## A New Combination $\alpha$

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 STORE FRONTS

r. and Mrs. Bill Williams, of Bill Williams Photographic io (Crooks Rd. and Main St., al Oak, have announced the winners of the Bill Williams annual "Personality Child" est.

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 \$30 savings bond was taken by Gary Romain, four-year-old son of Mr. Ain Mrs. M. Romain, 1400 Hazel, Birmingham.

Birmingham Man
Announces Company
Expansion Plans
Detroit Bill Bearing Co. has acquired three and one-half areas on how a they building ammater warehouse and offices in Michigan Monre's father T. B. Moore, 1111 Williow Lane, Brimingham, extractive and will content to a many and the form of the most unique kitchen and North Man Michigan Man Man Announces Company
Expansion Plans
Detroit Bull Bearing Co. has acquired three and one-half areas of land in Detroit's Urban Redevelopment Area and will construct a master warehouse. Announcement was made by J. T. Moore, 1111 Willow Lane, Brimingham, seretary-tressure, The new \$750,000 facility has been in the planning stage for severe house and offices in Michigan and John Man Announces Company and the men warehouse and offices in Michigan Man Man Announces was the men warehouse and offices in Michigan and John and J

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## Tops in Nation

General Agent Donald Nolta, representative of The Columbus and 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, CLU, Nolta, 283 Daines, Birming-representatives in life insurance sales for May.



Realty Shifts

years ago with the record of pever missing one judging since the studio first started the contests back in 1948.

Other judges were: Fred Miller, of the Daily Timner, Mr. Willer, and the writer of this column. It was an all afternoon job, and not an easy task, although a most pleasant one. Out of the more than 1,000 photographs there were many, many charmers. On the occasion of the 10th anniversary of the company, the associates and staff of Hall & Young, Inc., learned 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 expanferral business, corporate account service and expansion.

# Ad Agency Lathrup Company Opens Showroom

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 di-rectors. Nelson, 3301 Morningview, has been with Campbell-Ewald 38 years. He is chairman of the exe-cutive 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. Schir-mer, 456 Lone Pine Court, was elected a member of the Campbell-Ewald policy-finance committee.

Campbell-Evald Foundation.

Series vice president and board member John H. Forshew, 1530 Glengary, was elected a member of the administrative committee of the company's profile-harding returned planned vice president of The Campbell-Evald Foundation. Thomas H. Chick, 612 Wimbleton, who is account supervisor of the United Motors Service Division of General Motors account, was appointed a vice president at the board meeting.

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.

Shifts Affect
Area Men

A series of promotions and shifts in responsibilities at Campbell-Evald Co., advertising, Derbud Co. which week by Henry G. Little, chairman of the series of promotions and shifts in responsibilities at Campbell-Evald Co., advertising, Derbud Co. withing programs are on display in the shewroom according to Menry G. Little, chairman of the series of the super markets to continuity programs are on display in the shewroom according to Menry G. Little, chairman of the series of the



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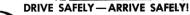
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