

BIRMINGHAM BUSINESS BRIEFS

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Thursday, February 24, 1955

Name Area Men As Exam Proctors At Three Schools

Three Birmingham-area men, prominent in the advertising field, have been chosen to supervise advertising aptitude examinations at Wayne University, University of Michigan and Michigan State College March 5, for young people interested in an advertising career. Examination proctors are Robert E. Anderson of 30 Hillwood Dr., Bloomfield Hills, a member of the Detroit firm of Batten, Barton, Durst and Osborn, who will supervise testing at Wayne University.

MILTON F. Coulson of Vaughan Rd., Bloomfield Hills, who will be proctor at the University of Michigan, and John L. McGuigg of 1395 Willow lane, of J. Walter Thompson Co., Detroit, who will be in charge of testing at Michigan State College.

Richard J. Parficker, committee chairman for American Association of Advertising Agencies, which is sponsoring the tests, said in announcing the appointments that the tests are open to men and women between 18 and 25 years of age. About 400 young people have been tested during the past eight years.

S. E. Sheill Opens Builders' Store

Stuart E. Sheill, local garage and porch builder, this week announced the opening of a new retail store, the Stuart E. Sheill Co., at 348 E. Maple, March 1.

The new company will handle builders' specialties which include wrought iron railings and porch columns, garage doors, storm windows and screens, and awnings.

A longtime resident of Birmingham, Sheill entered the garage business here in 1947. He is a graduate of the University of Michigan, served in the Navy during World War II and is a member of the Birmingham Rotary Club. Sheill lives at 1090 East Maple. The company will continue building residential garages and porches, Sheill said.

Buys Into Ohio Publishing Co.

Half interest in a Toledo suburb newspaper and publishing company has been acquired by Milton Ferguson, 1842 Bates.

The firm is the Sentinel Publishing Co. in Sylvania, Ohio.

A former plant manager for a large Detroit printing company, Ferguson's partner is Gordon Long, a former composing room foreman for The Birmingham Eccentric.

The Ferguson's will leave Birmingham shortly for their new home.

Want Ads cannot be accepted after 3 p.m. each Tuesday.



LA MEASURE'S NEW CASH AND CARRY laundry and drycleaning plant at 1529 Woodward, two blocks south of Fourteen Mile, will have its grand opening this weekend, Feb. 25 and 26. According to John L. Anker, 2838 Yorkshire, president of LaMeasure Brothers, Inc., the new plant features the latest in laundry-drycleaning equipment to enable the firm to give four-hour service on all laundry and dry-cleaning orders. Long store hours, 8:30 a.m. to 9 p.m., and drive-in curb service are also offered to customers. The grand opening will include clowns, free balloons, and measuring cups for the women. In addition, Feb. 25 through March 5, all laundry and dry-cleaning brought to the new plant will be done at half price.



ALICE'S WONDERLAND TOYS has moved to more spacious quarters in the same block on East Maple. Now in the store formerly occupied by Alban's, at 362 E. Maple, the 1 1/2 year-old business has double the floor space of its old quarters at 318 E. Maple. Owner Willard Johnson, 3379 Crooks, plans to add party favors and expand stocks on the store's complete line of toys. Pictured is the new doll section. (Eccentric Photo)

\$1,100,000 Office Building Underway.

A \$1,100,000 four-story office building for the Michigan Life Insurance Co. is now under construction at Woodward just below Ouldridge Highway. A fall opening date is planned.

Designed by Detroit architectural firm of Harley, Elington and Day, Inc., the building lists among its features air conditioning, modern lighting and window design, with an outside limestone facing. A branch of the Wayne Oakland Bank will occupy part of the first floor. Parking space will be provided in the rear with entrances from Merrill street to avoid traffic congestion on Woodward.

Household goods of every description are offered for sale in the Classified Columns of The Birmingham Eccentric.

GLENN WING POWER TOOLS

- Atlas • Delta
 - Porter-Cable
 - Shopsmith
 - DeWalt Saws
- 1437 SOUTH WOODWARD
Five Blocks North of 14-Mile Rd.
BIRMINGHAM, MI 4-0414
Daily 8 to 6:00—Fri. 8 to 5:00

Former Civic Opera Star, Myra Halsig, Plans Lessons Here

Halsig lessons for students of the dance, as well as for those who just want to "slim down," will be given by Miss Myra Halsig, former soloist with the Michigan Civic Opera, in Birmingham early in March.

Classes are tentatively scheduled for Thursday afternoon at the YMCA on Lincoln avenue, but will be set for convenience of those who register, according to Mrs. Walter S. Jackson of Madison avenue. Ladies interested in lessons should contact Mrs. Jackson at 927 Madison.

Miss Halsig is now conducting classes in Grosse Pointe and Detroit for the young and not-so-young. If there is a demand, Miss Halsig will teach girls with previous training in ballet, modern dancing and a mixed class for boys and girls, Mrs. Jackson said.

Award Winner

Bernard L. Ziolkowski, manager of Wrigley's store at 635 South Woodward was named this week as one of 14 winners of a National Citizenship Award sponsored by the National Association of Food Chains.

Attend Meeting

Mr. and Mrs. Carl Eley, of Shellane Sales & Service, 312 Hamilton, returned this week from a convention for Shellane jobbers from the Michigan area held in Detroit. They were shown demonstrations of the latest type of stove, water heater and clothes drier using bottled gas as fuel.

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335 E. Maple MI 4-3737
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WRIGLEY'S MELMAC DINNERWARE

Lovely Modern

- Soup-Cereal Bowl
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They're Break Resistant, Won't Crack, Chip or Peel... Put 'Em in the Dishwasher

5-PIECE PLACE SETTING

Value Only **\$1.98**

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★ SMART LOOKING... your choice of these lovely colors — CORAL GREEN YELLOW

★ BREAK RESISTANT... will not crack, chip or peel—especially nice if you have youngsters in your home

Moulded from genuine MIRACLE MELMAC—most durable plastic in dinnerware. Get a setting each week— you'll have 4 or 6 place settings to enjoy before you know it! Help your budget TWICE with Wm. Wrigley's outstanding prices on Nationally Adversed line foods!

BREAST O' CHICKEN Chunk Pack

TUNA 2 Cans 49¢

DON-DE COFFEE

Choice of Grinds

79¢

1-lb. VAC Can

TOP FROST FISH STICKS

Grade "A" Quality

35¢

FULL 10-OZ. PKG.

KRAFT MIRACLE WHIP Salad Dressing

47¢

Qt. Jar

Special Combination Offer

Pinconning CHEESE

Medium Sharp

lb. 59¢

HYGRADE Honey Brand SWEETENED BACON

1 LB. PKG.

— PLUS —

HYGRADE SKINLESS FRANKS

1 LB. PKG.

98¢

Make Your Own Swankie Frankies

Save 22c on this combination package

Both for Only

At Home... Enjoy the Health-Giving Benefits of Mountain Valley Mineral Water from Hot Springs, Arkansas

FOUR Reasons Why Mountain Valley Water Can Mean Better Health For You

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Doctors agree that proper amounts of water are an absolute necessity. If your kidneys and bladder do not function properly, you are healthy you need at least 8 glasses of good, pure water a day. Try delicious, non-laxative, non-carbonated, mildly alkaline Mountain Valley Water TODAY. It's a natural—no salt. Prove to yourself that better health can be in the water you drink. Mountain Valley Water. Try Mountain Valley Mineral Water for 30 days.

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BLOOMFIELD MARKET 717 W. Lincoln MI 4-3114
HUNTINGTON WOODS MARKET 811 Woodward LI 1-4334

Home Delivery

★ 635 SOUTH WOODWARD
Open Thursday, Friday and Saturday 'Til 9 p.m.