

BUILDING DRIVE OPENED HERE

Real Estate Co., Builders Start Program in Sheffield Estates

The Stornfels-Loveley Company announces today that an immediate home building construction program will be commenced in their premier North Woodward avenue subdivision at Birmingham.

A contract for a model home to be built on Sheffield road has already been let to the U. S. Building Corporation, 1212 Michigan Theater Building. This Company has come into the field recently by association of individuals well known in Detroit real estate and building circles.

The U. S. Building Corporation is specializing in the financing, building and erection of moderate priced homes in North Woodward section, particularly, Sheffield Estates.

Don M. Harris, Subdivision Manager, says: "Sheffield Estates is now coming into its own and is destined soon to be an important part of Birmingham and North Detroit expansion. I consider the time for its opening most auspicious right now, for there is an unmistakable demand for high class restricted homes in this section of the type now under construction. I find that many Detroit, Pontiac and Birmingham people want six, seven and eight-room residences and are considering suitable locations provided only by Sheffield Estates. One cause for this condition is largely due to the expansion of the business section of Birmingham. Sheffield Estates is within walking distance of the business section, but well protected from its encroachments by careful restrictions. The accessibility of schools to this new home building area is another feature that will attract a population quickly.

The immediate building activity programmed for Sheffield Estates

WHERE SPEED STARS WILL COMPETE



This fine airplane view shows the Indianapolis speedway, scene of the annual 500-mile international classic on Memorial Day. The track is two and one-half miles around and the drivers must make 200 circuits of it.

coupled with the interest being shown in the Model Plans of homes to be erected and with the reliability of its sponsors, its excellent location and subway transportation, Sheffield Estates will undoubtedly be one of Detroit's finest suburban residence developments."

"Simple, Ain't It?" announced the haughty mistress to the new maid. "If I beckon with my finger, that means come."

"Suits me, mum," replied the girl. "I'm a woman of a few words myself. If I shake my head, that means I ain't comin'."

The immediate building activity programmed for Sheffield Estates

MODEL BOATS TO RACE, JUNE 4

Annual Regatta For School Children Will Be Held At Hoffman's Pond

The annual Birmingham Model Boat Regatta sponsored by the Maroon and White will be held June 4, at Hoffman's Pond, Bloomfield Hills and competition is open to all boys of school age whether they attend school or not. There will be two divisions, sail boats and power boats, and the cup presented by the Maroon and White, the school publication will be awarded to the school represented by the winner in each division. The awards for the performance will be made on the basis of points and a separate award for the best boat in each division will be made by the judges on the basis of craftsmanship of the boats entered in the competition.

The boats entered in the sail boat division are subject to the following regulations: class A, hulls 31 inches or longer; class B, hulls 24 inches to 31 inches; class C, hulls 18 inches to 24 inches; class D, any size of sail boat constructed by boys below the seventh grade. The boats may have any style of rigging. In the power boat division all types of power and all sizes of hull are permitted although the judges have the privilege of making such handicaps as they consider necessary and fair.

The rules for the regatta were made by a committee composed of Mr. Ernst Engle, Mr. Leo Gibbons, Mr. James W. Parry, and G. M. Zeigler. The judges will be announced later.

Or Make the Gesture, Anyway

Mrs. Rawlings: "My dear, did you never observe that designers take a woman's head to adorn many of your coins?"

Her husband (meekly): "No, but I have observed that designers take many of my coins to adorn a woman's head."

"Punch."

- CARILLON RECITAL
Christ Church Cranbrook
Sunday, June 1, at 3:30 p. m.
William Hall Miner, Bell Master
- Offerings
Carry Me Back to Old Virginia the Cole
Ground Foster
One Alone Romberg
Rock Ye Saints Monk
Just as I am Bradbury
Crown Him with Many Crowns
Steal Away, Swing Low
Sweet Chariot Negro Spirituals
March of the Men of Harlech Welsh Air
ORGAN RECITAL
March Nuptiale Ganne
Contemplation Stearns
Meditation Klein
Forthright in D Minor Silver
After Vespers every Sunday from a quarter past five until a quarter of six o'clock. William Hall Miner.

G. M. RADIO CORP. HAS BRANCH HERE

Wagner Electric Co. Has Active Voice in Plans of National Bureau

The new General Motors Radio is represented in this section by the Wagner Electric Co. in the Wabek Building, according to announcement just received from the main offices of the General Motors Radio Corp. at Dayton, O. Mr. G. Lester Sells will have an active voice in the policies and plans of the General Motors Radio Corp. as a member of a "National Organized Business Bureau," meeting at Dayton with the company's officers and executives. Each month a different group is brought together. Complete reports of the sessions are forwarded to all other dealers.

In entering the field of radio, General Motors is extending financing arrangements for time payments on a plan similar to that used in the buying of automobiles, it was announced from Dayton.

This is done through the General Motors Acceptance Corporation.

The new General Motors radio is an 8-tube set, comprising four tuned radio frequency stages and employing three screen grid tubes in the radio frequency circuit. Price range from \$136 to \$270 without tubes. Five models are offered, two of them equipped for electrical reproduction of phonograph records.

An exclusive feature of the set is a "Tone Selector" which permits emphasis of either the bass or treble tones. Ball bearings insure an unusually smooth and easy operation of all controls.

"Radio," said Mr. Sells, "has reached the stage where quality is the essential demand. While the user insists upon getting distance, he is equally insistent upon getting quality of tone with distance. In the new General Motors Radio, particular pains have been taken to combine tonal qualities with selectivity. Through use of the "Tone Selector," the owner may be his own orchestra conductor, emphasizing the full rich bass tones or the high sweet notes, merely by turning a knob."

After robbing a home in Denver, Al Dietzel fell asleep and his snoring caused his discovery and arrest.

The Bloomfield Forge

727 PURDY ST.
Ornamental Iron Works
Fireplace Fixtures Screens
Andirons
Ornamental Stair Railings
Balcony Railings
Lighting Fixtures of Brass, Copper, Iron
Floor Lamp Stands
Curtain Rods
H. J. Busch, Jr.
PHONE 997

QUALITY AT LOW PRICES

Red Diamond Market

1156 SOUTH ADAMS WE DELIVER—PHONE 9041

DECORATION DAY VALUES

FOR THURSDAY AND SATURDAY—EXTRA SPECIAL

EVERGOOD ICE CREAM

"The Kind You'll Enjoy Eating"

Quart, 45c - Pint, 25c

Meat Specials

- Rolled Rump Roasts . . . lb. 32c
Steak Beef
Pork Loin Roasts . . . lb. 24c
Baby Loin
Beef Pot Roasts . . . lb. 24c
Choice Cuts
Armour's Smoked Ham . . lb. 27c
Half or Whole
Hamburger . . . lb. 22c
Fresh Ground
Pork Steak, lean . . . lb. 25c
Frankfurts, Vienna style . lb. 27c
Ring Bologna . . . lb. 25c
Armour's Star
Fresh Dressed Chickens . lb. 38c
Choice Lean Pork Chops . lb. 33c

A combination of the co-operative working of over forty national organizations.

PERMANESQUE

Complete ♦ Carefree ♦ Fire Safe ♦ Everlasting

An absolutely revolutionary step ahead in Home building.

The New American Home

See These New Homes Under Construction

Features of Permanesque

Firesafe, Brick and Stone Exteriors, Steel Studs, Concrete Backup Tile, Naylegrip Floors, Incinerator, Steel Joists, Asbestos Shingle Roof, Hot Water Heat, Tile Baths, Goodyear Rubbertile Floors, Steel Casement Sash, Rollerscreens, Copper Water Pipe, Brass Compression Fittings, Package Receiver, Copper Metal Work (Outside), Thoroughly Insulated, Bennett Fireplace Heater, Stone Sills, American Laundry Room, Metal Lath Throughout, Automatic Heating Control, Oil Burner, Radio Wired, Tile Window Stools, Curtis Trim, Ruswin Hardware, Mechanical Refrigeration, Crane Plumbing, Chromium Plate Fixtures, Low Insurance, Minimum Upkeep, Outstanding Architecture.

Two PERMANESQUE homes are now partially constructed in Birmingham. You are invited to visit these two homes and inspect, for the first time in the history of home building, an entirely new type of lasting construction that marks PERMANESQUE and makes it such a departure from the past methods of building. See for yourself why it is wise to build according to PERMANESQUE specifications. Discover this new era in home luxury, safety, permanence and beauty. Whether you plan to build now matters not. When you do build you may regret not knowing what PERMANESQUE offers. You may visit these two homes at these locations:

Fairmount and Sheffield Aves., Beverly Hills

Lakeside Avenue (Between Harmon & Oak Sts.) Birmingham

What Is Permanesque?

"PERMANESQUE is built like a skyscraper" embodies the whole thought of this new type of construction. Unlike the ordinary home, Permanesque does not employ "hit or miss" frame construction. Each step toward its building is safe, modern and PERMANENT. Every material used is the best and in most cases an improvement over former material that belongs to the old era of building. PERMANESQUE is made possible by scientific and co-ordinated engineering with mass production and buying power and eliminates the enormous costs of normal, present day distribution. "What is Permanesque" can best be learned by visiting these two homes now under construction.

Associate Builder
Connelly Building Company
316 N. Woodward Ave.
Phone 720

HOMES PERMANESQUE of OAKLAND COUNTY, Inc.

A. H. OBERBECK CARL SHAPTER C. J. WHITNEY

Builders and Licensees of Permanesque Homes

231 S. Woodward Ave. BIRMINGHAM Phone 2379

Associate Builder
Packard-Charlton Building Co.
229 Pierce St.
Phone 2244