

Do you know what a camel is? Ever tried to figure out how it got that way? Well, here may be a sort of answer. "A camel is a horse put together by a committee." And have you heard about that toy game that is supposed to bring mature thinking to children? It consists of many little and a little bigger pieces, but no matter how you put them together, it fails to come our right!

# The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, September 28, 1961

SECTION  
B



## Busy Saturday?

This time of year Saturdays are busy. But if you would like to spend a little time reviewing your securities or perhaps discussing investments with one of our representatives, our complete office facilities are available. Stop in either office Saturday morning and make yourself at home.

For Your Convenience  
Both Goodbody & Co. Offices  
OPEN SATURDAY 9:15 TO 12 NOON



**GOODBODY & CO.**

ESTABLISHED 1891  
Members of leading Stock and Commodity Exchange  
ROYAL OAK  
MICHIGAN LIFE BLDG., 3101 N. WOODWARD AVE.  
BIRMINGHAM  
155 SOUTH BATES STREET  
TELEPHONE BOTH OFFICES AT LIBERTY 9-3000  
OPEN SATURDAY 9:15 A.M. TO 12:00 P.M.  
Our 70th Anniversary Year  
OFFICES IN 40 CITIES

# BUSINESS NEWS



## Bloomfield Hills Ad Exec Speaks At Utah Conference

Members of the Advertising Federation of America meeting in Tulsa last week heard a spirited defense of automotive advertising as a major economic force and "the most successful advertising in the history of commerce."

The speaker was Charles F. Adams, executive vice president of MacManus, John & Adams, Inc., Bloomfield Hills, whose agency handles the advertising for Pontiac and Cadillac and Tempest cars and other national and international accounts.

"Automobile advertising, taken as a whole, has been and continues to be the most successful advertising in the history of human commerce," Adams said.

The average car turned in on new model last year averaged three years old and had years of basic transportation left, Adams said. Basic transportation is a need

## Employment Agency Promotes Seelye

Jack Seelye, 760 S. Cranbrook, Birmingham has been named national sales manager of the Kelly Girls Service Inc., effective immediately. Seelye will be responsible for the sales operations of one of America's largest suppliers of women as temporary help to industry.

Prior to joining the Kelly Girls Service Inc., Seelye served with the Jam Handy organization for 21 years in executive positions. Branch manager of Handy's Dayton, Ohio, office for 11 years, he most recently had been their account executive for a number of large Midwestern firms.

while new car fills a lack, he explained.

"But our economy cannot and will not grow on the mere satisfaction of needs," he said. "We must also create and fulfill the lacks. Good advertising does this."

## Long, Ross Join Independent Life

Marvin E. Long and Robert J. Ross, of Birmingham, are two of 12 executive staff members of the Independent Security Life Insurance Co., currently licensed to sell stock in the new insurance company.

The company was recently authorized by the commissioner of insurance at Lansing and the Michigan Corporation & Securities Commission to offer 1,000,000 shares of stock at \$2.50 per share. This is the largest life insurance stock issue to be offered in the state of Michigan, according to Independent officials.

Long and Ross also assist Independent Security in finding experienced life insurance salesmen to sell stock to persons within Michigan, and continue with the company for selling life insurance policies.

## Torch Drive Leaders

Two local businessmen who have taken on responsibility to help raise the \$18,350,000 goal in the 1961 Torch Drive are (left) Al Warner, area manager, Michigan Bell Telephone Co., and Jack Kershenbaum, secretary-treasurer of Kay Baum, Inc.

Warner and Kershenbaum are chairman and co-chairman, respectively, of all community business solicitation in the Birmingham area for the 13th annual "give-once-for-all" fund-raising drive.

## Gleaner Officials Attend Congress

Several Gleaner Life Insurance Society officials had assignments at the annual convention of the National Fraternal Congress, held in Cincinnati, Ohio.

R. G. Ransford, 1711 Cedar Hill Drive, Bloomfield Township, president of Gleaner Life, is immediate past president of this national fraternal insurance organization. This year, he was chairman of the nominating committee.

Others from Gleaner Life are John W. Dresler, 5477 Van Ness Drive, Bloomfield Township, field superintendent; Stuart B. Micklethwait, Grosse Pointe Woods, secretary and manager of the investment department; and William J. DeGrise, 2118 Yorkshire, Birmingham, public relations counsel.

## Contact Lens Expert Opens B'ham Office

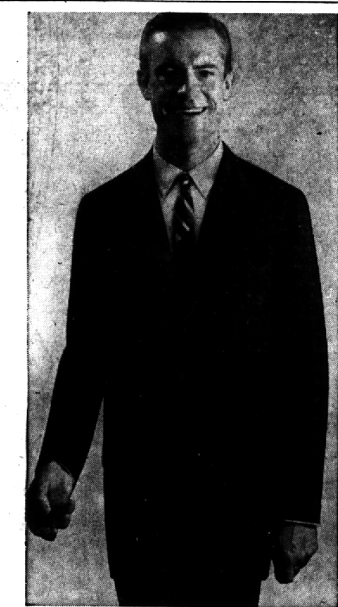
A European expert who invented the method of making contact lenses from individual impressions taken from the eye has established offices in Birmingham.

Frank Rakos, formerly of Budapest and Vienna, will be located in the Creson Building on Cranbrook and Maple, Bloomfield Township. He will be associated with Lawrence Richard, O.D.

The late Senator Vandenberg sponsored Rakos' immigration to the United States in 1940.

## 50-Year Lawyer

Louis M. Spencer, 860 Harndale, Bloomfield Hills, is one of the 51 Michigan attorneys who will be honored with "Fifty-Year Awards" by the State Bar of Michigan at a luncheon in Detroit today.



## HART SCHAFFNER & MARX sport coats

of Dacron® polyester and wool.

Carefree comfort characterizes these HS&M miracle blend sport coats. Carefree because they resist wrinkles, showers and spots. Comfort because they're warm but lightweight and tailored in HS&M's easy, natural lines for your active enjoyment.

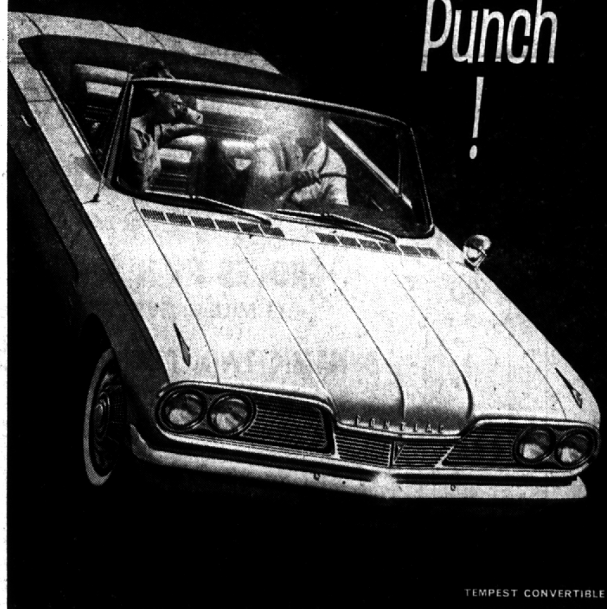
\$55

**Dickinson's**

Wabeek Building  
Birmingham

Saginaw at Lawrence  
Pontiac

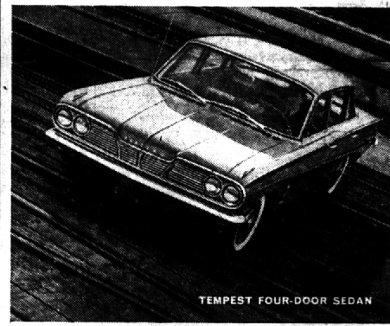
# The gas-saving "4" with Pontiac Punch!



TEMPEST CONVERTIBLE



TEMPEST SPORTS COUPE



TEMPEST FOUR-DOOR SEDAN



TEMPEST SAFARI WAGON

**PONTIAC TRIGGERS ANOTHER TEAM OF WINNERS.** Every one is a fancy mover. Choice of 110, 115, 120 or 140 h.p., gas-saving 4-cylinder engine. A couple of extra cost options: 4-barrel carb, 166 h.p. Plenty of punch without big maintenance and running costs. The citizen who wants more can go for an aluminum V-8 option that pulls 185 horses.

**TEMPEST HAS A FRONT ENGINE/REAR TRANSMISSION!** (The only American car with this feature.) It gives Tempest equal weight at every wheel. It has biting traction on the bricks or in the mud. Tires last longer. Brakes take hold like they mean it. The front floor is practically flat (no big hump in the middle). Tempest seats six—easily!

**TEMPEST HAS INDEPENDENT SUSPENSION—FRONT AND REAR!** Each wheel (and it's a big 15" one) moves up and down independently of the opposite wheel. There's no solid axle in the rear. Result: Firm ride on pavement, soft ride in the boondocks! Swing axes in the rear help the Tempest to carve out clean, firm curves.

**PLUSH NEW SERIES—THE LE MANS (LUH-MAHNS).** The Tempest Convertible and Coupe are out this year in special custom trim. Call them the Le Mans! They both have sports-type bucket seats, full carpeting, floor-mounted stick shift, acceleration rear axle option—no extra cost. Extra cost option: 4-speed gearbox. Take one out—it's a going machine!

Drive America's only front engine/rear transmission car...it's balanced like none of the others!

# TODAY! '62 TEMPEST

PONTIAC'S NEW TEMPEST IS ON DISPLAY TODAY AT YOUR LOCAL AUTHORIZED PONTIAC DEALERSHIP

**WILSON PONTIAC - CADILLAC, INC.**

1350 N. WOODWARD AVENUE, BIRMINGHAM 2, MICHIGAN