



Principal speaker at a meeting of MacManus, John & Adams' staff and client advertising executives, Monday, was Gail Smith, second from right, General Motors' director of advertising and market research. Smith stressed the importance of agency-

client teamwork in achieving superior advertising. Chatting with Smith, following his talk, are Charles F. Adams, M&A executive vice president, A. Jones, and John Malone, Pontiac Division advertising manager.

### Ski Resort Near Pontiac Planned By Local Resident

Leonard Jaresz, of 6140 Hills Drive, Bloomfield Township, director of Pine Knob Enterprises, has announced the construction of southeastern Michigan's first full scale ski resort.

Pine Knob is located at Clarkston and Sashabaw roads, just seven miles north of Pontiac. Scheduled for a November 17 opening, fifty acres of ski runs have already been cleared.

EQUIPPED WITH two Riblet chair lifts and eight rope tows, Pine Knob will accommodate 3,500 skiers a day. The wide variety of runs is planned to teach the beginner, challenge the intermediate skier and provide a good contest for the expert. Larchmont snow making equipment insures excellent ski conditions throughout the season.

The lodge will provide the cabin with elaborate lounge, restaurant, facilities and completely equipped shop with fashionable ski togs by Christian Dior.

Jaresz, an expert skier himself, began skiing several years ago in Aspen, Colorado. He and his partners, Alex Kachinko, Arthur Books, Reno Mistrelli and Stanley Josky hope to build a resort that will be a skier's paradise.

For the future, the five men expect to develop Pine Knob into a year round resort offering a wide variety of activities to sports enthusiasts of all interests.

## Behind The Store Fronts

With ANGUS McKELLAR



Richard Dennison is the new glass technician at Taber's Glass, Inc., 588 S. Woodward, and Bonnie Frish is the new secretary. A barometer of the public's acceptance of the glass firm since it opened here a year ago last month is the number of employees—from only 3 when the business opened to its present work force of 9 people.

Suzette, of Suzette's Inc., 241 Pierce, off on a buying trip to New York, where she is shopping for pastels—in early Holiday goods. Suzette's summer help includes sales people Cindy Mott, and Lexie Bowman.

Birmingham Drugs, 1220 S. Woodward, is taking on a new look with the redemption of former storage space to increase the store's retail area almost 50%.

John Kranick opened the doors of Birmingham Drugs, 27 years ago on May 25, 1935. Assisting him today in managing the business is son Bill, who graduated from the college of pharmacy at the University of Michigan in 1958.

Lumber Co. says to shut early Saturday morning, because the Birmingham branch (and Royal Oak) will be closed at noon for inventory—this Saturday only. They will be ready to greet you bright and early Monday morning.

It seems that Birmingham often comes up with a first of some sort. This time it's Teak Candy. According to Vera Bowles, manager of the Albert Sheetz Pierce Street candy store, Sheetz is the only candy firm in the United States manufacturing Teak candy, a chocolate with a very thin coating. The thin coating is the trick in the making, according to Mrs. Bowles.

### Agency Note

The John R. Chapman Co. of Birmingham has been retained by Apex Broch Co., Detroit, as advertising and sales promotion counsel for Apex branches and brochure machine division.

### D. A. Fisher Named By Ford Motor Co.

Appointment of D. A. Fisher as manager, industrial relations department, Tractor and Implement Operations (U.S.), Ford Motor Company, is announced by L. E. Dearborn, general operations manager.

He joined Ford as a salaried personnel classification analyst in Industrial Relations Staff in April, 1951.

Fisher, of 19439 Britter Lane, Southfield, has been in management personnel coordinator, Ford Industrial Relations Staff, since April, 1950, and from October, 1951, was supervisor of salaried personnel for the company's former Tractor and Implement Division.

The Birmingham Eccentric Classified pages offer you a fine opportunity to sell your unwanted household goods.

## Ad Executive Stresses Agency-Client Harmony

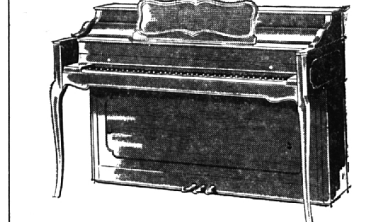
"Agency-client relationships and believe in advertising. He must responsibilities . . . think of it as an investment . . . advertising" was the subject of an address by Gail Smith, General Motors' Director of Advertising and Market Research, before more than one hundred MacManus, John & Adams' advertising executives, Monday evening, at the agency headquarters in Bloomfield Hills.

## NEWS OF BUSINESS

Smith, of 3530 Franklin Road, Bloomfield Hills, cited the following client responsibilities: "The advertiser," he said, "must first of all . . . think of it as an investment . . . advertising" was the subject of an address by Gail Smith, General Motors' Director of Advertising and Market Research, before more than one hundred MacManus, John & Adams' advertising executives, Monday evening, at the agency headquarters in Bloomfield Hills.

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ence to pay heed to its client obligations and responsibilities. "Because its total business is advertising . . . the agency list of do's and don'ts runs much longer and is more involved than of a client. "If I have one observation to make," he observed, "it is this: They are as human as anyone else. And because of this, the average ad-man is more numerous than the superior ad-man. Common sense would tell us that the superior individual is the one who should be a key man on any account. It is the agency's responsibility to make it so."

Stressing the importance of good management, Smith added: "An agency must be able to deliver to its client continuous top-flight management and creativity. Staffing in depth," he said, "is both wise and necessary today when all business, including that of advertising, is more complex than ever."

Smith emphasized the role of research. "An agency should give research its proper place," he said. "If a single, usable idea, notion or direction comes from it, you and the client have gotten your money's worth. Let the client know. Give him a synopsis of what the findings are and your reactions to them. Such cooperation and cross-pollination of information can't but result in a better relationship, and in better advertising."

### Expand Facilities

Koltanbar Engineering Co., of 1055 Maple Road, Clawson has leased an additional 400 sq. feet of space at 150 Maple and equipped it with 160 feet of vertical wall boards and drafting machines for engineering and design of dies. "Consolidating the die design section in this new area has enabled Koltanbar to expand and add equipment to its processing and illustrating sections at the headquarters office," according to J. Lyle Winslow, sale administrator for Koltanbar.

**Sworn In**  
The Sales Marketing Executives of Detroit installed Julius G. Skaarsen, National/Special Accounts Division, Stran-Steel Corp., as President 1962-63 year.

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Now for the first time, you can RENT a famous multi-purpose REYNOLDS Fully-Automatic, Heavy-Duty Water Conditioner . . . the softener that removes iron from the "carefree" way. (Patented)  
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Investigate the very best in water conditioning—no obligation. Call . . .

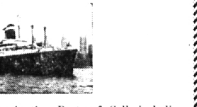
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Water Conditioning Company  
McKinnon's oldest and largest water conditioning company . . . since 1927  
12120 Cloverdale, Detroit 4, Mich. Wbstar 3-3500

### Joins Select Group

David P. Kelley, 780 Henrietta, Birmingham, will be cited by The Travelers Insurance Co. as one of the leading life agents of the company by producing over one-half million dollars of individual life insurance.

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