

BUSINESS NEWS

Jim Graham Named VP By Ad Firm

James H. Graham, 18580 Hillcrest, Beverly Hills, who resigned last week as vice president and account supervisor at MacManus, John & Adams, Inc., will join Benton & Bowles, Inc., August 1 as a vice president and account supervisor.

Graham will be assigned to the Texaco accounts area. Texaco recently retained Benton & Bowles to handle its advertising account, effective October 1.



GRAHAM

A MEMBER of the MacManus, John & Adams review board and supervisor of the Pontiac account at the time of his resignation, Graham had joined MacManus, John & Adams in 1956. Earlier, he had served as sales manager of the Buick motor division of General Motors in 1950-51. He had been advertising manager of Buick for five years when he entered the advertising agency field.

John Named Supervisor

Appointment of Colin H. John, 781 Puritan, Birmingham, as vice president of MacManus, John & Adams, Inc., as supervisor of the advertising agency's Pontiac and Tempest accounts was announced by Ernest A. Jones, 990 Cranbrook, Bloomfield Hills, president.

John, who has been account executive on Pontiac / Tempest, takes over his new responsibilities from James H. Graham who has resigned.

A graduate of Yale University in 1942, John joined M&A in 1948 in the production department and in 1950, after serving as a copywriter on the Dow Chemical account, became a member of the agency's Pontiac account group's traffic department.

Since then he has been account manager, assistant account executive and account executive and was appointed a vice president in 1958.



JOHN

Whitmer to Head Chevrolet Plant

Harry L. Whitmer, 4892 Coachmaker, Bloomfield Township, has been named manager of Chevrolet's newly acquired manufacturing plant at Warren.

Whitmer joined Chevrolet as a student in the division's transmission plant in 1928.

He has served as assistant master mechanic, superintendent-master mechanic, operations manager, and Livonia plant manager.

Chey Head Defends Newspapers, Autos

Edward N. Cole, 1871 Kirkway, Bloomfield Hills, general manager of the Chevrolet Motor Division, said today he "applauds" the competition in the market place because "competition is the mother of progress in America."

Cole, who also is a vice president of General Motors Corp., spoke before the annual convention of the Newspaper Advertising Executives Association, on "automobiles, newspapers and changing times."

Scorning the idea that automobiles and newspapers have not kept pace with new conditions, Cole said:

"I BELIEVE automobiles and newspapers are more vital in our economy today than they have been at any other time in the history of this country. And they will hold positions of respect as long as we are smart enough and sensitive enough to realize that we must change and mature, just as the people who buy our products are changing and maturing."

"This is why I look on competition not as a great problem but as a great challenge."

"For the variety of new competitive forces we are experiencing are but a basic characteristic of our free enterprise system at work. They are not roadblocks — but stimulants — to progress, if we can only read the sign and take the proper action."

Cole pointed out that many of the things people buy, like summer cottages, pleasure boats,

a new home in the suburbs, all actually increase the buyer's dependence on the automobile.

"FURTHERMORE," he said, radio and television have made Americans more aware of what is happening in the world around them and so "make people want to read more about these events in their newspapers."

"The variety of competition we face today points up the abundantly good life our system of free enterprise has made available to all of us."

It also gives our industry new challenges to produce a wider variety of vehicles to satisfy the specialized transportation needs of modern America. In so doing, our vehicles will more completely satisfy the functional needs of the total population of our nation — at work or at home."

"THAT IS WHY the automobile industry today is offering the greatest variety in its history. The main reason for maintaining such a wide public choice boils down to one word: competition. If one company here in this country does not make a certain kind of car available, another will."

Newspapers have found it necessary in similar fashion, to "satisfy an increasing variety of consumer needs and desires," Cole added. "In so doing you newspapers have improved the effectiveness of your function in our modern society."

Prescription for Profit: A Want Ad by phone or mail.

PRIMARY ELECTION NOTICE

JULY 25, 1961

Notice is hereby given, that a Primary Election will be held in the Township of Southfield, County of Oakland, State of Michigan on Tuesday, July 25, 1961 at the place in each of the Precincts as listed below:

- Precinct No. 1—Ascension Lutheran Church, 16935 W. 14 Mile Road
- Precinct No. 2—Greenfield School, 31200 Fairfax
- Precinct No. 3—Ascension Lutheran Church, 16935 W. 14 Mile Road
- Precinct No. 4—Beverly School, Beverly Road West of Southfield
- Precinct No. 5—Franklin Fire Department, Franklin Road, Franklin
- Precinct No. 6—Wyllie Graves School, 13 Mile Road & Evergreen

FOR THE PURPOSE OF NOMINATING CANDIDATES FOR THE OFFICE OF CONSTITUTIONAL CONVENTION DELEGATE.

The Polls of said election will be open at 7:00 o'clock A.M. and will remain open until 8:00 o'clock P.M. of said day of election.

FANNIE ADAMS, TOWNSHIP CLERK

10-20

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369 E. Maple — Midwest 4-4751 — Birmingham



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Call for a free survey of your hot water needs. No obligation.

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Friday
Saturday
July 20, 21, 22

New Soft Eye Brow & Eye Liner Pencils

Exciting New Colors
Reg. 15c
1 for 15c
Second One 1c

Fun On Wheels

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Auto Transport
Motorized
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\$2.77

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Your favorite canvas, water color or prints
EXPERTLY FRAMED
Select your frame from many beautiful styles and finishes
KRESGE'S—BIRMINGHAM
KRESGE'S—NORTHLAND CENTER
West Maple at Henrietta, Birmingham
'CHARGE IT at KRESGE'S'

Cotton Rugs
washed and fluffed
9x12 size or smaller

Linens
sheets, pillow cases, tablecloths, etc., washed and carefully finished on our steam heated ironer.

Shirts
washed, beautifully finished, and put in polyethylene bags to keep them clean.

Birmingham Laundromat
1000 So. Adams Rd.
1 Bk N. of Lincoln

MI 4-8225

MEMBER
U.S. SHIRT & LINEN SERVICE

The Old Timer

"When you feel like criticizing the younger generation, just remember who raised them."

Balanced performance

It has always been the policy of Cadillac engineers to provide full-range performance... with no one phase accentuated at the expense of another. The 1961 Cadillac delivers the best balanced response in Cadillac history... smooth, alert and quiet from start to cruising... equally impressive in busy traffic as in turnpike passing. The Cadillac power plant for 1961 will influence the fine car field for years to come.

VISIT YOUR LOCAL AUTHORIZED Cadillac DEALER
WILSON PONTIAC-CADILLAC, INC.
1350 N. WOODWARD AVENUE, BIRMINGHAM