Advertising Agency **Moves Operation to** Two-story Building

LaRue & Cleveland, Inc., Detroit advertising and marketing agency, has taken over a two-story office building at 1803 Greenfield Road, Dutyl 16 to 20 in Denver, Colo. Detroit, to accommodate its growing, business, according to agency president Robert F. LaRue, 2010 Woodworth Way, Lattrup Village. A tripling of the firm's volume more than doubles the area of and personnel over the past three

Training in Denver

D. W. Williamson, 1822 Gradeld, Birmingham, is attending week-long training class conducted by Parke, Davis & Co. for recently

years made the expansion neces sary, he said. The new building more than doubles the area of the agency's former quarters.





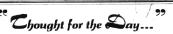
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WARM FLANNEL LINING
3 LBS. 100% VIRGIN CELACLOUD
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71 Days Ahead in Production

Two Birmingham residents, E. M. Estes for Pontiac. Total production of 1963 Ponleft) of Waddington Road and Frank V. Bridge, of Glengarry Road, played key roles ahead of the company's previous record set last week as Pontiac Motor Division's 1955. Estes, a General Motors vice presidency Grant of the 1963 model year, a two-door Grand Prix sports coupe, was assembled. Bridge is general manager while drevent marked a new production high

Berry Industries Names Advertising, Marketing Agency

Appointment of LaRue & Cleve-land, Inc., Detroit, as advertising and marketing agency for Berry Industries, Inc., Birmingham, has been announced by Carl B. Ander-son, Berry merchandising man-ager, and Robert F. LaRue, agency

ager, and tower F. Lance, agent, president, president, president, president, president, president, president, president, president, president pres

Area Insurance Co. Cited for Sales

THE S. Miller Weisman district spency, Birmingham, of the North-sestern Mutual Life Insurance Co. and Special Agent Lice are Montal Life Insurance Montal Special Agent Lice are Montal Special Agent Life and Contact and Ing. Life insurance sales in the 1963 agent's honer year. The Weisman agency ranked in the Top 10 in sales among NML's 53 district agencies across the zountry.

53 district agency.

McMaster, associated with the
Weisman agency, is a winner of
the Bronze section award.

The Weisman agency is associated with the John A. Formalla
reneral agency, Detroit.

THE BRONZE section award is resented to an NML agent for xceptional sales achievement dur-ng his initial years with the

ing his initial years with the company.

Top sales honors will be announced at the S3rd annual meeting of the Association of Agents of Northwestern Mutual Life Insurance Co. to be held at the firm's home office in Milwaukee, Wis., Johnson office in Milwaukee, Wis., Johnson office in Milwaukee, Wis., Johnson of Milwaukeee, Wis., Johnson

VACATION

ft. from your home in the fabulous above ground Futura \$WIMMING POOL



- ete Jet Stream Filtering Sys-ses Same Crystal Clear Water

Soe Model at
Woodward and Harrison
Suncce Service
Mile Road at Woodward
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FUTURA POOLS

NEWS OF BUSINESS



She's at Her Station

Mrs. Leo Tillard, whose husband owns and operates Tilard's Mobile Center, Adams and W. Maple, Birmingham, is one of the few women presently employed in service sta-tions. Here, she checks customer records. Mobil Oil predicts that all service stations will eventually have women workers, according to Mrs. Tillard.

CRAB GRASS KILLING

THE SAFEST, surest, and best way to eradicate crab grass is to kill it on sight. Eliminates guesswork and insures complete extermination.

CHICKWEEDS, broadleaf and other obnoxious weeds may be extirpated along with the crab grass.

THE FERTILEZE AGI-SPRAY METHOD is renowned for ac-curacy and efficiency in all forms of lawn spray service. Lawn grasses imprave with weed and crabgrass killing. Only the crab grass turns brown.



OUR METHOD of combining fertilizers, weed and crab gras killers and/or Insecticides avoids duplication, and has save South Oakland Co. residents many dollars in the past. YOU TOO will profit greatly by calling us for free estimate and consultation regarding your lawn problem. Call day or evening.

FERTILEZE LAWN SPRAY SERVICE

King Promoted To Manager of **Factory Branch**

Arthur P. King, former administrative assistant to the general truck sales manager of GMC Truck & Coach Division, has been promoted to manager of GMC Truck Charlotte factory branch. He succeeds C. W. Hames who has been promoted to GM C San Antonio zone manager. King has been associated with the automotive industry for the past 27 years. He joined General Motors in 1936 as a clerk in the automotive industry for the past 27 years. He joined General Motors in 1936 as a clerk in the sales department of Fisher Body Division.

AFTER SERVING in a variety of supervisory capacities in accounting at Flaher Body, he was transferred to OMC Truck & Coach With the supervisor of the superv

Harris Named Sales **Promotion Manager**

N. K. Harris was recently appointed manager of sales promotion for the Dodge Division
Chrysler Motors Corporation.
Before his appointment, Harris
was distribution and market analysis manager, a position he held
since June, 1962.
Harris began his association
with Dodge in 1953 as a district
sales manager in Davenport, Ia.

HE WAS named city manager.

HE WAS named city manager for North Chicago in 1954 and promoted to Chicago regional new for North Chicago in 1954 and promoted to Chicago regional and the second second second for the second second for the second second for the se

Two Men Receive Awards from GMI

W

Two Birmingham men will receive graduate key awards from the General Motors Institute Flint, July 26.

Both employed by the Ternstedt Division, Detroit, they are Robert E. Meshew, 788 W. Lincoln, Birmingham, and Wayne D. Kuni, 395
Larchitea, Birmingham.

Accountants Earn Honors for Chapter

The Oakland County Chapter of at the annual convention in San the National Association of Accountants took second place honors in the recent national country or sin the recent national county chapter of the Oakland title of the Oakland title of the Oakland to t

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"DON'T GIVE ME THAT STUFF ABOUT ALL LAWN FERTILIZERS BEING THE SAME!"

Plenty of fertilizers look alike and weigh alike. And the numbers on the bags may be the same. But that doesn't mean they all perform alike on the lawn.

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until biological forces release them consistent
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Enough for the average lawn (5000 sq. ft.) costs \$4.95. That's less than 1/10th of 1c per sq. ft. Put it on any time. No watering in. No dust. You won't even get your hands dirty.

You are invited to call our Scotts Counselor for help with any lawn problem.

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