

BUSINESS BRIEFS

'Realtor': The Term Is Getting Stricter

Growing protection of the use of the term Realtor by specific state laws was cited today by Elliott S. Kinney, president of Birmingham Real Estate Board, as new and authoritative recognition of the high level of professional competence designated by the term.

"According to the records of our National Association of Real Estate Boards, California, Illinois, Kentucky, Nevada, Texas, Washington, and the District of Columbia already have on their statute books a prohibition against the use of the term Realtor by brokers who are not members of the NAREB," Kinney said. "Moreover, some state legislatures still in session are contemplating the enactment of just such a clause."

THE LOCAL REAL ESTATE executive went on to explain that the state laws confining the use of the term to NAREB members are

usually those setting up the conditions under which real estate brokers may be licensed. All realtors are licensed brokers, but only brokers meeting the ethical and professional standards of real estate boards are taken into membership and thus become Realtors.

While expressing gratification at the recognition and protection of the term Realtor represented by the current trend toward state legislation of this character, Kinney made it clear that the term has enjoyed legal recognition since its adoption in 1916.

"THE TERM REALTOR has been registered as the trademark of NAREB in the U. S. Patent Office," he said, "and the right of members of the Association to its exclusive use has been confirmed by no less than 18 court decisions, including a recent ruling by a U. S. District Court in California."

State laws on the subject, usually enforced by the state real estate licensing agency, will make it easier to assure the proper use of the term, the Birmingham real estate official said.

"INSTEAD OF the real estate board taking the time and expense to bring violators to court, the state real estate commission can simply warn the offender that his continued unauthorized use of the term will bring about the revocation or suspension of his license. There have been many effective instances of this type of action."

Quicker action to prevent the improper use of the term Realtor represents protection to the public, Kinney declared.

THROUGH EXPERIENCE the public has come to have confidence in the ability and integrity of a Realtor in buying, selling, or renting real property," he said. "And when a person turns to a broker advertising himself as a Realtor for professional services, he has a right to know that the broker is correctly representing himself. If this is not the case, it is a clear case of fraud. It is in recognition of this that more and more states are policing the use of the term."

Ford Tractor Promotions

Appointment of J. F. Pedder, 468 Berwyn, Birmingham, as assistant general sales manager, Tractor and Implement division, Ford Motor company, Birmingham, is announced by E. H. Woods, general sales manager.

Pedder succeeds W. T. Murphy, 833 Lone Pine, Bloomfield Hills, who has been appointed as sales promotion manager, Ford Motor company, marketing staff.

IN HIS NEW position, Pedder, who has been assistant for special projects in the office of the general manager, will be responsible for the activities of the advertising and sales promotion departments of Ford's farm equipment division.

Concurrently, Pedder named L. E. Birger, 928 Cranbrook, Bloomfield Hills, as manager, advertising department. The sales promotion department will continue to be managed by R. B. Williams.

HE JOINED Ford Motor company in 1953, serving in advertising, sales promotion and sales training positions for Tractor and Implement division until 1955 when he was named Canadian sales manager.

Birger joined Ford Tractor division in 1953 as manager, advertising display and production department, following six years as advertising production manager

Two Residents Boosted at Ford

Appointments of two Birmingham men to two executive posts in the Ford International division of Ford Motor company were announced here today by Tom Lilley, Ford vice president and division general manager.

P. F. A. France, 777 Overhill, 348 Wellesley Drive, formerly executive assistant to the treasurer of Ford Motor company, has been named general finance manager and divisional controller, the post formerly held by France.

GEORGE W. MALONE, 548 Wellesley Drive, formerly executive assistant to the treasurer of Ford Motor company, has been named general finance manager and divisional controller, the post formerly held by France.

The BIRMINGHAM Insurance Agency Insurance For Every Need Charles B. Randall Oscar P. Peterson Bruce F. Randall Frank W. Whitson 114 SOUTH WOODWARD Phone MI 4-2422 AFTER WE SELL WE SERVE

Birmingham Population Up 50% in Seven Years

Special to the Eccentric

NEW YORK, June 28—Birmingham is experiencing a boom in people. Since the last census, its population has been soaring rapidly, faster than in most parts of the United States.

This is revealed in figures released by the Department of Agriculture, the Commerce Department and other agencies in connection with studies of shifts and changes in population throughout the country.

BIRMINGHAM, they show, has grown an estimated 53.0 percent in the seven years since the 1950 Census, when the official count showed a local population of 15,800.

This expansion was greater than

any for new plants, factories and

DHAM ECCENTRIC Page 5-D Wednesday, July 3, 1957

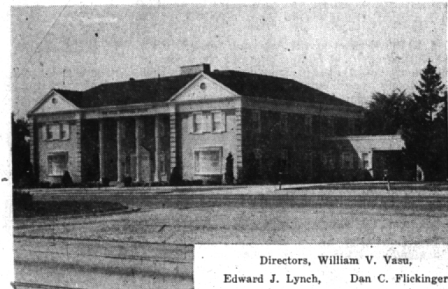
equipment. It presents merchants with enlarged markets for the many products of modern living—food, clothes, houses, cars and furniture.

HAND-IN-HAND with the numerical growth goes the trend toward a higher degree of urbanization and more compact living.

Such is the case in Birmingham. With a land area of 4.7 square miles, it now has a density of 5,150 people to the square mile. This density compares with 3,500 per square mile locally in 1950.

BIRMINGHAM'S population rise has led to tangible economic gains. In the seven-year period, local incomes rose from \$2,486 per capita to \$3,003 after taxes. Spending went up 700. Part of this rise, of course, but only a minor part, was due to inflation. There was a real net gain.

Specifically Designed, One of the Country's Outstanding Establishments At Prices Everyone Can Afford



Directors, William V. Vasu, Edward J. Lynch, Dan C. Flickinger.

Liberty 9-0500 Established 1922

Wm. VASU Funeral Home

4375 North Woodward Between 13 & 14 Mile Roads

Brides of tomorrow—come here today

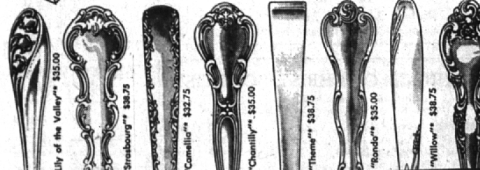
JUST FOR YOU

- to help you CHOOSE and coordinate your Gorham Sterling, with china and crystal
- to REGISTER your tableware patterns so others will know what "add-to gifts" they should select for you.

See our exciting new authoritative SILVER—CHINA AND CRYSTAL COORDINATOR... designed to make it easy for you to select your PATTERNS—all in perfect taste! We gladly offer our expert counsel to assist you in making your choices.

Use our convenient REGISTRY SERVICE... your sterling pattern is registered with us, also the pieces purchased, so we can advise your friends and relatives what silver you need—also china and crystal.

And every package you will receive will be beautifully gift-wrapped through our gift-wrap service.



While at LAKES' be sure to see the "Table Settings of the Month". Here are China, Crystal, and Sterling patterns arranged as table settings... They afford the opportunity to see how these combinations actually appear when in use together.

TRADE MARK

LAKES' JEWELERS

"The Sterling Store of Birmingham"

WOODWARD AT MAPLE MI 4-5315

McCallum & 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

Hill love you in our Summer Sheets

Perfect summer topping! Ideal for graduation gifts. 100% imported cashmere from a famous maker. Full fashioned. Light blue... pink... white... yellow... blonde... black... navy... red... light grey... charcoal. Sizes 36 to 40.

WALTON-PIERCE

gross points • kercheval at st. clair

Special we had cashmere and wool usually 24.95

000

Kay-Birmingham

114 MAPLE BIRMINGHAM