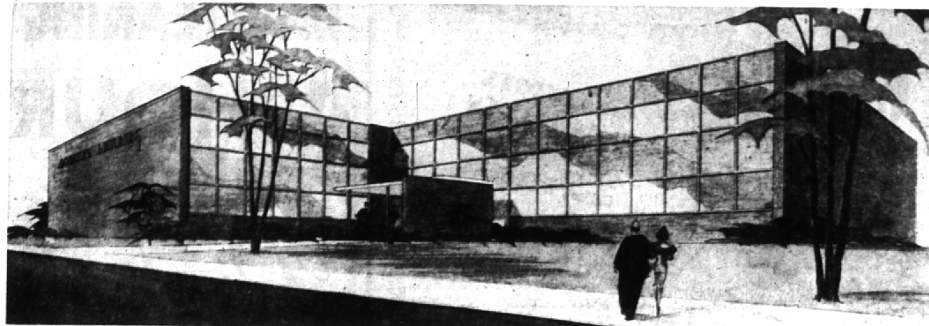


Ideals that we glimpse, then develop
as goals to achieve, are like lights
along a darkened road... they help
to keep one from stumbling...
they are like the beckoning beacon
that lead the mariner to a safe harbor.

Thursday, August 25, 1953



THIS NEW GENERAL OFFICE BUILDING is underway at 1120 N. Woodward, just north of the Birmingham city limits. To cost around \$150,000, it will contain 25,000 square feet, and already is about one-third spoken for, according to James W. Jenkins, Jr., secretary of Jenkins Investment Co., which is erecting the building. Of temporary design, it will be blue-green panel wall and buff-colored brick, two stories. Set back 65 feet from the highway, this air-con-

ditioned structure will have ample parking at the rear and on the north side, will have an automatic elevator and consist of all outside offices. Site preparation has started, and completion is expected by next spring. "We feel there is a definite need for office space in the North Woodward community," explained Jenkins, "and we felt we could supply some of that need with a building in Birmingham."

Advertising Agency Names Regional VP

I. C. Bettiker, 843 S. Bates, has been named a regional vice president of Beaumont and Holman, Inc., national advertising agency. He was formerly vice president and manager of the firm's Detroit office.

In his new position, Bettiker will continue to supervise Detroit office activities and be account executive for Michigan Trust Co. and Great Lakes Greyhound Lines.

EFFECTIVE September 1, his office will be in Chicago. The new home of the Bettikers and their two children is at Warrenton road in Deerfield, Ill. Bettiker has been with B&H since 1938, and was manager of the firm's offices in Charleston and New York before coming to Detroit.

Ford Dealer Wins Company Citation

Harold Turner, Inc., Birmingham's Ford dealership at 404 S. Woodward has been presented a special leadership citation by Henry Ford II, Ford Motor company president. Three thousand other dealers also were similarly recognized.

The local dealership won the citation, because more Ford cars were sold in 1952 than any other make in the dealer's area of primary sales responsibility. High standards of customer service also contributed to winning this award.

Educational television station WKAR-TV will transmit two remote telecasts each day from the Centennial of Farm Mechanization at Michigan State University, August 15-20.

Completes 2-Week Insurance Seminar

Richard F. Jones, 31710 Glenview, Southfield township, is one of 16 general agency representatives of the John Hancock Mutual Life Insurance company who today completed an intensive two-week seminar in the selling and administration of pension and profit-sharing insurance plans. The course was conducted at the company's Home office in Boston.

Jones is a member of the Lloyd J. Lynch Agency in Birmingham.



STANDING lookout watch on the USS Charles J. Badger is Howard L. Parker, son of Mrs. McKnight Parker, 259 Brown, Birmingham. Parker, one of 1,300 NROTC men in training is a Yale university senior.

National Magazine Spotlights Southfield Hardware Company

August issue of the Hardware Retailer, a national trade magazine featured the new Wolverine Hardware store at 12 Mile and Southfield roads in Southfield township.

The two-page story and pictures traced the history of the company, owned by James Leikert, who has two other hardware stores in Detroit. The latest and most modern of the three stores, the Southfield branch has been patterned after contemporary supermarkets, with the same type of leisurely shopping for customers.

★ Smile A Minute

Sure are lots of people putting on an act who aren't on the stage.

Steel Door Official Earns Promotion

Appointment of Arthur Winfree as vice president in charge of sales of the Steel Door corporation of Birmingham, manufacturer of Berry Steel Garage Doors, was announced today by Glenn Berry, president.

Winfree, of 1115 Lake Park, joined the firm in 1952 as sales manager. As vice president, he will continue to oversee the company's sales program and, in addition, will assume greater responsibility in formulating general company policy in the fields of design, new products and finances, Berry said. As sales manager, Winfree has been instrumental, Berry added, in setting up national distribution of the Berry Steel Garage Door and establishing a nation-wide sales force.

Open Antique Shop On Frank Street

A new antique store opened in Birmingham last week under the guidance of Sylvia Cross, a Detroit housewife who hopes to move to Birmingham soon.

Birmingham Antique Shop is at 283 E. Frank, in a building formerly containing an upholstery business. The shop will handle an exclusive, decorator's line of fabrics as well, including those of Brunswick Hills and Jack Valentine. Hours will be from 11 a.m. to 5 p.m.

Completes Training At Ft. Crockett

Upl-Martin O. Tobel, 29, recently completed a week of special training at Ft. Crockett, Texas. He is the son of Mr. and Mrs. Norman H. Tobel, 25209 Kildare. Former student at Southfield High school, he entered the army in Sept., 1952.

Youths Admit Stealing Gas From Airplane

TROY — Two Birmingham youths were fined \$25 and \$10 costs each Saturday by Justice Scott C. Belyea, after the pair admitted that they siphoned gasoline from an airplane at Berry Airport on E. Maple road Friday night.

The two, Allen T. Fahrmann, 19, of 398 Gulfview, and Robert E. Gove, 18, of 260 Argyle, were caught in the act by Ted Herz, 20, and his brother George, 14.

The younger Herz sold a flashlight while Ted captured one of the boys with a shotgun. The other fled but was picked up later by Birmingham police as he walked toward Birmingham.

"THIS stealing gas from airplanes is especially dangerous because pilots sometimes gas up the night before, then take off early in the morning. Someone could get killed because they thought they had a full tank of gas," said Milt Herz, the owner.

Troy Police Chief David Grattop said the two Herz boys had been hiding to catch the thieves because of gas thefts during the past.

Grattop also pointed out that city hoses used for siphoning might have caused a dangerous gas leakage while the plane was in flight. "Those kids got a break," Grattop said. "They were charged with simple larceny, but they could have been charged with larceny from an airplane a felony."

Royal Oak Youth Faces Theft Count

TROY — Walter R. Hosinski, 19, of Royal Oak, demanded examination of a larceny from a building charge when he appeared before Township Justice Scott C. Belyea Friday.

Police Chief David Grattop said Hosinski is accused of taking a 32 caliber revolver from the machine shop of Walter Parrot at 2209 Liverpool Ave. 18.

Belyea assessed Hosinski on \$500 bond pending examination of the charge.

Month End SPECIALS!

One Large Group
LAMP SHADES
Reduced 1/3
One Group LAMPS
1/2 PRICE

Your lamps
and shades
are our business

Bargains in
Accessories

LAMP
CORNER

2610 N. Woodward at 12 1/2 Mile Rd.

LI 4-1193

For Gracious Carving

THE NEW GOURMET CARVER by "ShurEdge"

Enjoy the magic of the New Gourmet Carvers in their gorgeous table cases. Whenever you remove or replace a knife, it sharpens itself! In sets of 1, 2 and 3 cutlery pieces. 24⁹⁵

Many other "ShurEdge" values on display in our cutlery department. Only stain-proofed chrome/vanadium steel is used in "ShurEdge" knives.

THE KNIFE THAT SHARPENS ITSELF!

LIFE

SNUFF OUT WEEDS Easy Scotts Way!

A pleasant stroll with the Spreader and 4-XD® in the hopper, clears out dandelions, buckhorn and other broadleaved weeds. Scotts form of 2,4-D is a clean, granular compound — ready to use as it comes from package. Won't harm the grass.

Box, treats 50 x 50 feet \$ 1.75
Economy Bag 11,000 sq. ft. 4.85

Spot-treat Ugly Weeds with NEW SCOTT'S WAND & TOUCH COMBO \$1.89

TOUCH here and there weed 'em out! Enough to knock out 2,000 weeds.

Calling ALL children to NORTHLAND to be completely prepared for Back to School and have a wonderful time doing it!

Northland Center Stores are Jam Packed with Attractive Back-to-School Offerings

A FULL WEEK OF FUN, TOO!

- ★ BILL KANE and his wonder monkey, all week, throughout the Center, 2 to 5 p.m. Monday through Saturday.
- ★ MICHIGAN HUMANE SOCIETY, exhibit of orphan dogs and cats, all week. There will be a daily drawing for one pet.
- ★ SENIOR GIRL SCOUTS will have an exhibit and demonstration of skills and activities—all week on the terrace.
- ★ BOY SCOUTS too, will display camp skills and activities all week on the Terrace at Northland.
- ★ MOPPETS, the CLOWN, of CKLW, who has a mighty tricky fire engine and amusing act, will be in the Center, Saturday, Aug. 27, from 1 to 5 p.m.
- ★ SOAP BOX DERBY WINNER—Detroit's own second place winner in the National race, will be on display all week at the Center.

Shop in Air Conditioned Comfort
Store Hours: Thurs., Fri. and Sat., 9:30 to 9:00

Always Plenty of Free Parking Space at Northland Center at 8-Mile, Northwestern and Greenfield Roads.

Sponsored by the Northland Center Chamber of Commerce

SANITONE Dry Cleaning for Sports Wear? Well... Rawther!

"Rawther" is right! Sanitone Dry Cleaning really does get out ALL the dirt and spots—even perspiration and deep down soil. Not only that—it rejuvenates colors, restores and patterns. Makes the fabric look and feel like new again. Right now is when you need that kind of service most. So phone for service today.

DAVID J. UNDERDOWN'S DOUGLAS CLEANING COMPANY
534 S. Woodward MI 4-1507

HUSTON HARDWARE CO.
Birmingham's Housewares Store
205 N. Woodward MI 4-7330
Hours 8 to 5:30, Friday 8 A.M. to 9 P.M.