

Many grownups are unhappy because they have not been able to arrive at a proper sense of life's values, therefore they are frustrated not only in not having found such values, but in not knowing why they are trying to find. Read your Bible!

BIRMINGHAM BUSINESS BRIEFS



THE LATEST in supermarkets is the self-serve meat counter (above) which was installed at the A & P Food Store at 210 S. Woodward, during a recent remodeling. The store also has a complete new fresh produce and frozen foods department, a restyled shelving area, dairy and re-surfaced free-parking lot behind the building. Space for refrigerator equipment was provided with a small addition behind the store. A new office was provided for manager James Tuak, who has been with A&P for over 25 years, and has managed the local store for 11 years.



COL. H. C. ANDERSON

AMERICA'S WESTERN wanderlands will be the subject of a travelogue March 18 at 8 p.m. at the Baldwin Public Library, Col. H. C. (Bud) Anderson, special representative for Union Pacific Railroad, whose annual journeys cover about 60,000 miles, will be guest speaker and present color slides. The show is sponsored by Birmingham Travel Service, Anderson, whose travel talks have been heard in the 48 states and 10 foreign countries, has one of the most complete color slide collections of its type in existence.



FRED PEW

ONE OF 125 DEALERS who attended the Deming School of Practical Hydraulics was Fred Pew of Fred Pew Drilling Company. Pew recently returned from studies at the Deming Company factory in Salem, O. Pew sells, installs and services Deming pumps and water systems locally.

Plan Home Office Site In Bloomfield

The Glensery Life Insurance Company, this week announced intention of building a home office on the southeastern corner of Woodward and Quanton road.

William Hayward of Royal Oak, the company's secretary, said the project is being discussed currently with architects.

The company, in its 61st year is a fraternal life insurance society headed by R. G. Ransford of Royal Oak. Glensery's covers four mid-western states, including Michigan.

Vickers Awards Contract

Vickers, Inc. of Detroit, last week announced the awarding of a contract for the firm's \$2,000,000 administrative and engineering building at the corner of Crooks and Maple roads in Troy township. General contractor for the 150,000 square-foot building is Cunningham-Limp Company of Detroit. The plant, situated on a 76-acre tract, is expected to be ready for occupancy by early 1956. In making the announcement, R. R. Herman, executive vice president of Vickers, said the building will house a working force of about 600.

"CONSTRUCTION of the new facility does not mean that Vickers is moving out of Detroit," Herman said. "Rather, it represents a consolidation of operations at present housed in more than 20 locations in the Detroit area. Major manufacturing and production activities will continue at the Detroit location."

Vickers, Inc., a subsidiary of the Sperry Corp., builds all types of oil hydraulic pumps, motors, cylinders, and controls for industrial, automotive, aircraft and marine applications.

Fourth Home Exposition Open In RO

The Fourth Annual South Oakland Home Exposition opened last night at the Community Market Building on East 11 Mile road in Royal Oak, and will be open daily from 2 until 10 p.m. through March 20.

Proceeds of the show, sponsored by the Rotary Club of Royal Oak, goes to buying equipment for handicapped children and for visual and sound aids in the schools. One of the visitors to this year's show will receive the exposition's grand prize, an all-expense trip for two to Nassau in the Bahama Islands or a large screen color television set.

OTHER PRIZES include a movie camera, projector and screen, complete home tool shop, lawn power mower, electric clothes dryer, or a 12 cubic foot refrigerator with freezer.

Richard Susan, head of the Birmingham Branch of the Detroit Edison is president of the sponsoring group, Paul Hodges is the general chairman and assistant is Kenneth Gansulus.

Those from the Birmingham area with exhibits at the show are: Harris-Osborn Company of 26038; Elite-way Softener Service of 393 E. Maple; and Shwin Insulation Company of 688 Bloomfield Ct.

All 110 booths this year are being used, but anyone who would like to exhibit something in next year's show is urged to arrange for a reservation as soon as possible.

New '160-Acre Subdivision In Southfield

Over 160 acres of property located approximately 1 1/2 miles west of Hudson's Northland Shopping Center is currently under development into one of Southfield township's choice subdivisions, according to Woodrow W. Nelson, president of Nelson Realty Company which is handling the sales.

The new subdivision, known as Roseland Woods, is located on the east side of Evergreen at 8 1/2 Mile road and will be the first in Southfield to include city water, gas for domestic use, and asphalt paved streets, Nelson said.

Developed by Louis Rose and Charles M. Bauer, plans call for 187 brick, ranch-type homes in the \$17,000 to \$20,000 price range.

THE DEVELOPMENT will include large wooded lots with high building restrictions, and will be close to public and parochial schools, shopping facilities, and through highways.

The brick homes will include attached garages, three bedrooms, 1 1/2 bathrooms, built-in incinerators, and full basements.

A model will be open for inspection by midspring and construction of all units will have been completed by the end of the year, Nelson predicted.

La Measures Move Pickup Station

La Measure Bros., Inc. laundry and dry cleaning establishment at 4529 Woodward Ave. last week announced that they would leave the old Wilson-Cadillac-Pontiac building at 275 N. Woodward, for overflow business.

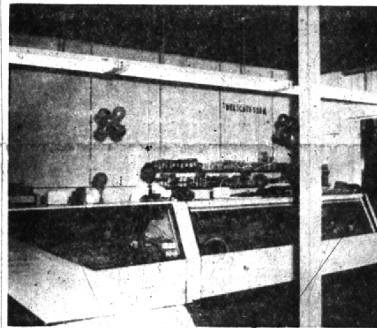
The heavy load stems from the firm's grand opening Feb. 25, 55. The new location will serve as a Measure's pickup center.

New Credit Chief

James J. Sullivan of Highland Park has been appointed as general credit manager for Parke, Davis & Company. It was announced last week Sullivan assumes his new position after more than 30 years with the pharmaceutical firm.



THE PAN AMERICAN Association of Immigration and Tourism, at a recent Detroit meeting voted to work toward elimination of consular formalities and visa requirements in travel through South American nations. Studying a map of the North and South American continents are Dr. G. Cantuarria Guimaraes, (left) current president, founder of the Pan American organization, and official Brazilian delegate to the international convention held in Detroit, and C. S. Wroclawski of 621 Graefield, Birmingham, district sales and traffic manager on Braniff International Airways, which reaches major South American cities.



THE TOWN AND COUNTRY MARKET, Birmingham's only all-meat store, according to the owner, John Janik of Waterford township, opened last week at 303 E. Maple after being closed down during 10 days of remodeling. Previously the store stocked groceries as well as meats. The completely new store has fresh sea food and delicatessen besides the meats. "We want to cater with personal service rather than with self-serve," Janik said. Shown above are Janik (left) and Luke Rappa of Detroit behind one of the store's modern counters. The Town and Country Market also cuts meat for home use or for storage in individual lockers.

NOW, CHILDREN LETUSPRAY

(As the mother skunk said to her young 'uns when confronted by the big bear.)

Don't go to sleep on the DORMANT SPRAY—one of the most important applications on the spring schedule.

DORMANT SPRAYS are poisons in concentrated form and are used to kill over-wintering eggs and insects hidden in cracks and bark crevices, on the under side of twigs and around leaf scars and buds. The spray is particularly directed against:

- 1) Scales of all types
- 2) Eggs of red mite, wooly elm and beech aphids
- 3) Spruce gall aphids
- 4) Pear psylla, blister mite and other insects

Oil sprays (SCALECIDE is the more important one in this neck of the woods) should be used only on clear, bright days when temperature is above 45 degrees and not likely to drop below freezing for at least 12 hours.

NOTE: Be careful of dilution rates when spraying certain evergreens such as Juniper and pines.

Do not use sulphur compounds for at least a month after using the oil.

DELAYED DORMANT sprays can be used by people who return late from the Virgin Islands, Florida, et cetera—but SPECIAL ATTENTION must be given to dilution rate, materials and conditions of buds and foliage.

DO NOT USE OIL SPRAY on beech, black walnut, butternut, Japanese or sugar maple or magnolia—nor on such evergreens as Douglas fir, true firs, hemlock or yew. These will take LIME-SULPHUR, SUMMER OILS, etc. Consult us or your County Agricultural Agent.

Of course, you can do what you want. These comments are merely meant to help a little. Possibly we can help also with means of applying dormant and other sprays.

Another shipment of BEGONIAS arrived and another is coming but they will BE GONE before you know it—so get busy. Same remarks for CALADIUM tubers.

We cannot sign off without reminding you that there is a bit of clipping and sawing to be done. PRUNING it is called.

1. Shrubs and trees that bloom in the spring. Prune 1 to 2 weeks after flowers fall.
2. Shrubs and trees that bloom from late spring on. Prune just before growth starts—or while still dormant.
3. Evergreens—same as No. 2.

Good luck,

McCLELLAN-BALL CO.

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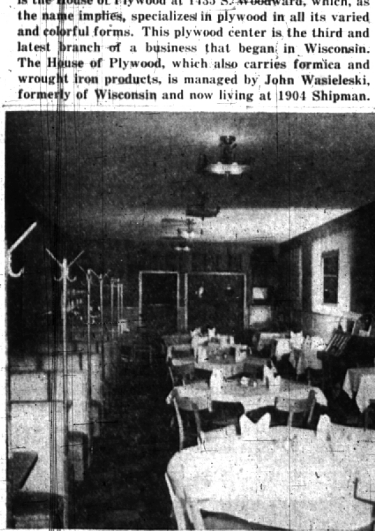
10% DISCOUNT ON ALL DRAPERY YARD GOODS

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TRAUB'S STORE FOR THE HOME

54 West 14 Mile Road — CLAWSON

A UNIQUE BUSINESS which opened here last year is the House of Plywoods at 1435 S. Woodward, which, as the name implies, specializes in plywood in all its varied and colorful forms. This plywood center is the third and latest branch of a business that began in Wisconsin. The House of Plywood, which also carries formica and wrought iron products, is managed by John Wasielecki, formerly of Wisconsin and now living at 1904 Shipman.



ONE OF THE NEWEST pizzerias in the Birmingham area is the Casa Mia, owned by Luigi Sacco of Detroit. The Casa Mia, open from 4 p.m. until 3 a.m., serves both Italian and American foods. Sacco for two years owned and managed the Capri Restaurant on Detroit's west side. Opened two weeks ago at 1673 S. Woodward, the modern pizzeria seats up to 90 persons.