



A unicorn monogram was selected by these three principals of a new advertising agency in Ferndale. The three men (from left), Frederick Graham of Birmingham, Charles Solno and John B. Clark display the new design.

B'ham Man Member Of New Ad Agency

Frederick J. Graham, 887 Helton Road, Birmingham, has just announced the establishment of a new general advertising agency. The new agency, named Graham, Clark & Solno after its principals, will provide market research, advertising for all media, plus sales promotion and publicity and public relations services. Founded by Graham and Charles Solno, both executives of Multi-Crafts, Inc., the new organization will be located in temporary quarters in Ferndale until a modern new building designed by Robert J. Tosin architect-engineer, is completed in early 1963. The one-story brick and glazed

brick structure will provide 10,000 square feet of office space and will be serviced with a parking lot accommodating 37 cars. Mr. Graham, executive vice-president, has a background of sales administration and management with a number of Detroit firms in the automotive, aircraft, engine and pharmaceutical industries. The agency will be staffed to provide complete creative and production services. It will function as a division of Multi-Crafts, Inc.

Behind The Store Fronts

Folks at the Birmingham Paint, Glass & Wallpaper Co., 335 E. Maple, are observing the fifth anniversary of the firm's establishment by Jim Sappington, who counts forty years experience in the paint and allied fields. Harold Dell joined the company in 1960 as co-owner. Color consultants in the firm's interior decorating department are Roberta Robertson and Shirley Dell. About three years ago the company opened the Rochester House of Color. Hunters strive mightily to bring home a brace or more of birds, but they often view the plucking and cleaning chores with something less than enthusiasm — which is where Merritt Olsen often comes into the picture. Merritt has plucked more pheasants, ducks and partridges in the last 25 years than he can remember. Observing him plucking wild ducks the other day in the back of his market on Brown (at Chester), we came to the quick conclusion that he would be a hard man to beat in a plucking contest!



R. T. LINDGREN Area Man Named To Director's Job By Ford Motor

Richard T. Lindgren has been appointed director of the market and distribution planning office of Ford Motor Co.'s marketing staff. Paul F. Lorenz, executive director of the staff has announced.

Lindgren, 4823 Wye Oak Road, Birmingham, has been associate director of the company's business planning office. In his new position, he will direct activities of the market representation, distribution planning, and product marketing analysis departments.

He joined Ford in 1953 and held supervisory positions at the Dearborn and Kansas City, Mo., assembly plants. He was appointed assistant divisional controller for Ford division in 1960.

Lindgren is a graduate of the University of Minnesota and attended the Harvard business school.

With ANGUS MCKELLAR

Magazany paneling and waterfalls (one in the dining area and one in the foyer) provide unusual points of interest at the new restaurant and cocktail lounge, The Canopy, which opened recently at the intersection of Orchard Lake Rd. and 31-Mile Rd., we inquired if she had a great deal of instruction on the loom.

"About two hours," she said. Textiles are Mrs. Del Gaudio's strong forte. Last January she won the Helen J. Hill Memorial Award for weaving at the 16th Annual Exhibition for Michigan Artists-Craftsmen, at the Detroit Institute of Arts.

In 1960 she won the Founder's Society Purchase Prize, and her weaving became a permanent exhibit at the Detroit Museum of Art. In talking to Dorothy Del Gaudio (of the Del Gaudio's of Pierce) about her wall hanging exhibit of weaving at the National Religious Art Exhibit, in the Knights of Columbus hall at Southfield, we inquired if she had a great deal of instruction on the loom.

Arizona Saddlery, formerly located at 526 N. Woodward, opened its doors today at 191 S. Woodward in the quarters formerly occupied by the Cheer Shop. The new store will provide three times the floor space of the former location. The additional room makes possible the expansion of the Penelope line of sports wear. A complete line of tack room equipment and supplies (even to vitamins for your third horse) is offered. Arizona Saddlery is owned by Gerald and Palmer Lemnis, who will continue to operate the main store in Detroit, which was established 30 years ago by Mr. Lemnis, senior. Al Perry is the local manager.

Cal Johnson, local manager of the Griswold Sporting Goods store on Hamilton Row, tells us that Chuck Buzz, professional hunter, will show color films of his "White Nile Safari" Monday evening at 7:30 p.m. in the downtown Griswold Sporting Goods store at 1134 Griswold St. In addition he will display his rifle and personal trophies. All interested sportsmen are invited.

Heads Department

Baker, Simonds & Co., Inc., has broadened its services by establishment of a municipal bond department specializing in underwriting, distributing and trading in tax exempt municipal securities. Ralph W. Simonds, president, announced. John A. Albertson of Birmingham, formerly of Prudential Insurance Co. of America, will head the new department.

The modern generation of U. S. foot soldiers may travel on standing steel stilts, according to published reports. Built into the G.I. boots, the wedge-shaped stilts will deflect fragments of exploding land mines away from the wearers.

MSUO Schedules Seminar on Sales Personnel

Seminar on Sales Personnel

A seminar on Sales Personnel Development will be held at Michigan State University Oakland Wednesday, Oct. 17 sponsored by the division of Continuing Education. It is planned for Detroit area management people responsible for sales, marketing and personnel.

Genaro A. Flores, president of Flores, Inc., sales-personnel development firm, will lead the seminar. His company is one of the largest professional sales training organizations in the world. He has conducted many sales and management seminars under the sponsorship of the American Management Association.

Marketing philosophy and sales methods research will be two of the topics covered in the 9 a.m. to 4:30 p.m. seminar. Other topics include performance standards in selling, sales manpower specifications, recruiting, selection and placement, training and supervision of salesmen and performance evaluation. Time will be given for discussion of these subjects as they apply to the problems and interests of the seminar participants.

EDWARD FITZPATRICK, director of placement for business administration, Michigan State University, East Lansing, will speak on "Attracting and Holding the College Graduate" at the seminar luncheon.

The division of Continuing Education, MSUO, plans an adult evening course in sales personnel development for the winter term starting in January during which the topics discussed at the seminar will be considered in greater detail.

Registration for the Sales Personnel Development seminar may be made by calling the Division of Continuing Education, MSUO.

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State Accountants To Hear Townsend

Lynn A. Townsend, of Bloomfield Township, president of the Chrysler Corp., will be the featured technical speaker at the 36th annual Michigan accounting conference sponsored jointly by the Michigan Association of Certified Public Accountants and the school of business administration of the University of Michigan. The one day conference will be held Friday in the Horace H. Rackham school of graduate studies on the campus of the university.

Townsend, a certified public accountant, is a member of the CPA group and also a graduate of the university. He has chosen as his subject for this highly technical program "Some Thoughts on Accounting, Costs and Profits."

Insurance Agent Wins Designation

John C. Ippenplatz, special agent, Springfield Insurance Co., 7125 Wing Lake Road, Bloomfield Township, was awarded the CPDU designation recently at the national conference exercises of the American Institute for Property and Liability Underwriters, Inc. The exercises took place in Dallas, Tex.

The initials stand for "Chartered Property Casualty Underwriters," and 3424 men and women in the insurance business have received the designation since the institute was established in 1942.

To earn the designation, a candidate must pass a series of five intensive examinations and meet other requirements of experience and ethical standing set by the institute.

Chevrolet Transfers Mumford to Texas

E. H. E. Mumford Jr., 1936 Haynes, Birmingham, senior service analyst, technical service department of the Chevrolet division of General Motors, has been transferred to Dallas, Tex. Mumford has been promoted to the position of field service engineer for the southwest region.

Firm Names Case

William K. Case of Birmingham, former newspaperman and corporate public relations representative, has been appointed director of public relations for Franklin; Mautner Associates, Milwaukee public relations consulting firm, it has been announced by Franklin H. Bloom, president. Case lives at 1192 Smith Street.

Lathrup Seeks Water System Improvements

LATHRUP—The council moved ahead on improvement of the city water system, approving a resolution to have City Engineers Ayres, Lewis, Norris and May do the engineering to eliminate six dead-end columns in the city. AIN&M will prepare plans to check all valves and hydrants in the system.

Elimination of deadends will cost about \$14,800; the cost of the other work is preliminarily estimated at about \$10,000. City Administrator Jerome Stone said the cost could be met from operating savings in the water department of about \$25,000-30,000.

THE ENGINEERS also will be asked to estimate when the balance of the \$165,000 over-all improvement of the system should be done. The latter step will be taken to help the city decide whether or not to utilize federal aid for the entire program.

Under the Federal Acceleration Act of the Department of Public Works, the city may be eligible for assistance amounting to up to 50 per cent of the total cost.

THE BALANCE between the water and Lathrup is about half the cost, if federal assistance were given, would probably have to be raised by bonds, Councilman Vincent Zetall noted. Stone said he had already filed a letter of intent for federal assistance under the program both for the water system and the proposed municipal building.

Make a list of those "don't needs" today, Dial MI 4-1100 and a Classi Lassi will help you.

Search Your Home Today For Lots Of . . .



Articles long forgotten can be sold quickly for cash, to families who need them.

Modernizing your kitchen? Unwanted items to you may be required by others.

Families are always watching for living room furniture. You'll be surprised at the quick response you receive.

Nursery items and furniture are in constant demand. See outgrown items now.

Want new bedroom furniture? Sell present pieces and apply cash on smart new designs.

Most garages, attics, store-rooms contain treasure that will turn to much sought cash.

What better time than right now to clean the home from top to bottom of buried treasure, which when disposed of could bring you substantial amounts to apply on all those new things you and your family desire.

The quickest, most effective and least expensive method to turn idle goods to cash is to use a medium which takes people in the aggregate and reaches them fast—The Birmingham Eccentric.

Multiple exposure . . . now you can run a Classified Ad 3 TIMES FOR ONLY \$2.70 (Non-business-cash rate). It's easy, inexpensive and profitable . . . just dial Midwest 4-1100 and a pleasant and capable "ad-visor" will help you work out an ad to find the buyer you want.

Birmingham Eccentric Want Ads always get better results because they're set in easy-to-read type and reach over 70% of the Birmingham-Bloomfield area

PHONE MI 4-1100 AN EXPERIENCED AD WRITER WILL HELP YOU WRITE YOUR AD! The Birmingham Eccentric Classified Ads