

Silbars Buy Fenton Paper

Sale of the Fenton Independent, weekly newspaper published in Fenton, Mich., to Mr. and Mrs. Robert S. Silbar, of Birmingham, Mich., has been announced by Robert Beach, publisher.

Silbar is a veteran Detroit advertising and newspaper executive. He has resigned from the creative-merchandising staff of Ross Roy, Inc., Detroit advertising agency, to assume the new post.

Prior to joining Ross Roy, Inc., he was an account executive in the Direct Mail Division, R. L. Polk & Co., Detroit, for 10 years.

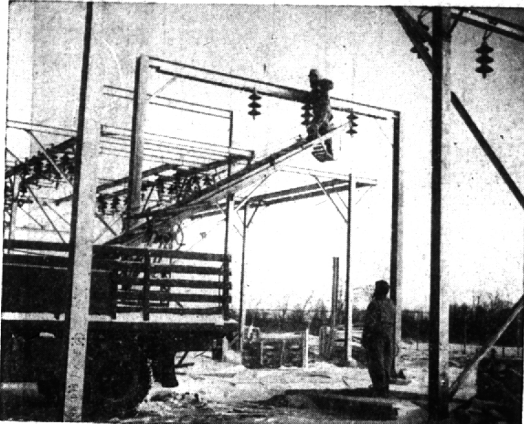
DURING World War II he was special assistant to the regional director of the War Production Board in Detroit, in charge of public relations. A graduate of the University of Michigan journalism school, he spent several years as a reporter and editor on the Pontiac (Mich.) Daily Press, following which he entered advertising and public relations work.

He has been identified with many civic, trade association and social affairs. In addition to his other duties Silbar has been Detroit correspondent for Printers' Ink magazine for the past 11 years, covering advertising activities.

MRS. SILBAR is well known to many local residents through her work as township editor on the staff of the Birmingham Eccentric for the past four years. Previously, she had been on the staff of the Mt. Clemens Monitor-Leader.

Beach, former publisher of the Fenton newspaper, has been a Fenton township supervisor for several years and has been active in politics.

Butler Named
Aldis P. Butler of 285 Hawthorne, Birmingham, vice president in charge of the Detroit office of Young & Rubicam, Inc., has been elected 1957-58 chairman of the Michigan council of the American association of advertising agencies.



SCHEDULED FOR completion this fall, Detroit Edison's Troy substation at Coolidge and 14 1/2 Mile roads, Royal Oak, is part of the company's \$8.9 million 1957 construction program in Oakland county. Substation above will distribute electric power throughout a 35-square-mile area, feeding substations serving Birmingham, parts of Troy, Royal Oak, Bloomfield and Southfield townships. Also planned for '57 construction are a substation at Maple road west of Stephenson road, Troy township, and another on Orchard Lake road west of Telegraph.

Insurance Firm Sets Cornerstone Ceremonies Today

Mr. George Ransford, president of Clearer life insurance society, will officiate at 4 p.m., today, in cornerstone ceremonies at the society's new office building at 1600 N. Woodward, Birmingham, Michigan. The formal opening will be attended by members of the board of directors, staff and guests and representatives from the architects and contractors of O'Dell, Hewlett and Luckenbach were the architects of the new building, J. A. Fredman Company of Pontiac were the general contractors.

The new 2 1/2 story \$1,000,000.00 building, consisting of 30,000 sq. ft. of floor area and a 130 car parking lot, serves as headquarters for the insurance company. The balance of the building is leased to the accounting and media departments of MacManis, John and Adams, local advertising firm.

Unique features of this modern structure include exposed precast concrete columns, complete air conditioning, effective night lighting of the exterior and a marble lobby. The green exterior spandrel panels are surfaced with imported Italian glass mosaic chips embedded in insulated pre-cast concrete slabs.

The grounds are being completely landscaped by Lawrence Smith of Birmingham. All planting and trees are designed to complement the building and provide an attractive setting for staff and public.

Interior office partitions are of warm natural finish birch wood which are moveable for complete flexibility. New type shallow fluorescent lighting fixtures are trim looking and provide excellent light for office work.

One of the highlights of the building is the boiler room where all pipes are painted in bright contrasting colors making it possible for the engineer to easily distinguish the various utility lines.

There is a small kitchen, dining room and lounge in basement for the convenience and comfort of all the employees.

MARK WESSEL
• Pianist • Composer
• Teacher
3815 Old Indian Trail
Orchard Lake FE 4-5666



The Welcome Wagon Hostess
Will Knock on Your Door with Gifts & Greetings from Friendly Business Neighbors and Your Civic and Social Welfare Leaders
On the occasion of Change of residence Arrival of Newcomers to Birmingham
MRS. H. WALES PRICE
Midwest 4-0516
(No cost or obligation)

Ford Tractor Sells Navy 183 Tractors

Ford tractors have joined the Navy—and without benefit of a recruiting officer, at that.

E. H. Woods, general sales manager, Tractor and Implement division, Ford motor company, announced the sale of 183 tractors to the U. S. Navy. It is the largest single order for tractors ever.

The tractors will be placed by a branch of the federal government. The tractors will be used at Naval installations throughout the United States and abroad.

The familiar red and gray color scheme will be replaced by a special yellow and black combination.

McCullum & Dean
THE ULTIMATE IN HI-FIDELITY EQUIPMENT
"A Vast New World of Listening Pleasure Awaits You."

Midwest 4-5230

Visit our Hi-Fidelity Music Demonstration Room

409-411 East Maple Birmingham

AMPEX	REK-O-CUT
BELL	ELECTRO-VOICE
FISHER	HARMON
GARRARD	KARDON
SCOTT	RIVER EDGE
	ACOUSTI-CRAFT
	MIRACORD
	MAGNAVOX
	PILOT
	PRESTO
	TURNER
	V-M
	G-E

to keep you dry in a downpour

PLYMOUTH RAIN WEAR

YOUR BEST "Rainy Day Friends"

Good to the last raindrop are these trim raincoats that serve you handsomely in any weather. Water-repellent and wrinkle-resistant. Stay fresh, crisp, smart. Zelan Cloth... Light in weight... yet, long on wear.

TRENCH COAT or FLY FRONT STYLE
\$25.00

F. J. Mulholland
233 N. WOODWARD BIRMINGHAM

rugs cleaned by STAR look better by far

STAR
CARPET CLEANING CO.
DIAL O FOR OPERATOR
AND ASK FOR 6172
No Toll Charge
Rug and Carpet Cleaning EXCLUSIVELY For 64 Years

Tacked-Down Carpets Cleaned On Your Floors IN ONE DAY with Bigelow's "KARPET-KARE"

Yours for a lovely Easter...

new dresses

Easter is such a lovely season... and you can live up to it beautifully, when you choose your Easter-and-after dresses from our fresh, new collection.

Here are dress and jacket costumes, two-piece dresses, sheaths, full-skirted dresses, even late-day styles... all very fashion-wise.

FOR THAT BIG DAY
The sophisticated silhouette... the Empire midriff sunback dress beneath a Venice lace trimmed boxy bolero puts you in high fashion for that special occasion. It's wonderful Crusilyn linen that washes like a dream... resists creases too. Glorious colors. Sizes 12 to 18.

the new "sissy" look in women's half-sizes!

2998

jean Lang ORIGINAL

1798

mynette
as well as you are

Ready to take you through summer, looking your youngest, freshest, coolest! It's our brand-new Mynette in the new fabric sensation... a blend of dacron, cotton and cupiani that's cool, crease-resistant, washable, requires only a minimum of ironing (if any!). The bodice front is lavished with rows of pin-tucks and matching lace. Luscious summer shades in slenderizing sizes 14 1/2 to 24 1/2.

EASTER IS DRESS-UP TIME...
give her sheer, sheer
BERKSHIRE nylons

Only Berkshires have the exclusive Nylace Kantrun feature that stops all runs starting at top of toe. You're sure to please if you give her sheer, sheer Berkshire stockings.

1.35 up

F. J. Mulholland
312 N. WOODWARD AVE.
Charge Accounts Welcomed We Deliver