



### A New Combination

Two of America's best known and leading fishing tackle manufacturers, both Michigan based, have consolidated all facilities and national sales. They are Bronson Reel, Bronson, and Actionrod, Hastings. The new combination now places Bronson as one of the leading corporations in the fishing tackle industry. Above from left,

watching Bronson president, Elmer Houghton make it for "real" fitting a Bronson Invader reel to an Actionrod, are Lawrence B. Higbie, 286 E. Brown, Birmingham, Bronson vp Sales; Charles "Spike" Dodson, Actionrod secretary-treasurer; Houghton; and Bert Ward, Bronson general manager.

## NEWS OF BUSINESS



### BEHIND the STORE FRONTS

Mr. and Mrs. Bill Williams, of the Bill Williams Photographic Studio (Crooks Rd. and Main St., Royal Oak), have announced the three winners of the Bill Williams 16th annual "Personality Child" contest.

First place and a \$100 savings bond was won by Beth Marie Yerex, thirteen-month-old daughter of Mr. and Mrs. R. Yerex, 3425 Blossom Lane, Bloomfield Hills. Second place and a \$50 savings bond was taken by Gary Romain, four-year-old son of Mr. and Mrs. M. Romain, 1400 Hazel, Birmingham.

Third place and a \$25 savings bond was won by Suzanne Summers, two-year-old daughter of Mr. and Mrs. D. Summers, 904 E. 10 Mile, Ferndale.

JUDGES OF THE contest were Earl Wall, of the Wayne-Oakland Bank, who was referred to as the "dean" of the judges—a title earned as an original panel judge 16

### Birmingham Man Announces Company Expansion Plans

Detroit Ball Bearing Co. has acquired three and one-half acres of land in Detroit's Urban Redevelopment Area and will construct a new general office building and master warehouse.

Announcement was made by J. T. Moore, 1111 Willow Lane, Birmingham, secretary-treasurer. The new \$750,000 facility has been in the planning stage for several months. Approximately 100 people will be employed in the new building when completed.

THE COMPANY was founded by Moore's father T. B. Moore, in 1917. The company has 15 branch warehouses and offices in Michigan and Northwestern Ohio and has a 10th under construction on Van Dyke at 16 Mile Road.

The firm's present office building and warehouse at 110 W. Alexander, which has been its headquarters since 1930, will be sold. The building directly behind it at 111 W. Willis, built in 1960, and which has housed the firm's data processing and computer operation, will be converted to serve as a downtown customer warehouse and service branch.

**FREE Rose Bush** with Lubrication—Oil Change—Filter at **HUNTER SHELL SERVICE**  
980 N. HUNTER AT OAK  
Phone for Free Pick Up and Delivery 644-4262

### Ad Agency Shifts Affect Area Men

A series of promotions and shifts in responsibilities at Campbell-Ewald Co., advertising, Detroit, were announced this week by Henry G. Little, chairman of the board, following a meeting of the board of directors of the agency.

Lawrence R. Nelson was named vice chairman of the board of directors. Nelson, 3301 Morningview, has been with Campbell-Ewald 28 years. He is chairman of the executive committee and a member of the policy-finance committee.

Thomas B. Adams, president, was elected a director of Ceco Publishing Co., a wholly owned subsidiary of the agency which publishes Friends Magazine and American Youth.

SENIOR VICE president and board member Edward A. Schirmer, 456 Lone Pine Court, was elected a member of the Campbell-Ewald policy-finance committee.

W. Collin Campbell, executive vice president and board member, was named a member of the administrative committee of the agency's profit-sharing retirement plan. At the same time Campbell, 2650 Broadway, was elected a member of the board of trustees of The Campbell-Ewald Foundation.

Senior vice president and board member John H. Forsher, 1590 Glenway, was elected a member of the administrative committee of the company's profit-sharing retirement plan, and at the same time was named vice president of The Campbell-Ewald Foundation. Thomas R. Chick, 612 Wimbetton, who is account supervisor of the United Motors Service Division of General Motors account, was appointed a vice president at the board meeting.

Courtley R. Parker, who serves as account supervisor on the agency's Burroughs Corp. account and on National Bank of Detroit account, was named a vice president of Campbell-Ewald. He lives at 131 N. Cranbrook.

### Lathrup Company Opens Showroom

Joseph J. Zafarana, president of Zafarana Merchandising Enterprises, has announced the opening of a new showroom and enlarged offices at 28630 Southfield, Lathrup Village.

Everything from non-food promotions for the super markets to continuity programs are on display in the showroom according to Zafarana.

The fastest, least expensive way to sell any vehicle, new or used is through a low cost Eccentric Want Ad. Place your Want Ad by phone and say "Charge It". Dial 644-1100.

**RELY ON GENUINE NELSON SWIMMING POOL CHEMICALS**

to keep built-in and above-ground pools clear and inviting. Ask for Nelson Chlorine Conditioner and Stabilizer, Dialomite, pH Granules, Pool Cleaners, pH Reducer and Test Sets and Reagent Patis.

**DEMAND GENUINE KLORO**

to assure freedom from bacteria and algae and to maintain clarity at the proper level.

PHONE WE 3-1500 FOR FREE POOL MAINTENANCE CHART AND BROCHURE or see your Neighborhood Nelson Dealer

**Nelson Chemicals**  
28630 Southfield Highway, Detroit, Mich.

### Tops in Nation

General Agent Donald Nolte, representative of The Columbus Mutual Life Insurance Co., Columbus, O., was singled out for special recognition this month. According to company vice president and director of agencies Ralph E. Waldo, C.L.U., Nolte, 283 Daines, Birmingham led more than 1200 company representatives in life insurance sales for May.



### Realty Shifts

On the occasion of the 10th anniversary of the company, the associates and staff of Hall & Young, Inc., learned of the elevation of Philip A. Hall (left) to the presidency of the Birmingham Realtor firm.

Owen E. Hall was elected chairman of the board of the company. He will be responsible for the firm's referral business, corporate account service and expansion.

**RENT A CAR \$5.00 DAY (24 Hours)**

Detroit Line Jordan 4-6266 Birmingham Midwest 4-7500

**TURNER LEASING CO.**  
419 E. FRANK ST. BIRMINGHAM

**HAROLD TURNER'S 4th of JULY SALES**

**DRIVE SAFELY—ARRIVE SAFELY!**  
YOUR DRIVING SAFETY BEGINS WITH THE FORD 10-POINT SAFETY CHECK!

Harold Turner will carefully check 10 QUALITY CAR CARE vital Safety Points on your Ford and recommend needed or desirable adjustments or repairs.

**Safety Special GENUINE FORD BRAKE RELINE**  
• Check all wheel cylinders and master cylinder  
• Reline brakes with Genuine Ford lining  
Regular price \$21.95 **\$18.95 SAFETY SPEC.**

**Safety Special ROTUNDA SHOCK ABSORBERS**  
Low as **\$6.95** each Installed

**SAFETY SPECIAL FRONT WHEEL ALIGNMENT**  
• Check bearing adjustment  
• Adjust camber, caster, toe in  
• Inspect upper and lower control arms, bushings, ball joints  
• Check and adjust steering linkage  
• Align steering wheel  
Regular Price \$8.50 Ford Cars Only **SAFETY SPEC. PRICE Complete \$6.95**  
Air-conditioned cars and Thunderbirds slightly higher.

**HAROLD TURNER, Inc.**  
Your Hometown Ford Dealer  
For your convenience, open 7 a.m. to 6 p.m. Sat. 'til noon.  
464 S. WOODWARD, BIRMINGHAM MI 4-7500

# Cunningham's DRUG STORES

Prescription Specialists

101 WOODWARD cor. MAPLE

**Coppertone** LOTION OR OIL REG. 1.45 **1.09**

**Bronztan** CREAM OR LOTION REG. 1.25 **99c**

**Sea and Ski** 4-OZ. TUBE REG. 1.39 **1.09**

**Bain De Soleil** SUN LOTION **2.00**

**Noxzema** 1.35 GIANT 10-OZ. SIZE **89c**

It's NEW...and it's at Cunningham's

**FRESH 'N' CLEAN Moist Towelettes**

PACK OF 20 OUR LOW LOW PRICE **59c** COMPARE AT 98c

**Arrid** ROLL-ON DEODORANT GIANT 1.00 SIZE **69c**

**Siblin** 4-OZ. SIZE REG. 1.21 **89c**

**Enfamil** LIQUID REG. 27c **21c**

**Clearasil** OINTMENT REG. 98c **79c**

**Desenex** POWDER REG. 89c **79c**

**Julia May HAIR SPRAY** 14-OZ. SIZE **79c** REGULAR OR HARD-TO-HOLD

**ANSCO Black & White FILM** #620-#127-#120 **THREE ROLLS FOR 77c**

**THERE'S NO "LIMITED" PRESCRIPTION SERVICE AT CUNNINGHAM'S**

**We fill ALL PRESCRIPTIONS**

We compound to your doctor's specific orders. We stock complete lines including the newest "miracle" drugs... We fill prescriptions from opening 'til closing.

**YOU CAN'T BUY HIGHER QUALITY OR BETTER SERVICE SO...**

**WHY PAY MORE?**

**We Carry a Full Line of PACKAGE LIQUOR DEALER WINE-BEER CHAMPAGNES & CORDIALS**

At Cunningham's you will find the finest and most complete up-to-date stock of domestic and imported wines, champagnes and liquor. Also the finest selection of your favorite brands of beer.

**COMPLETE ACCESSORIES FOR THE HOME BARTENDER**