

## BEHIND the STORE FRONTS

With  
ANGUS  
McKELLAR

Gen. S.L.A. Marshall is well known as a writer, military critic and commentator. What is not generally known is that he is also an accomplished artist.

A first showing of his water-colors will be exhibited Jan. 28 through March 7 at the Kenilworth Art Galleries, 185 Pierce.

MR. AND MRS. George Moffatt are among Birmingham's newest residents. Formerly of Oak Park, their new home is at 2521 Yorkshire. Moffatt was formerly in the marketing division at the MacManus, John & Adams, Inc. advertising agency in Bloomfield Hills. He is now with the sales staff of Life Magazine's Detroit office.

CECIL FREY'S Pennypinchers, formerly of 26767 Franklin Rd., Franklin, is now located directly across the street in the building which was formerly a part of Franklin Interiors.

The north building of Franklin Interiors was, of course, taken over by the Curiosity Shoppe some time ago.

The new building will provide larger quarters for Pennypinchers' line of women's casual wear. To add a bit of variety, an assortment of antique items is displayed throughout the store to intrigue the visitor.

ERNEST A. JONES

## Agency Head Tops 2 Goals In 25th Year

Ernest A. Jones, president of MacManus, John & Adams, had two good reasons for celebration last week. On Feb. 15 he completed 25 years with MJ & A, perhaps the longest tenure with one employer and any major ad agency chief executive; and MJ & A, in the fiscal year just closing, will record its best billing year—\$45 million, up from \$40 million in the previous fiscal year.

Graduating from the University of Michigan in 1938, Jones, who had been business manager of The Michigan Daily, went to work for The Polish Daily News in Detroit as advertising manager and space salesman. But his attraction to the agency side of advertising was so strong that early in 1939 he made a personal presentation to W. A. F. Jones, then president of MJ & A, and succeeded in being hired as a production-department assistant.

Since then Jones has worked in every department of the agency and on every major account: automobiles, heavy chemicals, package goods.

In 1950 he opened MJ & A's first branch office in New York with confidence and a \$6,000,000 contract account; stayed to see the billings of that office began the climb to \$17,000,000—nearly three times the billings of the entire agency when he first went to work.

JONES, 47, became MJ & A's president in 1955, and has presided over the agency's unique growth pattern, which will establish this year's record.

In 1956, Jones' first full year as chief officer, MJ & A had 26 accounts, two offices, 277 people, and billed \$35 million. In 1957 the agency has 100 accounts, six domestic offices, employs 600 people, and will bill upwards of \$65 million.

Sunday, Feb. 23  
at 3:30 P.M.

INTERMURAL GYM  
(OAKLAND UNIVERSITY)

FORD (Caravan of Music)

presents  
the lively ones

NINA HERBIE  
TICKET PRICES: \$2.00—  
off campus \$1.50—Oakland University  
Students

On sale at ticket desk Activities  
Center  
Phone No. 338-7211, ext. 2183

Grinnell's: Pontiac—Downtown  
and Mall, Birmingham

## Model Home Updates Early American Look

The opening of the Williams House in Franklin Corners brings the number of custom-designed homes being offered by the Herman Frankel Organization to six. Located on Middlebelt Road between 14 and 15 Mile Roads in Bloomfield Township, the 2,122 square foot tri-level keynotes a dramatically-inspired sunken patio that leads from the lower level family room, 2-1/2 baths and a sweeping combination living-dining room area.

The price includes a 1500 square foot base lot and is keyed to family living with emphasis on "toned" areas.

The interiors reflect a fresh approach to colonial decor and an interesting board and batten treatment which is featured in the entrance foyer. Rather than the conventional beige, brown and parson tones, the decorator used muted olive green, rich golds and whites in variation throughout the house in an effort to achieve a more lively, sophisticated colonial look.

UPON ENTERING the double-doored entry, one steps into a room-size foyer that directs traffic to the formal, informal and bedroom quarters of the house, thus eliminating cross-room traffic. From this juncture there is access to the 206 square foot kitchen, the spacious living-dining room area, the lower level family room and the 3rd level bedroom quarter.

The front orientated country-style kitchen features deluxe appliances (built-in range, oven and dishwasher), birch cabinets, a separate breakfast area and is accessible to the 2-car attached garage, the dining area and the foyer.

Occupying the entire rear wing of the first level overlooking the garden, the formal living and dining rooms have been combined to provide greater versatility (as regards decor and use) and to create a feeling of boundless space.

The lower level family room features a 13-foot long floor to ceiling wall with raised antique brick fireplace and highlights natural birch panelling. The Herman Frankel Organization, who has been cited nationally for unique fireplace design, places the family room fireplace opening to the extreme left of the wall to achieve an unusual "decorating" effect and, at the same time, provide more wall space for furniture placement.

Also featured on the lower level is a half bath and a 168-square foot utility room.

CLOSET AND STORAGE areas are generous throughout The Williams House and custom light fixtures, as well as custom hardware are among a long list of exclusive features included in the total purchase price.

Franklin Corners and its models are open daily 12 noon to 3 p.m., Saturday, noon to 5 p.m. and Sunday, 11 a.m. to 3 p.m.

NEWS OF  
BUSINESS

## Appointments, Promotions

The appointment of Paul G. Reinke as a Birmingham area representative was announced by George Thomas of 1638 Witherspoon, Birmingham, local general agent for the Wayne National Life Insurance Co. Reinke is a known sports figure, having been with Michigan State University's swimming team and winning All-American basketball in 1956 and 1957, as well as being Big Ten Champion in 1957 and National Collegiate champion relay star in 1957.

JOHN A. BACON, JR., vice president of AMT Corporation, world's largest manufacturer of 1/25th scale model cars, was elected a director of the Hobby Industry Association of America at the Association's annual Hobby Show last week in Chicago. Bacon will serve a three-year term.

"Owen E. Hall of Hall & Young Inc. of Birmingham, has been appointed to the National Association of Real Estate Boards' committees on education and on board jurisdiction. He is also a member of the Detroit Real Estate Board.

R. P. Gray, 1228 Sandringham, Bloomfield Township, has been named marketing manager for the Ford Glass and Paint Products sales office of the Autolite Division of Ford Motor Company. Gray has held advertising and marketing positions with the division since it was formed in April of 1961.

Harry O. Hoyt Jr., 781 N. Glenhurst Drive, Birmingham, C.I.U., regional manager of the Detroit group insurance office of Metropolitan Life Insurance Company, has been promoted to regional vice president. It was announced here today by Gilbert W. Fitzhugh, president. The promotion puts Hoyt among the first group of men appointed as field officers by Metropolitan.

E. B. Morley, Jr., 701 Puritan, Birmingham, has been elected executive vice president of Morley Brothers of Saginaw. The firm is one of the state's largest distributors of hardware lines.

A Detroit industrial distributor, John W. Pauver, 670 Fairfax, Birmingham, has been named the January recipient of the Industrial Distributor News, Key Man award. Pauver is the executive vice president and secretary of the J. N. Pauver Co., an industrial supply firm.

Make your list . . . put an Eccentric Classified Ad to work today. Get results in The Birmingham Eccentric. Most people dial MI 4-1100 for better results.

WALTER DeLONG  
Realty Firm Names  
New Sales Manager

Walter DeLong, 1235 Villa, Birmingham, has been named sales manager of the Robertson Brothers Realty Co. DeLong has had more than four years real estate experience in the Birmingham-Bloomfield area. He is 4389 N. Woodward, Birmingham, are the developers of the Hickory Heights subdivision.

Burroughs Chief  
Slated to Speak  
To Accountants

Charles W. Neusendorf will address the Oakland County chapter of the National Association of Accountants on Feb. 27. His topic, "Command and Control System For Manager," will follow at 7 p.m. dinner at Devon Gables.

Neusendorf is chairman, management system advisory board, equipment and system marketing division, Burroughs Corp. He retired as a colonel, USAF, and served in such capacities as comptroller of Tactical Air Command; director of operations, USAF Europe; President's special representative and numerous other high-level government service accounting positions.

Three Birmingham residents and one Southfield man are among the Parks, Davis & Co. sales representatives from 12 states attending a two-day regional conference in Chicago.

Lawrence L. Angevine, 3879 Carriage Road, Charles H. Miller, 16161 Elizabeth, Donald W. Williamson, 1822 Graefield, all of Birmingham and Paul H. Colbuck, 18656 Midway, Southfield are at the meeting.

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

Owen E. Hall, president of Hall & Young, Inc., Birmingham Realtors, announced this week that Sally M. Alta had been elected Secretary-Treasurer and a director of the company. Mrs. Alta has also purchased an interest in the firm.

Mrs. Myrtle B. Rohl, manager of the closing and records department of the company, was elected assistant secretary and assistant treasurer.

PHILIP A. HALL, manager of Hall & Young's Bloomfield office takes on additional responsibilities as executive vice president of the company.

Carl H. Plumbhoff was re-elected vice president of the firm where he specializes in commercial and investment properties.

Both Mrs. Alta, who lives in Beverly Hills, and Mrs. Rohl, a Troy resident, are former employees of The Eccentric.

in the "Good Old Days"—  
(BEFORE HIGH INCOME TAXES)  
you had to earn only \$900  
to buy a \$900 automobile!

today,  
(if you're in a 50% Federal tax bracket)  
you've got to earn \$6,000 to buy a \$3,000 car!

Times change. But there's one way you can return to the "good old days" of no Federal income tax, and that's by investing in Municipal Bonds. They produce interest which is exempt from all present Federal taxes. A bond that pays 3 1/2% is equivalent to an income of 7% from taxable securities—if you're in that 50% bracket.

There are other advantages in owning Municipal Bonds. Call us for all the details.

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Lansing • Pontiac • Port Huron • Warren • York  
SERVING MICHIGAN INVESTORS SINCE 1916

## 2 Real Estate Firms Locate In B'ham

Birmingham will house two more real estate firms when Howland-Alder Realty Inc. and the Gorski-Williamson Co. move into their new offices at 4086 W. Maple Road.

Although they have worked as a team during the past year, specializing in commercial and residential land development and sales and property management, the two companies still operate independently and separately under their own established firm names.

One of the largest of these land-developments and sales projects, Shenadoah Country Club Estates on 16 Mile Road, west of Orchard Lake Road, West Bloomfield Township, will be unveiled in April.

THE FIRST of three units of Shenadoah will have approximately 160 homes, with five builders participating in the construction. These builders will have formal announcement of the Shenadoah development is made within the next 60 days.

The Shenadoah subdivision has been in process of preparation for nearly a year. It will have an 18-hole professional golf course, a clubhouse, a large private lake, paved streets, community water, city sewers, gas and other utilities.

3 Area Residents  
At Sales Meeting

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• 7 Years Public Accountant  
• Controller  
• Management Specialist  
• Age 38  
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As we see it, one of our problems is getting a real chance to see and know our customers. During the work day, they're busy—and we're busy. Result—no real rapport.

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FROM 7 TO 9  
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FROM 9 TO 12:30**

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**A NEW HOME  
IN YOUR FUTURE?**



**SAVE  
TO  
MAKE  
YOUR  
DREAMS COME TRUE**

**4%  
CURRENT  
RATE**

It may be a lovely new home, travel plans, that cabin cruiser you've had your eyes on or a brand new family car . . . whatever your dreams are made of, they can be made a reality through saving. Plan now to set aside a part of your income regularly. Come in and open a savings account at Birmingham Federal Savings . . . where your savings earn more.

**COMPOUNDED  
and PAID  
QUARTERLY**

**Birmingham  
FEDERAL SAVINGS**

Main Office — 99 W. MAPLE, CORNER of PIERCE — MI 4-1711  
Bloomfield Office — CORNER MAPLE and LAHSER — MI 7-1505  
Berkley Office — 3055 W. 12-MILE RD. — LI 5-7610

## A MAN'S "9 To 5" HOME

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The office where you spend a third of your life is just as attractive as your home . . . and it is when LEWIS FURNITURE of Pontiac designs and decorates it. Our office designers will reflect your individual tastes and habits and will plan your office completely, including rugs, draperies, accessories, light down to the subway.

Investigate the LEWIS "LEASE PLAN"—which may mean worthwhile savings to you. Get the facts today.  
Representing such fine makers as Stow & Davis, Steelcase, Hugh Axton, H. Miller, Knoll and other fine lines.  
For Consultation Without Obligation—FE 5-8174

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fine furniture  
S. SAGINAW ST. AT ORCHARD LAKE AVE.  
FE 5-8174  
Distinctive Planning for Office or Residence



today,  
(if you're in a 50% Federal tax bracket)  
you've got to earn \$6,000 to buy a \$3,000 car!

Times change. But there's one way you can return to the "good old days" of no Federal income tax, and that's by investing in Municipal Bonds. They produce interest which is exempt from all present Federal taxes. A bond that pays 3 1/2% is equivalent to an income of 7% from taxable securities—if you're in that 50% bracket.

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