

The Day the Minskys Came To Birmingham on Business

By ETHEL SIMMONS
Business Editor

Morton Minsky, one of the famous four brothers of burlesque, stopped in Birmingham Friday on behalf of his current venture in showmanship.

He's sole owner of Diamond Sales Corp. of New York, a sales promotion and syndicated advertising firm.

His stars now are three magazines for boys, available through sponsoring stores. Here in Birmingham, Bill Winzer's The Prep Shop, 237 Pierce, Birmingham, is an outlet.

Accompanying soft-spoken Minsky was his wife a tiny reddish-blond who recently retired as an administrator with the New York High School system after 30 years of teaching.

MINSKY WILLINGLY outlined the fascinating career he shared with his brothers. He was the baby of the four brothers and is the only one still living. His brothers were Abraham, Billy and H. Kay.

The three older brothers started out in silent films, went into burlesque in 1917 and helped to start such famous names as Abbott Costello, Phil Silvers, Red Buttons, Pinky Lee and (Topsy) Rose Lee (Morton joined his brothers in 1925).

The National Wintergarden was headquarters of burlesque, and there were 14 theatres in the Minsky circuit.

"The emphasis was on situation comedy, and girls, of course, were always in the company," said Minsky.

"BURLESQUE" went out in 1937 when Mr. LaGuardia was seeking his second term in office and opposing the Tammany regime. The burlesque theatres were simply denied licenses.

Minsky was about to go into industrial films when a layhood friend got him interested in his present project.

Mr. and Mrs. Minsky have been swinging through 24 cities since

May 13. They left Birmingham Friday afternoon for Toledo and then will swing nicely at their home, "No. 1 Fifth Avenue, in the heart of the Villages."

Minsky, who says his family's burlesque company has always been known as "the poor man's Ziegfeld," worked for one and one-half years with the author Roland Barber on the fact-and-fiction book "The Night They Raided Minsky's."

A FILM VERSION is in negotiation, with Minsky to act as technical advisor on the movie.

Oh, yes, while Minsky was in the office of The Eccentric he said his three youth magazines were "Little Shaver" for three to five-year-olds, "Tim" for six to 13-year-olds, and "Date-Line" for 14 to 18-year-olds.

A total of 137 stores are served with these magazines.

Minsky's philosophy in appealing to young people through retailing is "to recognize them as individuals."



NOW IN SALES promotion, Morton Minsky (left), formerly of show business, and Mrs. Minsky visited with Bill Winzer at The Prep Shop on a promotional tour for three magazines published by Minsky.

B'ham Executive Will Arrange for Advertising Week

Charles F. Adams, executive vice president of MacManus, John & Adams Inc., Bloomfield Hills advertising agency, has been appointed program chairman for Advertising Recognition Week in 1964.

Word of Adams' appointment came from Atlanta, Ga., where the Advertising Federation of America was holding its 1964 annual business meeting.


Advertising Recognition Week for 1964 will be observed in February, concurrently with the Advertising Federation's annual mid-winter conference in Washington.

ADAMS, 35, lives at 6139 Dakota. He is a member of several advertising committees. He is a member of the board of governors of the Greater Michigan Foundation, the Boy Scout executive committee, Junior Achievement, the United Foundation and other civic groups.

Gas Station Operator Represents Dealers

A Beverly Hills service station operator and his wife attended the recent American Oil Co. dealer advisory council meeting in Chicago. They were Mr. and Mrs. William M. Monahan, 16252 Marguerite, Beverly Hills.

Monahan, who operates a station at W. 14 Mile Road and Southfield, was chosen as one of the company's 10 top dealers in a national wide survey. He represented all Michigan dealers.



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Allegheny Ludlum Names Office Chief

George E. Hartmeyer Jr., 30320 Kinnardine, Franklin, has been named office manager of the Detroit district sales office of Allegheny Ludlum Steel Corp. He succeeds Ray L. Perso, who recently retired.

Hartmeyer was transferred to Detroit in November 1962 from Cincinnati. He has been with the company since 1956.

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This professional-type fertilizer is especially formulated to help you produce beautiful, fully developed flowers and better vegetable yields. Agrico for Gardens provides the right combination of quick and slow acting nitrogen, phosphorus and potash for superior feeding action. It's easy to use—safe, clean, odorless and granular.

10 lb. bag.....	\$1.25
Convenient 75 lb. bag.....	\$1.95
Handy storage bag—50 lbs.....	\$2.95
2/50 lb. bags.....	\$5.65

Reynolds Metals Co. Manager Appointed

Reynolds Metals Co. has appointed Arthur J. McCormick Jr., as regional packaging sales manager for the Great Lakes region. McCormick, 37, was born in Bellmore, Long Island, N. Y. He joined Reynolds in 1959 as packaging sales representative in Baltimore. In October, 1962, he was promoted to market manager for soft drink, wine and distilled spirits packaging.

A SCHOOL teacher and coach in Levittown, N. Y., before entering the packaging industry, he holds a B.A. degree from Adelphi College, Garden City, N. Y., and an M. S. from Hofstra College, Hempstead, N. Y.

He will live in the Birmingham area with his wife and their four children.

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Agrico GRASS FOOD

Rewarding results will be yours when you feed your lawn with non-burning Agrico Grass Food. The plant food in the free-flowing, nutrient packed granules encourages deep root development and provides grass with an immediate pickup—color revives. The 60% organic nitrogen with Urea-form in Agrico Grass Food supplies a steady, long-lasting feeding that will sustain this renewed grass vitality. For maintaining a thick, healthy lawn that will stay green longer, apply Agrico Grass Food now.

50 lb. bag (covers 5000 sq. ft.)	\$4.75
1/50 lb. bags (cover 10,000 sq. ft.)	\$9.75
25 lb. bag.....	\$2.90

Member Elected

Rex A. Pilkins, safety engineer, Corporate Service, Inc., and a resident of Birmingham at 2112 Manchester, has been elected a member-at-large of the Greater Detroit Chapter, American Society of Safety Engineers.

Kill broadleaf weeds the easy way!

Agrico WEED CONTROL with FERTILIZER

Broadleaf weeds compete with and will crowd out desirable lawn grasses. Kill them in early growth with Agrico Weed Control with Fertilizer. The herbicide content destroys Plantain, Dandelion, Buckhorn, Shepherds Purse and other broadleaf weeds. The fertilizer, formulated with slow-acting nitrogen, encourages grass to fill-in bare spots left by dying weeds; gives the entire lawn a lift. Be sure Agrico Weed Control is in your lawn maintenance program.

3 1/2 lb. bag (cover 4,000 sq. ft.)	\$4.95
2 bags weed & feed (10,000 sq. ft.)	\$9.45

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Quality to suit the light occasion on a 9-hour rental. Sizes to suit squares of most every measure.

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Private Lake Is Feature of Subdivision

A home development called Lake Charmwood Subdivision has opened at South Boulevard and Adams, Birmingham.

It has a 15 acre spring-fed lake with a private beach with parking lot for the exclusive use of the residents of Lake Charmwood only. Lake Charmwood has 132 homesites and homes will run in the price bracket from \$22,900.00 to \$40,000.00. Prices of the lots start at \$5,000.00.

Harry Macksey, the developer of Lake Charmwood subdivision, states that each home is different. There are 40 homes in the subdivision either under construction or completed and more will be started shortly. Models are open for inspection.

Boating is permitted on the lake but not the use of motors, fishing, swimming, and ice skating are popular.

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If you do not have a regular life insurance agent, you are urged to contact us direct, by phone or by using the coupon below. We are equipped to handle every phase of life insurance planning... personal or business. You are under no obligation.

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