

BUSINESS BRIEFS

B'ham Federal Savings Reports Record Growth

Birmingham Federal Savings and Loan association enjoyed a period of unprecedented growth during the first six months of 1957 with a net increase in members' savings of \$2,261,513, the local financial institution announced today.

In his semi-annual report, president Walter L. Moreland said dividends paid to savings account members at the current 3% rate totalled \$221,826, compared to \$142,500 for the first six months last year. He stated that 1,550 new savings accounts had been opened and that the association had granted \$2,166,980 in first mortgages and home improvement loans since the first of the year.

TOTAL ASSETS reached \$17,907,467, for a net increase of \$1,873,002. Mortgage loans showed a net increase of \$1,072,257 and reserved were up \$62,266 to a total of \$876,960.72.

In his message to members, Moreland stated: "We attribute the record growth of the past six months, not only to our increases in dividend rate to 3% per annum, but also to the recommendations which you, our friends, have made to your friends and neighbors. We shall continue our policy of conservative investment of funds, the safety of the savings of our members' strong reserves and adequate liquidity."

BIRMINGHAM FEDERAL SAVINGS' main office is located at 99 West Maple, Birmingham, and its Berkeley office is at 3055 West Twelve Mile Road.

Appoint Executive Of Saran Wrap Dept.

BLOOMFIELD HILLS — Appointment of Mark C. Ivey, 4428 Old Trinity court, Bloomfield township as executive in charge of the Saran Wrap section of The Dow Chemical company advertising account is announced by William B. Bachman, Jr., vice president of MacManus, John & Adams, Inc. Ivey succeeds Robert S. Marker who has been named supervisor in charge of the agency group responsible for the Wide World television series to be sponsored by General Motors corporation. Ivey has been new business manager for M.J.&A. He brings to his new post nearly 25 years experience in the agency field and in the merchandising of consumer products for General Mills and the A & P.

Wins 1st in Three Divisions

Lawrence H. Doyle, left, 17111 Buckingham, Birmingham, accepts a check for \$1,000 and congratulations from Harry Saffrin for winning first place in three categories in the second annual \$5,000 Harry Saffrin "scholarship in advertising" awards. Doyle, a runner-up in the contest last year while attending the University of Detroit, was the top winner in the competitions this year as a senior at the University of Michigan. The awards go to students at Michigan, Michigan State, Wayne and University of Detroit, who submit suggested newspaper advertisements in four categories.

Fall Exclusives Revealed by Suzette

Suzette, 241 Pierce street, Birmingham, has just returned from the New York fashion market with confinements on Junior Accent dresses and Clothes for You designed by Madeline Fauth. While in New York, arrangements were also made for Suzette to offer Hollywood designer Don Loper's "Coats for Fall."

TWO LINES never before offered to women shoppers of Birmingham—Peg Lawrence sportswear and Robert Merton "After Five" clothes—were arranged for during the New York trip. Additional exclusives to be sold by the Birmingham clothing store consist of Jackie Morgan of California line and Tall Size dresses (for ladies 5' 7" and taller) styled and detailed in fashion's newest silhouettes. These dresses will be offered by Suzette beginning in August.

Kroger Using Outdoor Food Venders

North Woodward area residents who find themselves short on food supplies during night and Sunday hours when most stores are closed have been offered a novel kind of self-service by the Kroger company at its Northwood Shopping Center store, 13 Mile and Woodward. Merchandise selections on an "around-the-clock" basis may be secured from six large automatic vending machines.

SELECTIONS INCLUDE bread, milk, eggs, hot dogs, soft drinks, coffee, party supplies, cold meats, canned fruits, vegetables, butter and over 50 other items most often in demand on the spur of the moment by consumers. The machines themselves are housed under a beautiful lighted canopy and flood lighted on a 24 hour basis seven days a week.

THEY ACCEPT COINS in any combination of pennies, dimes, nickels and quarters. The agency will place the national consumer and trade advertising for all Quickline products.

Firm Gets Nod As Advertising Agency

The Patton company, 1100 N. Woodward, Birmingham, has been appointed the advertising agency for the Quickline company of Detroit, manufacturer of "Quick" Iron-On patches and Iron-On belt kits.

LEGAL NOTICE

John E. Moore, Atty., 727 Penobscot Bldg., Detroit 26, Mich. STATE OF MICHIGAN: The Probate Court for the County of Oakland, do hereby certify that the following is a true and correct copy of the order of said court, made on the 11th day of July, 1957, in and to the effect therein described: Docketed, that the 10th day of August, 1957, at nine o'clock in the afternoon, and that all persons interested in said estate appear before said Court, at said time and place to show cause why a license to sell the interest of said estate in said real estate should not be granted. It is further Ordered that notice be given to all interested parties as shown by the records in this matter by delivery to a copy of this order to each of them, personally or by mailing such copy to each of them by registered mail with return receipt demanded, addressed to their respective last known addresses as shown by the files and records in this cause. And it is further Ordered that public notice thereof be given by publication of a copy of this order once each week for three consecutive weeks previous to said day of hearing in the Birmingham Enterprise, a newspaper printed and circulated in said county. ARTHUR E. MOORE, Judge of Probate. (11-79-20)



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Serving Birmingham For 29 Years MI 4-1313

BECK CLEANERS, Inc.
332 N. Woodward, Birmingham MI 4-1313

Your Lawn Sick - Yellow - Full Of Weeds - Crab Grass - Ants?

WE SPECIALIZE in lawn spray feeding, weed, crab grass and pest eradication, build healthy turf, take guesswork and worry off your shoulders.



NEW SCIENTIFIC materials and equipment provides you a lush green, healthy, pest-free lawn all season long without fuss, muss or worry on your part, and at lower cost than you can do it yourself. Time-tested and proven. Results guaranteed. Call us for free estimates. You are under no obligation.

FERTILIZE - BLOOMFIELD LAWN CULTURE
LI 8-0171



For the finest lawn grooming



The Jacobsen Manor, 21-inch cutting width, with quiet, easy starting Jacobsen-built Hi-Torque Engine and standard riding Sully.

the JACOBSEN MANOR

Only a reel type mower can give you the feeling of complete satisfaction that goes with a beautiful lawn. And for the finest in reel type mowers you can't beat the Jacobsen Manor. Rear wheel drive lets you get up close for trimming around flower beds or under overhanging shrubbery. Riding sully can be attached for extra comfort and faster mowing.

Call Today for free demonstration on your own lawn. Generous trade-in allowance, convenient terms or lay-away plan.

JACOBSEN MOWERS
starts at \$69.50 & up
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MANUS SALES ERVICE HARPENING
LI 9-2440 3116 N. Woodward, Royal Oak
Between 12 & 13 Mile Road

DEALERS FOR SWIMMING POOLS

- Areas in Michigan and Ohio still available.
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Holiday Pools

20475 John R. St., Detroit TW 7-1100

SHEER PERFECTION



IN A PORTRAIT BY...

bill williams LI 3-4480

1107 Crooks Rd. at Main Royal Oak Air Conditioned

You will find many bargains in The Eccentric Classified Columns.

"Mrs. Sales" is back for more... and she's brought the girls.



11100

Handed Trouser, Tina Le, pencil, Anna Miller, Chapman, Mr. Hart, Tropic, & Hattie Dunnepe

Going On Now! Annual Fashion Sale

Featuring superb fashions from: Berin, Carnegie, Troy, Miller, Reig, Cassini, Chapman, Leser and many others!

Dress, day and evening, in groups at... \$35 \$25 \$20

Suits and coats... 1/2 off

Sportswear, blouses 1/2 to 1/3 off

Millinery \$5 up

Sizes: 7 to 15, 8 to 44

Last week we told you about our "Mrs. S." and how she had been in already to buy the best on her own sweet (and clever) shopping schedule. Our July Sale had been going on then only three days, but "Mrs. Sales" had been in on THE VERY FIRST DAY and had found everything she was hoping to find very quickly. Most of it has been delivered to her by this time, but "Mrs. S." is an old hand at our sales and she's back today to pick up a few more things and have a fitting on the suit she chose. FURTHERMORE she just happened to take the time last week to pick out something special for her daughter-in-law's birthday and to glance over the sale things in her daughter's size. As a result of this foresight "Mrs. Sales" will have an opportunity to discover whether that print gown she looked at last week and didn't take might still be available! "Mrs. Sales" has the most brilliant philosophy about sales. She says, "Generally speaking, the smartest possible time to go to a good sale is at the beginning. On the other hand there can be advantages to going the second week. Then too, if you'll wait just a little longer you might find more! Oh! THE BEST way is to go EVERY WEEK. Can't tell what you'll find!"

As we said last week, "Mrs. Sales" is one of the smartest women we know, and apparently it runs in the family!

WALTON-PIERCE
grosse pointe • herchel at st. clair