

## Wrigley's Name Prize Winners

Seven Birmingham residents were awarded prizes last week as winners of the contest held in connection with opening of Wrigley's new Birmingham market.

Winner of first prize, a Pontiac Jr. Star Chief, was 34-year-old Gregory Popp, 1630 Benham. His mother, Mrs. Richard J. Popp filled out the entry blank for her son when she shopped in the Wrigley store, 1855 Woodward.

Mrs. Edwin Minks, 1211 Hendrix, received a General Electric Range as second prize.

An Admiral 21" TV set was awarded to Robert L. Jessup, Jr., Robert, age 4½, is the son of Mr. and Mrs. R. L. Jessup, 636 Hanna.

OTHER recipients of Admiral 21" TV sets were Mrs. Lawrence Olsen, 18749 Sunnybrook, Mrs. Thomas Martin, 26571 Twelve Mile and Mrs. Marguerite K. Johnson, 891 Humphrey.

Judy Bingham, a 12-year-old

Pierce school student, received a portable radio. Judy lives with her mother, Mrs. Evelyn G. Bingham, at 731 Bird St.

Wrigley's new Birmingham store at 855 Hunter opened Jan. 10.

## Margalith Joins Detroit Ad Agency

Sanford H. Margalith, 1527 W. Lincoln, Birmingham, has joined the creative staff of Zimmer, Keller & Calvert, Inc., Detroit advertising agency, according to R. E. Keller, president.

Margalith previously was with the Al Paul Lefson agency of Philadelphia and the William H. Weintraub Co., of New York.

He was author of a series of 25 articles on advertising which ran a few months ago in the trade magazine, "Printers Ink."

The shortest distance between buyer and seller . . . employer and employee . . . is a Want Ad!

naturally  
he prefers  
**SILVER  
SPRINGS  
WATER**



The pure spring water that brings out the full flavor and true character of coffee, tea and other beverages. Also recommended for healthful cooking, and for babies' formulas . . . Bottled on-the-spot at Silver Springs in Northville, Michigan. Request it at leading drug stores and supermarkets. Call TO 8-4725 for location of nearest dealer.

Distributed by:  
Neshin Detroit  
Bottling Co.  
1150 Oakman Blvd.  
Detroit, Mich.



## Just Two

The census taker called today  
And at the door I heard him say,  
"How many people living here?"  
"We're counting folks again this year,"  
I said to him, "Now only two,"  
A friendly fellow and then he knew  
That they had grown and were away  
And that was all that I could say.  
Time was, when I could say "We're four!"  
But two are living here no more,  
They, to a man's estate have grown  
And live in homes which are their own."

—Cora D. Holmes

## People's Column

To the Editor:  
Always at about this time of year I become frustrated, irritable and outright unhappy in having to prepare my yearly income tax.

Without trying to sound pedantic, I really do not understand why our Government has not adopted Land Value Taxation. I was reconciled to the attitude of no solution to this dilemma until I was introduced to the Henry George School of Social Science. The course consisted of ten free lessons in economics.

Incidentally, I understand that same course is being opened by the Adult Education Department of Birmingham high school starting Jan. 24. I would like to hear from those who take the course.

R. W. BARTLETT  
3142 Harvard road  
Royal Oak, Mich.

## Lehman Honored As 25-Year Man

Charles E. Lehman, 19315 Mid-Heser, Birmingham, was honored as a 25-year employee of the Detroit plant of General Motors' Ternstedt division Friday night at a Statler Hotel banquet.

Lehman was one of 134 new members of 25-year group which were presented gold watches by H. N. Rissman, plant manager.

## Bulldozing Complete On Socony Site

Bulldozing was completed last week on the site of a new Socony Mobil gas station at Hunter Blvd. and Woodward avenue.

The gas station will be on the proposed Oak street cutoff, a project talked of in Birmingham, Bloomfield township and highway department conferences for several years.

## Missing Records, New Sat. Hours At License Branch

You'll have additional Saturday hours in which to obtain new license plates from the Secretary of State's office. But don't walk off with the state's portion of the records, as several persons did this week.

Manager Delbert Ayles, of the Birmingham office of the Secretary of State, requested police to be on the lookout for the purchaser of plates GH-4001 and GH-4002. Because the purchaser picked up section three and four of the records while a clerk was making change, the cars' registrations cannot be filed in Lansing.

"IF THE OWNER should be involved in an accident, he will be startled to find his car is not registered," said Ayles.

The following day purchasers of plates GH-4088 and GH-4089 also

went away with the state records on sections three and four.

New Saturday hours will be from 8:30 a.m. to 5 p.m., effective through February 23, Wednesday hours are 8:30 to noon.

**We Heard It Said By:**  
BIRMINGHAM CITY MAN  
AGGER D. C. ROBERT  
"Whether we like it or not, Mr. Charles M. Ziegler's free-

way would be the solution to the problem of Southfield road traffic now pouring into the city."

Use Classified Ads—They Sell!



Hugh C. White  
217 Pierce St.  
Opposite Municipal Bldg.  
Birmingham, Mich.

**OTHERS HAVE . . .  
HAVE YOU?**

Investigated the NEW Home owners policy.

One policy covers everything  
**ONE PREMIUM—SAVE 20%**

Your Protection is our Profession  
**HUGH C. WHITE**  
MULTIPLE LINE INSURANCE AGENCY  
Your Protection is our Profession



Bill Roberts  
Telephone  
MDwest 4-3610

# January INVENTORY Clearance



**OPEN EVERY NIGHT UNTIL 8 SAT. 'TIL 6 PLENTY OF FREE PARKING!**

**HUGE REDUCTIONS ON ALL BATH SCALES**  
Reg. \$4.95 Reg. \$5.95 Reg. \$6.95 Reg. \$7.95  
\$6.95 \$7.95 \$9.95 \$10.95

**25-LB. BAG WATER SOFTENER SALT**  
No need to handle big clumsy bags. Now you can get easy-to-handle bags that cost no more. **39¢**

**ALL SMALL KITCHEN APPLIANCES**  
Nat'l. Adv. mixers, coffee-makers, toasters, grills and irons. Some prices cut even **BELOW COST**

**FOLDING COSCO CARD TABLE CHAIRS**  
Regular \$8.95 chairs, in limited supply so hurry! Sold-in pairs only. Each **\$6.95**

**2 ONLY! GENUINE HUFFY RADIO BIKES**  
These bikes sell regularly for \$89.95. Complete with radios and batteries. Now **\$69.95**

**FAMOUS MAJESTIC FUEL-LESS INCINERATOR**  
Regular \$49.95 Majestic Incinerator. While our stock lasts, and strictly cash and carry! **\$34.95**

**REG. \$13.95 SETS BOONTONWARE**  
Famous plastic table service that is chip and break resistant. While they last! **\$9.95**

**47-PC. SETS BROOKPARK DINNERWARE**  
Quantities are limited on this item, so hurry. They are regular \$72 dinnerware sets **\$39.95**

**OUR COMPLETE STOCK OF WHEEL GOODS**  
Bikes, trikes, pedal cars, tractors. Must make room for new stock. **PRICES SLASHED**

**BLOWER-TYPE ELECTRIC HEATERS**  
The easy way to take the morning chill off. These sell regularly for \$8.95 **\$5.95**

## PRICES SLASHED ON POWER TOOLS!

We have limited numbers of power tools that have been used for demonstrators and floor samples. Demonstrations on **SHOPSMITH • PARAMOUNT • MILLERS FALLS •** and Others All This Month!

**CARVING and CUTLERY SETS**  
Famous makes in styles to please the most discriminating tastes. Clearance priced now at up to **50% OFF**

**FULL LINE PANTRY WARE**  
All cannister sets, paper dispensers, bread boxes, etc., are on sale at up to **40% OFF**

**FIREPLACE FIXTURES**  
Floor models (not in all sizes) are all cut **20% OFF**  
We also carry Presto Logs and Fireplace Coal.

**ALUMINUM FURNACE FILTERS**  
Permanent washable type, aluminum filters. Our complete stock (not all sizes) at **30% OFF**

**ALL CERAMIC GIFTWARE**  
Beautiful ceramic pieces for giving or for your own home. Now all clearance priced at a big **50% OFF**

**KITCHEN and ALARM CLOCKS**  
Traditional and modern, including the popular wrought irons and woods. Sale priced at up to **40% OFF**

**FINE CABINET HARDWARE**  
One lot of antique copper cabinet hardware is close-out priced at a big fat **50% OFF**

**NOW - NEW STORE HOURS!**  
OPEN DAILY UNTIL 8 P.M.  
OPEN SAT. UNTIL 6 P.M.

# MASKILL HARDWARE

4400 N. WOODWARD • ROYAL OAK • 5 BLOCKS SOUTH OF 14 MILE ROAD

## KRESGE'S

# Café Curtains

at topmost  
savings!

**98¢  
to  
\$1.98 pr.**

FULL 36"  
LENGTH

Matching Valances . . . 49¢-98¢

- Chintz—Poplin—Acetate
- Florals—Dots—Fruits

Café curtains have become a favorite in homes the country over because they're so cheery . . . and economical too! Scalloped tops with rings at each point and pre-shirred valances eliminate hanging problems. Your choice of almost any color or pattern imaginable in beautiful glazed chintz, wrinkle-proof acetate or no-iron poplin!

WEST MAPLE AT HENRIETTA—BIRMINGHAM