

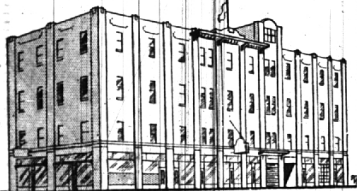
## RICELLI CANDIES

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 by...

**bill williams**  
 Photographer  
 "The Best  
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 Photography"

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Royal Oak



**ERWIN RAVEN**, 1701 Pembroke, Birmingham, youth specialist, farm and rural sales department. The Detroit Edison Co., Detroit, accepts a gold plaque citation award for his outstanding contribution to 4-H Club work in Michigan in a ceremony during the state 4-H Club show held in August on the Michigan State University campus. Presenting Raven and five others with the award is Marlene Dahlvik, state achievement winner from Escanaba.



**GEORGE M. HARTLEY**  
 Hartley Appointed  
 Marketing Manager

New resident of 351 Lake Park drive, Birmingham, is George M. Hartley, newly appointed manager of General Electric's metallurgical products department (formerly carborundum department) in Detroit.

**W. Phelps Presented**  
 Canadian Vacation

Walter S. Phelps, 7375 Parkington, Birmingham, local representative for the Ohio National Life Insurance Company, and his wife are spending September 10 through September 13 at Banff Springs Hotel, Banff, in the beautiful Canadian Rockies of Alberta. They are attending the company's convention as guests of the company in recognition of Phelps' excellent production record for the past year.

Delegates to the convention represent the company's outstanding field representatives from all parts of the country.

served in various functions, including market research, advertising and sales promotion, employee and community relations and materials engineering. He was plant manager of the Schenectady chemical materials department plant, prior to becoming sales manager.

## Dr. Noonan Speaks At Dental Session

Dr. Melvin Noonan, 630 North Woodward, Birmingham, will present a scientific report at the 57th annual session of the American Dental Association opening Oct. 1 in Atlantic City, N. J.

Many of the nation's leading dental educators, scientists and research workers will present reports during the four-day meeting.

Dr. Noonan, former assistant director of the children's clinic at the University of Detroit, will discuss "Pulp Management for the Child Patient."

## New Birmingham Area Customers

"Spill-Proof Fuel Oil Tank Signal"  
 Installed **FREE** During  
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AVAILABLE IN BLACK WROUGHT IRON AND CHROME

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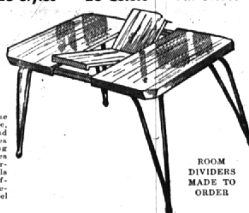
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Size 36x48  
 with Formica  
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Beautiful FORMICA BUFFETS Made To Order

**METALMASTERS MFG. CO.**

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## BUSINESS BRIEFS



**BOB FROST, INC.**, Birmingham's Lincoln-Mercury dealer, have recently completed final work on their new home at 479 North Woodward. The high black front of the renovated building is set off by large glass showroom windows and a neon sign. Several thousand dollars were spent in the re-doing of the building.

## Judson Bradley Co. Develops New Woodward Property

Judson Bradley company, one of the oldest realty development organizations in the Birmingham area, has announced the subdivision of a 35-acre plot off North Woodward.

The new section is adjacent to the Trowbridge Farms section in Bloomfield Hills on the east side of Woodward near Canterbury road. Nineteen lots, varying from one-and-a-half acre to three acres have been divided in the heavily wooded property.

According to Judson Bradley, every effort has been used to retain the natural beauty of this property by retaining the trees and engineering lots around the rolling land.

**AFTER THE WORK** is completed on the two roads into the development, called Trowbridge Farms number two, general sales of lots will take place. Bradley estimates the roads will be completed in about a month.

A portion of the property was formerly the family estate of John Benedict, whose farm occupied approximately 90 acres along Woodward.

The Bradley company is well known in this area for their residential property platting of Bloomfield Village, Bloomfield Estates and many others.

## Talks About Time-Saving Techniques

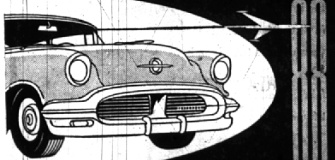
Increased tempo of daily life is giving the salesman even less of the time he depends on—the time spent with the prospect, reported George B. Finch, 1290 Latham, Birmingham, vice president for sales development of Jam Handy, to the Lansing Sales Executive club this week.

All salesmen are concerned with the fact that a great part of the working day is spent in advertising. "What's It To You?" It shows and tells many things about a new product in only 30 minutes.

has only 93.6 minutes a day in front of prospects. One way for his company to hold him, Finch continued, is to provide him with the time-saving equipment that "talks to the eyes."

**ADDRESSING THE** Lansing group on the topic, "It's About Time," Finch cited a wide range of visual aids to save the time of salesmen and buyers, such as models, mock-ups, charts, diagrams, and the projected visual, as slide-films and motion pictures. He showed an example of assistance to salesmen, the new award-winning motion picture, "What's It To You?" It shows and tells many things about a new product in only 30 minutes.

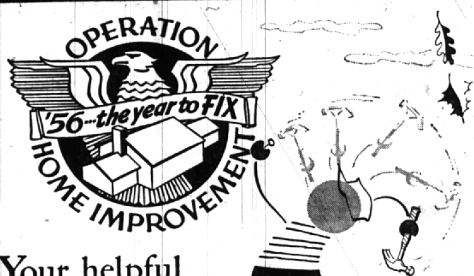
## Take Your Cue from Quality!



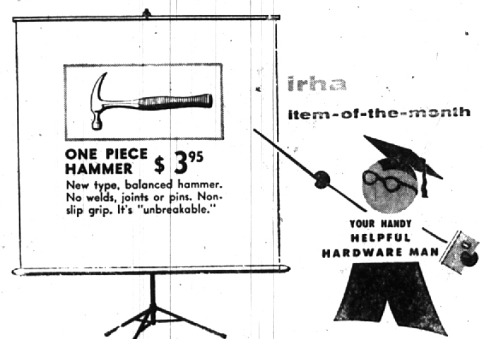
A quality product... a quality deal!  
 And quality treatment after you buy!

**YOU'LL LIKE OUR QUALITY WAY OF DOING BUSINESS!**  
**SUBURBAN MOTORS CO.** 565 S. WOODWARD  
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Your helpful  
 hardware man  
 makes "Operation Home Improvement"  
*easy* on your pocketbook!



**ONE PIECE HAMMER \$3.95**  
 New type, balanced hammer. No welds, joints or pins. Non-slip grip. It's "unbreakable."



**HAND SAW \$4.95**  
 High-carbon steel with proper tooth set. Balanced — with shaped grip. Rip or crosscut.

**POWER SANDER \$49.50**  
 Makes finishing easy. Durable, powerful—gives uniform sanding action. Heavy duty cord.

**LIQUID GAS TORCH \$6.95**  
 Makes home or shop repairs a snap. For paint burning or soldering. Lights instantly.



**BIT BRACE \$3.75**  
 Ratchet type — takes 1/4" to 1/2" tapered square or round shank bits. Turns smoothly.

**SOLDERING IRON \$7.95**  
 Nichrome elements. Copper tips are removable. 110-220 AC or DC. (Pistol type).

**AUGER BITS \$14.95**  
 6-pc. auger bit set in plastic roll. Sizes 1/4, 5/16, 3/8, 1/2, 5/8, 3/4 inches.

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