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BUSINESS BRIEFS



By JOHN R. PANELLI

Former Irish Star Opens Construction Sales Center Here

The J. R. Panelli Equipment Co., Inc., has opened a sales, service and rental center at 2250 W. Eight-mile road. President of the concern is John R. Panelli, 1991 S. Bates, Birmingham, a former Notre Dame football all-American and figure in the Detroit construction business. The company handles a complete line of air compressors, pneumatic hose, truck mixers, portable cement mixers, trailers, steam cleaners, and other contractors' supplies.

TOP OFFICIALS are Melvin P. Hodell, general and sales manager; and Don Rickabus, field and parts manager. Panelli was graduated from Notre Dame in 1926, where he was a member of coach Frank Leahy's national gridiron powers from 1945-48.

After graduation he played two seasons with the Detroit Lions and three with the Chicago Cardinals. He joined the W. H. Anderson Co., Inc., in March 1954, as sales representative and had full charge of the company's transit-mix demonstration and sales program.



ALDIS P. BUTLER

Ad Association Elects Butler State Chairman

Aldis P. Butler, 245 Hawthorne, Birmingham, vice president in charge of the Detroit office of Young & Rubicam, Inc., has been elected 1957-1958 chairman of the Michigan Council of the American Association of Advertising Agencies.

Butler, vice chairman in 1956, succeeds Robert E. Anderson of Batten, Barton, Durstine & Osborn. IN ADDITION to Butler, other area council governors elected included John F. Henry, 835 Westchester Way, Birmingham, Geyer Advertising, secretary - treasurer; Paul Foley 1211 Willow lane, Birmingham, McCann-Erickson; John Sheldon, 4820 N. Adams Rd., Birmingham, Kullner Agency; and Guy S. Warren, Jr., 4774 Kettledale lane, Bloomfield Hills, D. P. Brother.

Butler will serve a one-year term. Henry's election as secretary-treasurer is for one year. But he was also elected to a two-year term on the council of governors, as were Sheldon, Foley and Warren. The Michigan Council is composed of 19 member advertising agencies in Detroit, Grand Rapids and Kalamazoo.

Senate Passes State Park Fee

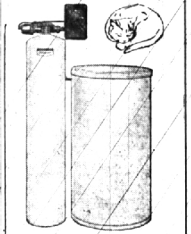
The Michigan Senate last week passed 23 to 10 a bill for a \$2 annual admission charge at State parks. The sum would buy windshield stickers providing entrance into any State park or recreation area. (The Birmingham Eccentric has just completed a series of four articles on state park monetary needs.) Based on current attendance at the net return for the admission charges plus individual visit fees could be approximately \$2,000,000 annually. ENDORSERS OF the sticker plan admit that the estimated return might be substantially less than one-fourth of the 1957-58 requested appropriation, \$8,000,000. The revenue from fees will be used for supplementary funds, not as a means of reducing the regular appropriation.

To the critics objection of vandalism, the experience of Minnesota and other fee charging states may be significant. Vandalism in these states has been extensively curbed because the public apparently respects more what it pays directly for than those things which are seemingly free.

Watch for the opening of the new municipal parking lot on Hamilton, just off Hunter.

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 Landscape Design and Construction
 135 N. WOODWARD
 in the Wilson Building
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 ALL-O-MATIC
 WATER SOFTENER
 works while you sleep!



At last—a fully automatic water softener that can service itself while you sleep and give you all the cloud-soft water your home can use—all the time!

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And All of this for
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 Water Softener Supply Company
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Now's the time to fertilize, roll and seed your lawns—also plant evergreens and shrubs—spray, prune, plant and transplant to create a more beautiful effect on your grounds. We're experts in all phases of landscaping... and our charges are modest. Get estimate.

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 Your Record We've Got . . .
 And If Not . . .
 We'll Get It For You!!

MARTY'S RECORDS
 2503 W. MAPLE

. . . And you save with Bonus '66' Coupons

Two Local Men Promoted by GM

Promotion of John C. Carson, 12715 W. Lincoln drive, Birmingham, to superintendent of production at plant six of the Chevrolet gear & axle plant here was announced this week. Carson, succeeded Cornelius V. Neils, who retired March 1 after nearly 31 years of service. James E. Tobias, 1386 S. Cedar drive, Birmingham, superintendent of standards at the plant, will replace Carson.

CARSON, 41, joined Chevrolet in 1912 as a clerk at the gear & axle plant. Subsequently, he became supervisor and general supervisor of plant layout and superintendent of standards in 1932. He attended the University of Detroit, Johns Hopkins, an engineering graduate of Albion college and the University of Michigan, joined General Motors in 1948. He served as general foreman of production, divisional superintendent of production and superintendent of work standards. He was an Army Air Force captain in World War II.

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BOB ADAMS
SHELL SERVICE

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"Installed many of these new electric water heaters?"

"Sure have. Guess people have found out that with Edison's new service you don't have to worry about hot water. You get all you need from the safest water heater ever built."

EDISON'S NEW SERVICE ADDS A BONUS TO ELECTRIC WATER HEATING!

New Edison Super-Supply Plan. New 1957 electric water heaters. Together they give you the best hot water service ever offered in Southeastern Michigan. The new Edison plan . . . piping-hot water, ready and waiting, at a surprisingly low cost. And the new heaters, built to Edison's own specifications, have two extra-powerful heating units to give you abundant hot water faster than ever before.

See them at your dealer's, plumber's or Edison Office