

Roger Crimmins Joins New Agency

Roger H. Crimmins has joined Ross Roy, Inc., Detroit and New York Advertising Agency as account executive.

He was formerly an account executive with MacManus, John and Adams, Inc. Previous to that, he was with J. Walter Thompson Co.'s Detroit office.

Born in Providence, R.I., Crimmins, 18971 Birwood, Beverly Hills, has a B.S. degree in business administration from Miami University, Oxford, Ohio, with a market-

ing major, and has done post graduate work at the Universities of Michigan and Wayne State.

He is president of the Birmingham Junior Chamber of Commerce, vice chairman of the 1964 Citizens Political Forum sponsored by the Oakland County Citizens League, member of the United Foundation Speaker's Bureau, member board of directors, Birmingham Citizens Action Committee, member of the American Marketing Association, the Industrial Marketers of Detroit and the Acraft Club of Detroit.

JR. SALESMAN WANTED

Established Detroit Manufacturers' Agency seeking ambitious young man, technical background. Prefer metalworking knowledge to service automotive accounts. Excellent opportunity. Replies confidential. Salary and car. Send detailed resume to Box 30-D, Birmingham Eccentric, 1225 Bowers Street, Birmingham, Michigan.

Mr. Businessman . . .



If you think competition can't cut a big chunk out of YOUR market by using effective advertising . . .

"We've Got Some Bad News For You!"

So what, if you know exactly how, when and why about advertising as well as we do, whenever creative thinking is combined with understanding of marketing problems, advertising can be produced, but when sound business judgment is added advertising stops being a show place for creativity and becomes a working tool incorporating all of the facts necessary to achieve total effectiveness.

When this happy result is achieved consumer interest in competitive brands is lessened and "brand X" becomes the villain. If your advertising dollar is promoting a brand "X", read on.

Now, if you are willing to expose yourself to new ideas that might not agree with all of your pre-conceived thoughts of exactly what your sales problems are, and if you want to apply the same soundness of thinking in your advertising that you apply in your business operations, call now and we will show you how to put into practice the same advertising effectiveness that made you read this far.

Call TODAY!
DORSEY & WESSERLING ADVERTISING
124 So. Woodward - Birmingham, Mich. - MI. 7-4438

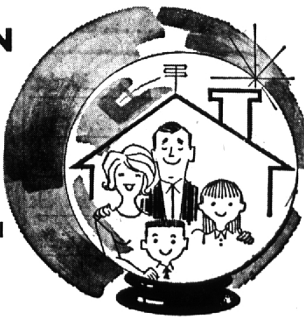
IF YOU WANT A HOME OF YOUR OWN

See Us First For Your Home Loan.

Don't pay more than you have to for a loan to buy a home. Our rates are the lowest and terms are always tailored to fit your budget, and includes principal, interest, taxes and insurance.

YOUR SAVINGS EARN

4 1/4% Current Rate
Par Annum
Compounded and
Paid Quarterly



See Us For Your Loan Today!

SAVINGS & LOAN ASSOCIATION

27215 Southfield Rd. at 11 Mile Rd.

444-1428

Downtown Detroit office, 234 State St., WO 2-1078
Pontiac office, 75 W. Huron St., FE 4-0561

EL 6-7770

NEWS OF BUSINESS

Bank Sale Terms OK'd

Kalamazoo Investment Co. has announced that the terms of its offer to purchase stock in Industrial State Bank of Kalamazoo have been met. The offer was contingent on receipt of tenders for 25,001 or more shares.

"Although our offer was made to all shareholders, we are pleased that many decided to retain all or part of their stock, and thereby share in the future growth and profits projected for Industrial State Bank of Kalamazoo," said George B. Kilborne, a partner in Kalamazoo Investment Company.

"We believe Kalamazoo has an excellent geographical location, and this, combined with the present educational facilities and the existing growth of industry, should accelerate growth in the greater Kalamazoo area. Industrial State Bank of Kalamazoo will work to promote and augment this growth through capable, active, and energetic banking."

CONTINUATION OF Industrial State Bank as a Kalamazoo institution, run by Kalamazoo personnel, was reaffirmed by Kilborne. He reaffirmed their plan to build on the present employee base, and to have Charles E. Finley, president, remain active in furthering the growth of the bank in the Kalamazoo community.

The five members of the offering partnership are Donald H. Parsons, chairman of the board; Bank of the Commonwealth; Thomas H. Wagner, chairman of the board, Birmingham - Bloomfield Bank; David L. Tennent, president, Emery, Parsons, Bahr, Tennent & Hogan; George W. Miller, president, Bank of the Commonwealth; and Kilborne, president, Creative Capital of Michigan, a licensed Small Business Investment Co.

Resigns Government Secretary Position

Betty Gardiner, 3210 Greentree Road, Bloomfield Township, has resigned as a secretary at the U. S. Army Tank Automotive Center, ATAC, in Warren. She has been in government service 13 years.

For the past 30 months she has been secretary to Donald H. Wittwer, civilian personnel director at ATAC. Mrs. Gardiner started with the government at ATAC and she has had tours of duty in Morocco and Spain.

B'ham-B'field Bank Expands, Approves New Interest Rate

By LARRY EVOE
Business Editor

Major expansion plans and a new interest rate for depositors were announced today by officials of the Birmingham - Bloomfield Bank, 250 Martin, Birmingham.

E. Douglas Campbell, bank president, said the institution plans to open two new offices in the Birmingham area.

One will be at 1040 E. Maple,

Capitol Savings Established in 1890 — Never Missed Paying a Dividend

Navy Elevator Engines Built by Jered Industries

The four deck edge elevators that will lift aircraft from the hangar deck to the flight deck on the Navy's newest super aircraft carrier, the USS America, are powered by king-size hydraulic engines designed and built by Jered Industries, Inc. of 1300 Coolidge Troy.

The vessel, built by Newport News Shipbuilding and Dry Dock Co. and christened America, on Feb. 1, 1964, successfully passed builders sea trials conducted at sea, off the Virginia and Carolina coasts on Nov. 18th and 19th.

JERED WAS represented aboard the shipyard by its president, E. R. Davies, 1670 Hammond Court, Bloomfield Hills, and J. J. Bolton, vice president, Marine Equipment Sales also of Bloomfield Hills.

Jered is presently under contract with Newport News Shipbuilding and Dry Dock Co. to design and build similar engines and conveyor systems for the CVA 67, a carrier now under construction and destined to be named the USS F. Kennedy, in honor of the late President.

Total value of contracts held with the shipyard are in the area of \$4,000,000.00, with deliveries scheduled in the last quarter of 1965.

GM Post Assumed By Twp. Resident

The appointment of William J. Dalton as manager of the General Motors Building Division has been announced by Wallace E. Wilson, vice president of General Motors in charge of Manufacturing Staff.

In his new position Dalton, 5309 Tothill, Bloomfield Township, will be responsible for the operation and maintenance of the General Motors Building, the Argonaut Buildings and affiliated parking decks and lots.

Dalton joined GM in December, 1952, with the GMC Truck and Coach Division. He transferred to the Manufacturing Staff in October, 1960, where his most recent position has been as director of manufacturing budget analysis.

Apricot orchards thrive better on a northern or western slope.



Back in Town

Larry Sherman, 29, has returned to Birmingham after a three-year absence to become manager of the expanded Sherman Shoes at the corner of Maple and Pierce. Larry will operate the family-owned business along with his father, Fred. His mother Lillian and wife Jane are also active members of the firm.

Declares Dividend

New York Life policy owners will receive a record amount in dividends in 1965, according to Charles H. Perschon, general manager of the Bloomfield-Detroit office. An increase of \$5,750,000 over 1964 will bring the total dividends payable in 1965 to \$192,550,000. This is the largest dividend amount ever authorized by the 119-year-old company and double the amount paid ten years ago.

Pat Studstill and Tom Watkins, the Detroit Lions punt and kick-off receivers, rate high on past performances. Studstill led the NFL in punt returns in 1962 with a 15.8 yard average and Watkins was runner-up with a 12.5 average in the same department in 1963.

Forward Terry Dischinger of the Detroit Pistons was a three-time All-American selection while starring for Purdue University in the Big 10.

near Adams Road and will serve as Birmingham-Bloomfield's head office.

THE NEW BANK building will contain 5,000 square feet of area and will have improved facilities including customer parking, two drive-in windows and "a" other services a bank offers," according to Campbell.

"Construction on the two-story building is expected to start immediately and we hope to open during the summer of 1965," Campbell said.

The architect is Louis Redstone and the builder is the Lerner-Linden Construction Co.

Campbell said the office will include the teller area and drive-in service. Bank officers and other services will be housed on the second floor.

A SECOND branch will be opened by the bank soon in the Bloomfield Commons Shopping Center at W. Maple and Lahser in Bloomfield Township.

Campbell said the office will be housed in a building next to the Kroger Store.

Village Sport, Hobby Shop, Closing Doors

Birmingham's Village Sport and Hobby Shop, Inc., 154 S. Woodward, is going out of business.

Co-owner James Couzens said he and his brother George were closing the local operation to devote time to their business interests.

GEORGE COUZENS owns a boat sales agency in Mt. Clemens and James spends much of his time running a charter boat service.

The Couzens took over the former McBride Hardware Store in 1948. The McBride name was retained until January, 1960. The business then became devoted entirely to sporting goods and hobby supplies.

It moved to its present location in 1952.

The store is presently conducting a closing out sale.



Holidays ahead

Come in and select a new suit or overcoat from our exclusive Boulevard Clothes. Although modest in price, they reflect the utmost in good taste. Their excellence is assured by the superior wools and exacting tailoring, and all Kilgore and Hurd clothes receive the same careful fitting, regardless of price.

89.50
to \$165

OXFORD CLOTHES
—world's finest, from \$265

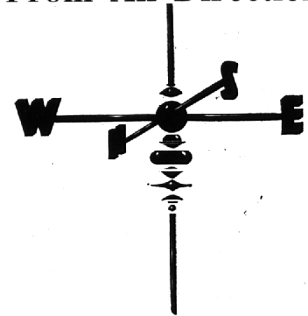
NECKWEAR from A. Sulka, Bronzini, Charvet
Countess Mara and Galliani
Troy Gild Shirts Hathaway Shirts
Kevin McAndrew Hats Frank Bros. Shoes

GENTLEMEN'S OUTFITTERS

KILGORE & HURD
WO 2-5191

WASHINGTON BLVD. . . IN THE BOOK TOWER
Free Parking Just West of Building. Let Us Stamp Your Ticket.

Why Do Our Customers Come From All Directions?



In the short time since coming to Birmingham our customers have journeyed to us from 35 different towns in Michigan . . . from five states . . . and from one Canadian province . . . all to buy a new Dodge!

Many of these people came to see us because their friends liked their new Dodges and the way they were treated . . . and the follow-up service.

We are proud of this display of confidence. We pledge to continually strive to merit that same trust by furnishing you with the utmost in values in the automotive and truck fields . . . and in making your service calls happy ones!

Why don't YOU stop in soon?



"WHERE THE HUNT ENDS"

Hunter Dodge

499 S. HUNTER BLVD. Midwest 7-0955, JOrdan 4-5170 Birmingham, Mich.

BIRMINGHAM'S DISTINCTIVE PIPE SHOP

Featuring a display of more than 300 makes and styles of fine pipes from leading pipe craftsmen of the world!
Charatan, Dunhill, Comoy, Barling, G B D, Sasieni, Oriik, Churchill's, Kriswell, Loewe Savaneli, to name a few.

For your pleasure—
An individual tobacco developed to your taste at the blending table—or a selection from a hundred odd imported and domestic brands.



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OF BIRMINGHAM
TOBACCONISTS

Humidors, ash trays,
lighters, pipe racks,
accessories and tools

332 HAMILTON ROW
1 Blk. N. of Harjo
Between Woodward & Hunter