

BUSINESS BRIEFS

"Super Supply" Plan Announced Here by Edison

Introduction of a new "Super Supply" hot water service plan has been announced by Claude Morrow, Birmingham office manager of The Detroit Edison Company.

It assures the availability of large quantities of hot water twenty-four hours a day automatically.

"The new plan has been made possible because of electric heater design improvements introduced this year," he said.

HE POINTED out that electric water heater manufacturers, working to specifications set by The Detroit Edison Company, have built new heaters which produce more hot water from the same size heaters; do it automatically; are long lasting and the safest water heaters ever built.

The new heaters, designed to produce 100° water, and the new "Super Supply" service plan have been developed, in part, as the result of the tremendous increase in the use of automatic washing machines and dishwashers in the post-war years, Morrow said.

great for Kingsbury, who currently is a board member of both the Lambrecht, Kelley real estate company and the Wolverine Mutual Insurance company.

THE ROSTER of Mr. Kingsbury's affiliations with service organizations is impressive; a member of the board of Goodwill Industries, he served six years as president; member of the citizen's advisory committee of the Salvation Army; member of the board of Michigan Children's Aid society.

Now a board member of the Northern branch YMCA, Mr. Kingsbury was state secretary of that organization for 20 years, and was instrumental in promoting the 400-acre camp on Turck lake. Both his son and grandsons have been active campers over the years.

And one final merit badge—his commitment-at-large for the Detroit Area Council of Boy Scouts!

Lathrupite's Accomplishments Refute Adage

By CAROLYN ERBACHER

A lively refutation of that snide adage "those can't do, teach" is met in the career of Gordon W. Kingsbury of Lathrup Ave., Lathrup Village.

Highly successful in the field of advertising and merchandise promotion, Kingsbury described the department of business administration at Wayne state university. As the senior faculty member and associate professor in the school of business, he teaches advanced courses in advertising, salesmanship and marketing.

His work with the church and numerous social service organizations has been equally engrossing of his time and interest.

A NATIVE OF Michigan, born in Muskegon, Kingsbury attended the University of Michigan, pledging Delta Upsilon fraternity. He was president of the YMCA and business manager of the Michigan Ensign.

Proceeds from the job of managing the University students directory enabled him to place a diamond ring on the finger of Louise Tuhill, a fellow student and member of the Phi Kappa Phi honor society. He initiated a partnership lasting 43 years and producing two children and five grandsons.

A Congregationalist by inheritance, Kingsbury holds his church work next to his family in interest. Upon moving from Detroit to the Village in 1956, the Kingsburys affiliated with the church led by a friend of long standing, Rev. John Rose. Kingsbury is secretary of the executive board of Community church and a member of the board of deacons.

UPON GRADUATION, Kingsbury started his career in advertising with the old legal motor car company in Detroit. Following a few years' sojourn with the Diamond crystal salt company, he joined the Adcraft club of Detroit as secretary-manager, and saw membership in that organization rise from 170 to 710 in the succeeding two years.

In 1927 he joined General Motors as institutional advertising manager. Here he initiated the "General Motors Family Party" one of the first nation wide programs on radio.

A few years in New York with the Young and Rubicam agency convinced Mr. Kingsbury that his interests lay in Michigan and the teaching profession. He returned to Detroit to teach agency operation and management at Wayne university.

Teaching is no ivory tower re-

Designer Wins National Prize

George V. Pisani, of Trombly, Pisani and Trombly Design Corporation, Birmingham, won a first award in the recent Package Designers council's annual competition.

Pisani's award was for his design of the R. G. Dunn gift boxes for the DWG Cigar Corporation, Detroit. He was invited by the council to an award presentation luncheon, held at the Plaza hotel in New York City.

The PDC packaging jury selected over a thousand packages which had been entered in the competition, representing every major industry.

Pisani individually, and his associates as well, have won previous national awards in both product and package design.

Pisani is a vice president of the Birmingham industrial design organization, which specializes in product, package and graphic art design.



JOSEPH J. HAUSER, 1718 Collins St., Birmingham, has been appointed assistant sales manager of Sahlin Engineering Company, Inc. Prior to the promotion, he served as sales engineer for the Birmingham firm.

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The Most Modern Tanks FOR RENTING OR BUYING

McCardell Miracle Soft Water

McCallum & Dean

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"A Vast New World of Listening Pleasure Awaits You."

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- ACOUSTI-CRAFT
- VIRACORD
- MAGNAVOX
- PILOT
- PRESTO
- TURNER
- V-M
- G-E

FOR CITY COMMISSIONERS

3-YEAR TERM

"We join in pledging continuing effort to keep Birmingham a fine residential community and to maintain a sound and practical city government."

WILLIAM E. ROBERTS
FLORENCE H. WILLET
F. WILLIAM HUTCHINSON

VOTE MONDAY, APRIL 1st

WILLIAM E. ROBERTS
FLORENCE H. WILLET
F. WILLIAM HUTCHINSON

Credit Bureau in Nationwide Visit Survey

Manager Wayne L. Combs announced this week that the Birmingham Credit Bureau, Inc. is participating in a nationwide visitation survey being conducted by the Associated Credit Bureaus of America, Inc.

Another aim of the survey is to benefit the public by illustrating that ACBA facilities can be improved and extended to meet the demands of an expanding economy. The program is believed to be the first of its kind to be conducted by a trade association.

DURING APRIL 24-May 8, a visit will be made by an official ACBA representative to each of the 3,100 member offices, designed to determine the extent to which member credit bureaus and their offices are serving the consumer credit industry.

Last week Combs and his wife, Mrs. Sadie Goldberg of the Birmingham Credit Women's breakfast club.

Suzette shop, attended International Night at the Prince Edward Hotel in Windsor, sponsored by the Windsor Crest Grangers. Mrs. Combs is president of the Birmingham Credit Women's breakfast club.

The shortest distance between buyer and seller is through an employer and a landlord, and tenant is a want ad.

SPRING CHECK LIST

LAWN AND GARDEN SUPPLIES

LAWN SEED WOODRUFF'S TURFMAKER SHADY (light or dense) CENTRAL STATES MILFORD GREEN ASTORIA BENT (Alfa) FESCUE (Red) KENTUCKY BLUE MERION BLUE POA TRIVIALIS RED TOP RYE (common, perennial) WHITE DUTCH CLOVER MIXTURES (to your specifications) BULBS-ROOTS PLANTS BEGONIA (B) CALADIUM (B) CALLA (B) CANNA (B) GLADIOLA (B) LILIES (B) TUBEROSE (B) DAHLIA (R) DAY LILY (R) PEONY (R) PHLOX STRAWBERRY (P) DELPHINIUM (P) ET CETERA (B) (P) (P)	FERTILIZER AGRICULTURE (10-6-4) AGRICULTURE (5-10-5) AGRINITE (7-0-0) ALUMINUM SULPHATE AMMONIUM SULPHATE (20-0-0) BONE MEAL (2-26-0) CATTLE MANURE (dry) 2-1-2 COMMERCIAL (3-12-12) (0-18-0) DRICONTURE (3-2-1) FISH MEAL GRO-SOD (10-6-1) IRON SULPHATE MURIATE OF POTASH (0-0-60) PHOSPHATE ROCK (0-30-0) REAL LAW FOOD (5-1-0) RHODO-AZALEA (3-20-30) SOLUBLE FOLIAGE SPRAYS LIQUA VITA RAPID GRO SHEEP MANURE (dry) (2-1-2) STADLER GARD-N-GRO (1-12-1) STADLER LAWN FOOD (10-6-1) STRAWBERRY FOOD (7-8-1) TRACE ELEMENTS (LITE) URAMITE (38-0-0) WEDO (Weed & Feed) (6-10-1)	PET AND BIRD SUPPLIES CANARY - CAT - DOG - PARAKEET - POULTRY - WILD BIRDS - AND - WHAT HAVE YOU FOOD (kibble, meat horsemeal, liver, beef, mixed meat, grains, treats, etc.) FURNISHINGS (collars, leads, combs, clippers, etc.) MEDICINES DOG & BIRD HOUSES DOG & BIRD CALLERS BIRD BATH CEDAR BEDDING BEDS KITTY LITTER (and pans) TIE-OUT STAKES & CHAINS TOYS & PLAY PENS DOG TEX TOOLS ASPARAGUS KNIFE BROOM RAKES (metal, bamboo) (plants) PLANTERS (bulbs) CULTIVATORS EARTH AUGER EDGER (hand, wheel) FLOWER SHEARS GRASS SHEARS GRASS WHIP HOES LOPPING SHEARS NOBLISTER TROWEL (not guaranteed) PICK AXE POLE PRUNER POLE SAW POST HOLE DIGGER PRUNING SAWS PRUNING SHEARS RAKES (garden, lawn) SHOVEL SICKLE SOD CUTTER SPADE SPADING FORK TOOLS (hand) TROWELS (for every shape)
FLOWERS AND VEGETABLES BURPEE FERRY-MORSE MANDEVILLE & KING VAUGHAN ASPARAGUS ROOTS BERMUDA ONION SETS ONION SETS POTATO EYES MISCELLANEOUS (The heck with the alphabet) SALT (water softener) (5 kinds) (border) FENCING (Snow) CALCIUM CHLORIDE HOT CUPS MOLE TRAPS STRING - CORD POTTERY (Imported—Domestic) HONING STONES BLENKO GLASS BUG BOMBS MOTH PROOFING RAT POISONS GLOVES SEED STARTERS (Wood) FLATS (Plastic) TWISTERS BASKETS BOOKS POT COVERS CLAY POTS & SAUCERS WIR-FED POTS EDGING (border) TIMING BALLS (Dog) FIGURINES (Horse) SAND BOX SAND WALL BRACKETS COPPER SULPHATE SWEEPING COMPOUND TRIVETS POT TRAYS TRELIS WOOD FENCE KNOE PADS RAFFIA TREE WRAP TREE PAINT PLANT MARKER PLANT SUPPORTS SCOOPS (sail) HOUSE SIGNS REDWOOD FURNITURE SUNDIALS STATUARY AND MANY, MANY MORE EQUIPMENT BURNING BARREL LAWN BEATY SPREADER HANDI-CART LAWN SWEEPER LAWN ROLLER LAWN MOWER (hand) SPIRED (motor) TOOL HANGER WHEELBARROW CYCLONE SEED SPREADER	INSECTICIDES FUNGICIDES HERBICIDES BONIDE CALIFORNIA SPRAY CHEMICAL (Ortho) DU PONT AND SOME OTHERS CAPTAIN (I) CHLORDANE (I) (H) CRABONT (H) CRAG (H) DELDRLIN (I) DORANT (I) FRUIT TREE (I) (all purpose) MALATHION (I) SEED DISINFECTANT (F) (I) SEED INSECTICIDE (F) SODAL (H) TWO-FOR-D (2-1-4) (H) CLOVERCIDE AND MANY OTHERS	HOSE AND ACCESSORIES HOSE (plastic or rubber) HOSE HANGERS IRRIGATOR NOZZLES REELS SOAKERS (plastic or canvas) SPRINKLERS WATER DEVICES ROSS ROOT FEEDER ANIMAL REPELLENTS DOG (D) Cat (C) Rabbit (R) Deer (DE) I'HAVE (in & outdoor) (D) (C) BLOOD MEAL (R) CHAPERONE (indoor) (D) (C) DOG SCAT (D) K-PELS (D) NO NIBL (R) (DE) ROPE (small) (D) SCRAM (D) (R) SHRUB GUARD (D) SPRAYING AND DUSTING EQUIPMENT DUSTER (hand & bellows) HOSE SPRAYERS (Hayes & Gro-Gun) HOZON PROPORTIONER SPRAYERS (hand) SPRAYERS (pressure) SPRAYERS (slide) SPRAYERS (wheelbarrow) SPRAYERS (power-on-order)

NEW STUFF BUT GOOD!

IMPORTED ITALIAN POTTERY (gay, colorful, handsome). STATUES, SUNDIALS, FOUNTAINS (lead, carved stone, cast stone)

HANDY HOUSE Five standard sizes—5 1/2' x 5 1/2' to 6'10" x 8 1/2"—For tools and equipment, storm windows or screens, seats live for stud poker, cash drawers extra equipment, bicycles and what have you no room for. Molds into the landscape like—well, it molds!

WATCH FOR ANNOUNCEMENT OF EXHIBITION OF DAFFODILS AND NARCISSI

McCLELLAN-BALL CO.

YARD-GARDEN SUPPLIES FARM-KENNEL

Midwest 4-4133 BIRMINGHAM, MICHIGAN 850 S. Woodward