

BUSINESS BRIEFS

The Birmingham Hardware

152 N. WOODWARD MI 4-7524

OPEN SUNDAYS



10 A.M. TO 2 P.M.

TOM CUMMINGS

ATTENTION dishwasher owners!



NEW FORMULA ELECTRASOL STOPS SPOTTING

on glasses... dishes... silver

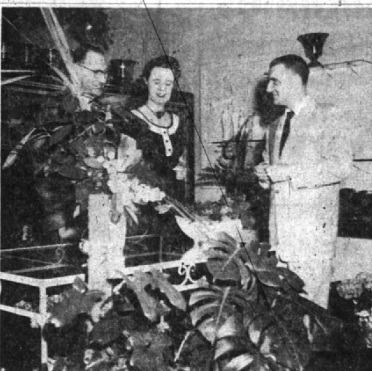
AND... GIVES YOU MORE-FOR-YOUR-MONEY VALUE IN THE BIG 24-OUNCE BOX

New Formula Electrasol gives you the Big 24-ounce package—20% more than any other dishwasher detergent for less money!

BUY IT... TRY IT... IT'S THE BEST



ALBAN'S FINE food shop, 188 North Hunter, Birmingham, which has added a fine wine room, is in a class by itself as a retail center for domestic and imported wines, according to Mrs. Bernice Viviano, general manager of Viviano Importers, Inc. "There is no shop in Michigan with the variety and assortment of fine imported wines that you will find in Alban's," she said.



JOHN MOSS FLORIST shop, 243 W. Maple, Birmingham, is open and ready to help you with Mother's Day selections and complete wedding arrangements. Mr. and Mrs. Moss, left, lifetime residents of Bloomfield Hills and Birmingham, have obtained Herbert Spencer, right, for years head designer at Breitmeyers in Detroit, as their arranger and salesman. Mrs. Moss is the daughter of May Hupp, one of the areas earliest residents.



AT A MEETING in Phoenix, Ariz., Fraser E. Pomeroy, left, Detroit general agent for the New England Mutual Life Insurance company, was presented a special plaque by vice president Lambert M. Huppeler, right, for his agency's 1956 sales of more than \$1 million a month.

Chevrolet Promotes Local Men

Four Birmingham residents have been promoted to key positions in an expansion of the truck engineering organization of the Chevrolet Motor Division of General Motors Corp. The appointments will become effective May 1.

R. S. Piccio, 309 Arlington drive, a 35-year veteran of the automotive industry, will direct the broadened program in the newly created post of chief truck design

engineer, chief engineer H. F. Barr Wing Lake, from assistant staff engineer for frames, suspension, steering, tires and wheels, tools and other related parts.

P. E. Hitch, 3244 Sheridan drive, Southfield township, from assistant staff engineer for special commercial and military vehicles to staff engineer for axles, brakes, transmissions, clutches, drive lines, radiators and fans.

david k. falvay

C. L. U. fire life automobile casualty



insurance agency 106 s. woodward midwest 4-7803

Who'll Volunteer?

Even though the nice spring weather is here for you, there are many shut-ins who need a friendly visitor. For details, please call the Southern Oakland Volunteer Bureau, LI 7-1661, a United Community Services agency serving from

8 Mile road thru Birmingham-Bloomfield.

Fire Station Bid

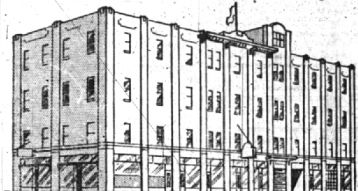
TROY — Fire Station No. 3 at Delmore and 16 Mile, will be built by Arthur C. Linney Co., Pontiac for \$52,077, city commissioners have decided.

PROFESSIONAL RUG CLEANING Your KEY to Longer-Wearing, Lovelier Rugs... Leader Carpet Cleaning Co. 8700 LINWOOD TY 5-8400

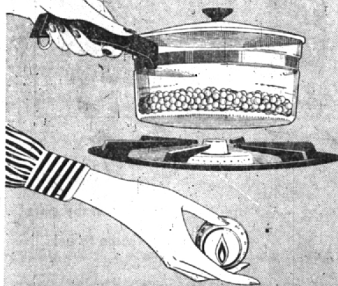
PHONE MIDWEST 4-4300

For Convenient MOVING AND STORAGE BY GAUKLER'S AGENT FOR ALLIED VAN LINES

BIRMINGHAM OFFICE 139 West Maple Ave. in the Field Building



Modern Gas Ranges for '57 Are AUTOMATIC ALL THE WAY!



GAS top burners think for themselves!

...go modern with GAS!

- automatic TOP BURNER
- automatic OVEN
- automatic BROILER
- automatic TEMP CONTROL

SPECIAL LIMITED TIME GAS RANGE SALE

FREE 16-PIECE BAKE SET... A \$15.00 VALUE... WITH THE PURCHASE OF A "MATCHLESS" GAS RANGE DURING THIS BIG SALE



FREE INSTALLATION... LIBERAL TRADE-IN ALLOWANCE

SEE YOUR GAS RANGE DEALER TODAY

You'll enjoy doing business with

BIRMINGHAM'S SENIOR REALTORS MAX BROOCK INC. MI 4-6700

HOOVER SPECIAL SPRING CLEAN-UP SALE

Save \$51.95



E-Z BUDGET TERMS Limited Supply

Limited Time Only \$89.95 Cleaner and Tools

Has Hoover's famous cleaning action... It heats as it sweeps as it cleans, on a cushion of air.

Cleaning Tools make it the best 2-in-1 cleaning combination money can buy. At this tremendous saving they won't last long, so stop in now and order your de luxe Hoover at...

MILKS APPLIANCES

Serving Birmingham for over 25 Years

1493 S. Woodward MI 6-1300 (near 14-Mile) OPEN EVENINGS



"Man, this new SUPER-M is liquid dynamite! I've just never had that kind of performance before."

"Sure, Mr. Clark, SUPER-M is made for these new high-compression cars—and the new MILE-maker is another bonus fuel. In standard-compression engines it gives premium performance—at regular price!"

NEW MARATHON MILE-maker Extra power for extra miles at regular price!

Gives premium performance in all cars with standard-compression engines. Due to its special high-concentrate refining, MILE-maker produces more "mile-making" energy units than ordinary gasolines.

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NEW DOUBLE-BARRELED BONUS TWO ADVANCED NEW GASOLINES!

NEW MARATHON SUPER-M

Highest octane in Marathon history for full power performance in highest compression engines! (Up to and including 10 to 1 compression ratios.)

Specially refined for quicker starting, faster pickup and power, power, power!

IT'S TOMORROW'S GASOLINE TODAY!

DRIVE ON AND ON WITH MARATHON "BEST IN THE LONG RUN"

Drive in to your Marathon dealer today! Select the fuel that's best for your car!