

# MOTHER'S DAY

From A. L. Damman Co.  
The New  
WEAR-EVER HALLITE ELECTRICS!

Gifts with a flair of elegance . . .  
Perfect for Mother or Bride!

Give the electric appliance that's as beautiful to see as it is to use. The new Wear-Ever Hallite Electrics were created with a stunning difference: gleaming aluminum utensils with rich Antique Bronze colored covers.



**BUFFET GRILL & WARMER**  
Even heating aluminum, grills, fries, roasts. Perfect as a warmer, too. 10 1/2" x 10 1/2".  
**\$16.95**

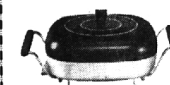
Genuine black walnut handles and harmonizing nylon feet that won't mar fine wood surfaces.

How do you clean these electrics? The same way you clean a dish. Immerse the entire unit in water.



**BUFFET GRILL & WARMER**  
Big grilling surface for entertaining a family. 11 1/4" x 19". Perfect as a warmer, too.  
**\$22.30**

You'll find the complete matched selection at Damman's.



**BUFFET FRY PAN**  
Styled for wherever you entertain, automatically controlled, completely immersible.  
**\$23.45**



**BUFFET COOKER**  
In two sizes, 5 1/2 qt. at \$25.85 and 7 qt. at \$26.95. Has the depth to cook soups, desserts, stews, roasts and do it family size.

YOU ARE CORDIALLY INVITED TO SEE  
"BEAUTIFUL COOKING"  
DEMONSTRATED SATURDAY, MAY 12, 10-6 P.M.  
by WEAR-EVER HOME DEMONSTRATORS

**A. L. DAMMAN CO., Inc.**  
4066 W. Maple, near Telegraph  
MI 6-0111



## Honored by General Motors

GM management club awards were presented to area residents recently at the General Motors Training Center in Detroit. Among those receiving certificates in honor of their 25-year association with the GM club were John F. Daneke, manager of community relations, public relations staff, of

18211 Buckingham, Birmingham, and Kenneth C. Dick, director of GM photographic, of 18191 Coral Gables, Lathrup Village. Edmund Steeves, director of Field Operations, public relations staff, of 3650 Forrest Hill Road, Bloomfield Hills, made the presentation.

## Executive Changes Announced by Holley Carburetor

Several executive-level changes at Holley Carburetor Co., Detroit, have been announced by President George M. Holley, Jr. Holley said a new position of staff vice president has been created, with Milton J. Kittler elected by the board of directors to the office. Kittler, 172 Linda Lane, Bloomfield Hills, has been executive vice president of the company. He continues as a board member.

Succeeding him as executive vice president is Harry T. O'Connor, who has been vice president and general manager of the automotive division. O'Connor, 1315 Lyndon, Birmingham, joined Holley ten years ago and for seven years was assistant to the president. He previously was with the FBI for 15 years. In his new position, he assumes executive responsibility for all divisions.

## NEWS OF BUSINESS

### Local Board Plans Realtor Week Fete

Planning for the annual Realtor Week celebration has started here with the announcement by Fred Pierce, president of the Birmingham Real Estate Board, that James Gillon would head this year's committee in charge, and will be assisted by Mary Borthwick, Wilbert Geldart and Ray Murray. The annual observance of the National Assn. of Real Estate Boards, of which the Birmingham board is a member, is scheduled from May 20-26. According to Pierce, the 31 Realtors in Birmingham will join with thousands of colleagues across the nation for the celebration, which is being held in conjunction with the 100th anniversary of the Homestead Act. "This act is one of the greatest single steps ever taken by a nation to make possible widespread real property ownership," Pierce said.

## College Students Quick to Spot False Advertising

College students are quick to spot the phony and the offensive, Professor John W. Crawford, head of the advertising department of Michigan State University, told an audience of advertising and agency people Monday night. "There are four million college students in the country," Crawford said, "and the graduate group is increasing 32 per cent every ten years."

"These students represent a huge and growing market and, according to a special study, seeking real reality in advertising—real products for real people—and the advantage of using the products," Crawford pointed out. THE EXPERIMENT conducted at MSU asked a cross section of representative students to submit what they considered poor advertisements and why. The answers covered several categories including bad taste, offensive, exaggerated, silly, unbelievable, too intimate, suggestive and too sexy. Crawford exhibited 40 ads with student comments on each. One important point he emphasized was the difficulty the students had in finding the poor ads. They are not forgotten; they are simply never read according to the study.

Crawford was one of a series of speakers taking part in a bi-monthly seminar arranged by MacManus, John & Adams, Inc., advertising agency for their clients and staff.

Pierce explained that the purpose of Realtor Week was to make better known to the public the services offered by Realtors and to point up the differences between Realtors and others in the real estate business. "Realtors are members of the National Assn. of Real Estate Boards," he said, "and only they are entitled to use the term. We are subject to the rules and regulations of NAREB, observe the standards of conduct that it sets and are entitled to receive the benefits—many of which are passed on to our clients—of local state and national associations."

The term Realtor, Pierce pointed out, is copyrighted with the U.S. Patent Office, and its exclusive use by NAREB has been upheld by numerous federal and state court decisions. "Today, NAREB ranks as one of the largest trade associations in the country," Pierce said, "with a total of 70,000 members in 1,418 real estate boards."

Before joining Ford, Roark, of 5596 Raven, Birmingham, was a budget examiner for the U. S. Bureau of the Budget. Earlier, he was employed by the U.S. Weather Bureau and the Colorado department of Revenue.

## Two Residents Elected by Nat'l Group

The election of two top-ranking Detroit advertising executives to the governing body of the American Assn. of Advertising Agencies was announced following the annual 4-A meeting at White Sulphur Springs, West Virginia. John F. Henry, vice president and member of the board of directors of Geyer, Morey, Madden & Ballard, Inc., was elected a director representing the East Central Agency of the Assn. and Thomas B. Adams, president of Campbell-Ewald Co. was named a director-at-large.

Henry, of 345 Shirley Drive, Birmingham, studied marketing at New York University and entered the agency business in 1937 with Benton & Bowles. He joined his present agency in 1946, after service with the Air Transport Command and moved to Detroit in 1963. Active in A.A.A.A. affairs, he has served as an officer of the Michigan Council and vice-chairman of the East Central Region.

Adams, of 931 W. Harbale, Bloomfield Hills, is a graduate of Wayne State University. After service in the Naval Air Corps, he joined Campbell-Ewald in 1945. He was named Vice President and Assistant to the President in 1955 and was appointed President in 1958. Adams is A.A.A.A. Chairman of the Committee on Media Relations and a member of the board of directors of the Adcraft Club and the United Foundation.

## Arthur Dunn Named Vice Pres. Pacific Telephone

Arthur Y. Dunn, of 1561 Tully Court, Bloomfield Hills, has been appointed assistant vice president in the Pacific Telephone and Telegraph Co. in San Francisco, effective this week.

Dunn, who joined the Michigan Bell Telephone Co. in 1958 from the American Telephone and Telegraph Co. in New York City, has been assistant vice president—public relations since last July. Prior to joining the public relations department at Michigan Bell, he had been assistant vice president—revenues and assistant general commercial manager.

A graduate of Ohio State University, Dunn joined the Bell System in the Pacific company in 1947 after being employed as an engineer with the Public Utilities Commission of Ohio. He was an engineer and general representative in the rates and regulatory department of the Pacific company before transferring to AT&T in 1956.

## 2 Birmingham Men Attend Conference

Birmingham insurance men Marty J. Walker, 31127 Pierce, and Richard G. Worth, 10625 Buckingham Road, are attending a business and educational conference of Mutual of New York's National Field Club, a sales-honor organization, at the Shoreham Hotel here this week. The conference is meeting with home office officials for two days of lecture sessions and panel discussions on company life and insurance policies and plans for the future.

Walker ranked second among the conference from the firm's central sales region in number of life insurance policies sold during 1961. Kuhlman Electric, Birmingham, Michigan, has appointed James E. Jones, manager of advertising and sales promotion. The new appointment was announced by Perry H. Green, Jr., general sales manager.

Jones will head the advertising and promotional activities of Kuhlman's 56 sales offices and four manufacturing plants, located throughout the country. Kuhlman is a major producer of electric utility and industrial transformers, and industrial electric furnaces.

**2-E THE BIRMINGHAM (MICH.) ECCENTRIC** May 10, 1962  
among the Company's 70 agencies in life insurance sales for April. The Nolta Agency was fourth in total insurance sales for the same period.

## MANLEY, BENNETT & COMPANY

MEMBERS NEW YORK STOCK EXCHANGE  
take pleasure in announcing that  
MR. HAROLD W. ZIELKE  
is now a Registered Representative  
in their Bloomfield office

1100 Hubl Building Detroit 26 • Harbour Building Bloomfield Hills

## Your All-in-One

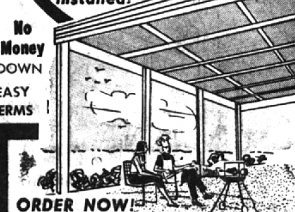
**HOME LOAN**  
Principal • Interest • Taxes • Insurance •  
● The all-in-one home loan payment per month spares you bookwork, budget-figuring. Each payment reduces both principal and interest... taxes and insurance, too, if you wish.  
Come see us today.

Over 72 Years of Sound Management  
Assets Now Over Seventy-Four Million

**CAPITAL SAVINGS & LOAN ASSOCIATION**  
27215 SOUTHFIELD AT 11-MILE RD.  
MI 7-4125 • Pontiac Office 73 W. Huron St. Corner State St. WO 2-1078  
Home Office: Lansing  
Member Federal Home Loan Bank System

## NOW! LOWEST PRICE EVER! all aluminum PATIO

Any Size Up To  
Giant 8 ft. by 20 ft. ... Now Only  
**\$129.00**  
completely installed!



ORDER NOW!  
SAVE \$\$\$! It's like adding another room to your home!  
A quality, all aluminum beauty that serves as a PATIO COVER, DINING PORCH, PLAY AREA.

Larger Jobs proportionately priced.  
**GIANT 8 FT. x 20 FT.**  
SPRING SPECIAL  
**\$99**  
NET PATIO CO.  
Call Now TO 5-9000

## NEW ISSUE

Interest Exempt From All Present Federal Income Taxes and Michigan Intangibles Tax  
**\$2,350,000**  
**Southeastern Oakland County Incinerator Authority**  
Oakland County, Michigan  
4%, 3 1/4%, 3 1/4% and 3 1/4%  
Incinerator Plant Revenue Bonds

Dated May 1, 1962 Due July 1, as shown  
Incorporated in 1951, the Authority provides incineration of rubbish and garbage for fourteen constituent municipalities which form a mature suburban area just north of the Detroit City Limits. Population within the Authority boundaries increased from 181,921 in 1950 to 325,107 in 1960. The combined state equalized valuation of the members for the fiscal year 1961/62 is \$287,354,566. Best known among these municipalities are Birmingham, Royal Oak, Ferndale, Pleasant Ridge and Huntington Woods. Each member is represented on the Board of Trustees, who in turn appoint a General Manager who serves jointly as engineer-manager of the companion Southeastern Oakland County Water Authority. The cooperative operation of a single incinerator for this 80-square-mile area results in economies impossible for individual municipalities to achieve.

The purpose of the present financing, together with accumulated improvement funds, is to rebuild, improve and enlarge the existing plant and to refund the outstanding bonds sold in 1953. Metcalf and Eddy of Boston are the consulting engineers. Construction contracts, within engineers' estimates, have been awarded. Average coverage of principal and interest based on coupon setup of the new issue is 1.06 times.

Principal and semi-annual interest (January 1 and July 1, first coupon January 1, 1963) payable at National Bank of Detroit, Detroit, Michigan.

Ordered for delivery when, as and if issued and received by us, subject to approval of legality by Messrs. Miller, Canfield, Paddock and Stone, Detroit, Michigan.

## First of Michigan Corporation

Braun, Bosworth & Co. Paine, Webber, Jackson & Curtis John Nuveen & Co.  
Merrill Lynch, Pierce, Fenner & Smith Kenower, MacArthur & Co.  
Goodbody & Co. Watling, Lerchen & Co.  
McDonald-Moore & Co. Charles A. Parcels & Co.

Birmingham Eccentric Want Ads Get Results—MI 4-1100