming the post of Detroit manager, Brannack has helped guide Detroit & Northern's expansion program in the metropolitan Detroit area.

A new east side office serving the Grosse Pointe communities was opened in 1957 and a west side office followed in 1957.

In that year, D & N also acquired its own downtown Detroit office building, a famous landmark at 1132 Griswold, between Michigan and State. Plans for further expansion are currently under way.

Detroit & Northern is one of the oldest Savings & Loan Associations in the State, and the only one "spanning the Straits."

Local Resident Appointed Mgr.

Richard N. Meltzer Advertising, Inc., has announced the appointment of Donald F. Baldwin, Country Club Drive, Bloomfield Hills, as production manager, Detroit office.

Formerly with MacManus, John & Adams Advertising, Inc., as production manager, Pontiac account, Baldwin began with the MacManus production department in 1956.

He became supervisor of newspaper production, Pontiac account in June of 1957, and shortly after was responsible for Pontiac magazine production.

Baldwin will be responsible for production and traffic on the Simca account for Chrysler Corporation, in addition to other Meltzer accounts handled by the agency's Detroit office.

New Office Opened Under Local Man

William Rapp, 2404 Pembroke, will take over direction of the new sales office of the Lundy Manufacturing corporation in Wichita, Kansas.

Varsity Town Clothes
bring Spring Sixty Suits distinguished by Living Color Living Comfort

Enjoy bright Living Color Cheerful Checks, Pleasing Plaids and smart Stripes and cool Living Comfort in reduced weight fabrics that are expressively styled in easy-fitting new models.

Nannette Toddler Sizes 1 to 3 \$2.98 to \$5.00

from \$5.50
Dickinson's
WARECK BUILDING BIRMINGHAM SAGINAW AT LAWRENCE PORTIAC

Price Accepts Chairmanship

Henry D. Price, 28125 Bruce, a Pontiac tax consultant, has accepted the chairmanship of the budget steering committee of the Pontiac area United Fund.

Price will head the committee which handles the screening and processing of agency budgets and financial requests throughout the year. He replaces Robert S. Nelson, who retired after four years as chairman.

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ONLY \$3.69
THESE ARE FULL-CUT TOP GRADE SHIRTS DURABLE

Spread collar, spread collar with permanent stays, barrel cuffs. No. C-750.
Oxford, button down medium spread collar, converta cuffs. No. B-775.
Broadcloth, fused, non-will collar, barrel cuffs. No. A-725.

COMFORTABLE Durable
Made of 100% cotton, these shirts are "soft," they "breathe," they absorb perspiration.
Designed to give maximum wear. They are comparable shirts that retail at \$5.00.

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TWO CONVENIENT LOCATIONS
PLUS: Pick-Up & Delivery Service
Woodward at Adams Rd. MI 4-4620
W. Maple at Cranbrook Rd. MI 7-0411

Birmingham DRIVE-IN CLEANERS

SPRING TO IT!

Cinderella
basketful of pretty cottons

Double Exposure . . . whatever the occasion—look smart in this two-piece linen ensemble of 50% rayon and 50% acetate. Hand washable and crease resistant. Navy or black. Sizes 5 to 15.

\$11.98

Nannette Toddler Sizes 1 to 3 \$2.98 to \$5.00

Nationally Advertised in Seventeen Magazine

FOR MEN . . . PLYMOUTH wash 'n' wear RAINCOATS

In natural cotton; unlined and washable. **\$25.00**

also lined Cotton Raincoats wash 'n' wear **\$19.98**

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