

Ad Agency Plans To Open New Annex

MacManus, John & Adams, Inc. will open its new media and accounting annex to publishers and publishers' representatives at a reception and inspection tour tomorrow afternoon, May 3. Co-host with president Ernest A. Jones will be Elmer J. Froelich, vice president and media director. A part of the ad agency's national expansion program, the media and accounting annex occupies two-thirds of the new Gleasons building on Woodward avenue, Birmingham, a few miles from the agency's Bloomfield Hills headquarters.

President Named

Donald Orth, 6110 Lahser Road, Bloomfield Township, vice president, Manufacturers National Bank of Detroit, has been named president of the Detroit Chapter of the National Office Management association. The announcement was made following the election of officers held at the Park Shelton Hotel Tuesday, April 16.

LEGAL NOTICE

NOTICE OF HEARING: BLOOMFIELD TOWNSHIP
Notice is hereby given of a public hearing to be held at the Bloomfield Township Office, 2000 Woodward Avenue, Bloomfield, Michigan, on Monday, May 14, 1957, at 8:00 o'clock P.M. for the purpose of considering and acting upon the proposed amendments to the Zoning Ordinance of Bloomfield Township.

1. Change Section number identifications to Section IX - Building Permits and Certificates of Occupancy
XII - Permits
XIII - Amusements
XIV - Interpretation Purpose
XV - Effective Date

2. Add new Section VIII - Offstreet Parking Facilities to read as follows:
(a) In all existing buildings or structures parking facilities for the storage of passenger vehicles, for the use of business, employees, and customers of buildings erected after the effective date of this amendment shall be provided in amounts not less than hereinafter specified and shall not subsequently be reduced below the requirements of this amendment.

Provided, however, that nothing in this amendment shall prevent the reconstruction, repair, or rebuilding and continued use of any existing building or structure existing at the effective date of this amendment which is damaged by fire, collapse, explosion, or acts of God, subsequent to each effective date.

(b) For the purpose of this amendment, a "parking space" shall mean an area of not less than 200 sq. ft. exclusive to drivers or alights being driven thereon, accessible from streets or alleys, or from private driveways, leading to streets or alleys, and to be usable for the storage of self-propelled passenger vehicles.

(c) Existing offstreet parking facilities provided at the effective date of this amendment, and actually being used at that time for the parking of automobiles in connection with the operation of an existing building or use, shall not be reduced to an amount less than hereinafter required under this ordinance for a similar new building or new use.

(d) For the purpose of this amendment, "floor area" shall mean the gross floor area accessible to the public "as" customers, clients, patients, or tenants, including areas occupied by fixtures and equipment used for display and sale of merchandise. It shall not mean floors or parts of floors used principally non-public for storage, incidental repair, arranging or packaging of merchandise, show windows, toilet or rest rooms, or for utilities.

(e) In places of assembly in which patrons or spectators occupy benches, seats or other similar seating facilities, each 20 inches of such seating facilities shall be counted as one seat for the purpose of determining requirements for offstreet parking facilities under this amendment.

(f) The following table will govern the amount of offstreet parking facilities required:

Tourist Homes, Motels, Hotels—1 stall unit.
Dormitories, Sanitariums, Convalescent Homes, Asylums, Homes for the Aged—One parking space for each four beds (infant bassinets are not counted as being full-size—five parking spaces for each ten beds).

Theaters, Clubs, Sports Arenas, Auditoriums, Churches, Assembly Halls—One parking space for each four seats.
Large Public Exhibition Halls (without fixed seats)—One parking space per 100 sq. ft.
Bowling Alleys—Four parking spaces per ten lanes.
Schools—Total offstreet parking facilities to be approved by the Zoning Board before building permit is issued.

All other commercial establishments (not previously specified) one parking space for each 200 sq. ft. or fraction thereof of usable area.

(g) When it is impossible to provide adequate parking space contiguous to the property on which the building is located, it shall be permissible in commercial zones only to have a separate parking lot, providing the closest distance between the two parcels of land does not exceed 100 feet.

(h) The Zoning Board of Appeals may permit for the use of parking only land for a distance of 100 feet behind of, or along side, existing commercial zones, providing, however, that such permits will be made a matter of record with the Register of Deeds of the County to be certain that such property will not be used for purposes other than parking at anytime in the future.

EDWARD A. PROCTOR, Chairman
Bloomfield Township Zoning Board
(6) (8)

WHY?



if you're like me.

Says the Barrister
You can guess that judges in our courts have a hard job and must have power to crack down on violators for "contempt of court."
The stakes are high, a person's life, his good name, his liberty, or his property are in the balance; the courtroom becomes charged with drama, anger, excitement. The lawyers on both sides work with skill, vigor and finesse to advance the respective causes of their clients. The spectators are roused and in spite of themselves set up murmurs of approval or dissent. In it all you wonder that the judge needs the gavel and the power that goes with it? It's his duty to be impartial and open minded as to issues, evidence, parties, witnesses and lawyers. To fail in this may cause a case to be tried again or reversed on appeal. He has to see to it, no matter how tense the atmosphere, that people don't break over the line and do things to upset the conditions of a fair trial.

The Wake?

Words come from Anglo-Saxon liche-wake, "corpse watch", origin from superstition that speaks attendant on death would be mischieved to unguarded body. Custom was to set table over body with food and spirits to keep spirits of mourners from flagging.

Besides convivial Celts, Albanians and Abyssinians held wakes. Only time New England Puritans "indulged in wine, strong drink and gristly jollity" was at funeral feasts. New Amsterdam Dutch sat up all night before funeral, smoked clay pipes, drank pipes of smoked wine and ate doughnuts.
(Copyright 1957, John Emery, Ent.)

We Heard It Said By:

BROOKS WHIPPLE, of 1055 Lincoln court, Birmingham, speaking to members of the city plumbing board after a meeting: "I would like to thank you gentlemen for the work you do. It takes a lot of time and a lot of study, and I know you don't get anything out of it but 'abuse'."

To do this the judge punishes by placing violators in "contempt of court" and levying fines or giving jail sentences on the spot. Some of the things he can do this for are when a witness refuses to testify, or impugns the judge's honesty, or improperly attempts to influence the jury or the court, or deceives the court, or makes personal attacks on the character and motives of the opposing side. Actually, the judge's power under "contempt of court" extends outside the court—like the disobedience of a court order, or for tardiness of a juror or a lawyer.

Cadillac Ads Win ANPA Award in NY

Cadillac newspaper advertising has won an "Achievement in Advertising" award from the bureau of advertising of the American Newspaper Publishers association. The award was made during the annual convention of the ANPA last week in New York City.

It was accepted by James M. Roche, 425 Dunstan road, Bloomfield Hills, of General Motors and general manager of the Cadillac motor car division and Ernest A. Jones, 900 Cranbrook road, Bloomfield Hills, president of MacManus, John & Adams, Inc., Cadillac's Advertising agency.

Want ads cannot be accepted after 5 p.m. each Tuesday.

Luck in Accidents

"Under actual driving conditions, the difference between a so-called minor violation and a fatal accident can very well be only a fraction of a second and a lot of luck," said Birmingham Police Chief Ralph W. Moxley this week. He said violations were noted in

HOME IMPROVEMENT LOANS

In amounts up to \$3500 ... at low FHA rates, MANUFACTURERS NATIONAL BANK

50 of the 68 auto accidents occurring in March. Bargains galore in Want Ads.



HOME IMPROVEMENT LOANS In amounts up to \$3500 ... at low FHA rates, **MANUFACTURERS NATIONAL BANK** Offices throughout Detroit and the Metropolitan Area

WE PUT SPRING in your car!
GET SAFE FOR SPRING
Now is the time for **TRIANGLE SERVICE**
Drive-in for a check-up, lube-up, oil change, engine tune-up . . . the works!
TRIANGLE Super Service
1181 S. Woodward, Birmingham
Pick-up & Delivery MI 4-9853 - MI 6-7626

RENT A NEW CAR In Birmingham
NEW CARS for your every need. A replacement car, a temporary car, a "2nd Car" for an hour, day, week, or month. Whenever you're without transportation, call for free local delivery.
SAUNDERS SYSTEM
Branch Agency at
Colonial Standard Service
Maple at Adams Pontiac—Birmingham—Royal Oak—Mt. Clemens
MI 6-5434

ELLIOTT UPHOLSTERING
Creators of Fine Living Room Furniture
VISIT OUR NEW SHOWROOM
TABLES — LAMPS — CARPETS
Open Evenings by Appointment ELLIOTT FURNITURE
5385-5408 DIXIE HWY WATERFORD — OR 3-1225

Picture of good Grooming
You're always right in focus when you look your well-groomed best!
Beck Cleaners, Inc.
332 N. Woodward, Birmingham MI 4-1313
LAUNDRY SERVICE 4 hours
DRY CLEANING 2 hours



One way to keep the family in hot water—and enjoy every minute of it.
Plenty of hot water with DETROIT EDISON'S NEW ELECTRIC WATER-HEATING SERVICE

New, more efficient water heaters—built to Edison's specifications. New water-heating plan from Edison. Together they make the finest hot water service ever offered in Southeastern Michigan.
Completely new, completely different, the electric water heaters for 1957 are not only the safest kind you can buy—they're the most practical, too. Built to Detroit Edison's own rigid specifications, dollar for dollar these new electric water heaters last longer than any other heater you can buy.
higher wattage heating units that operate completely automatically. As your hot water supply goes down, one unit automatically goes on—quickly heating up water for you to use when you need it. No waiting, no worries. There's always plenty of hot water on tap. And because of this unique new design, you can get more hot water than ever before from the same size heater. Then, too, since it's built to Edison's own specifications, you know you can rely on the quality and depend on it to operate better, last longer.
For still greater economy—Edison's new Super-Supply Plan. To make the new electric water heaters even more economical, Detroit Edison has introduced its Super-Supply Plan. This simply means that now, for a surprisingly low flat monthly rate, you can get much more hot water than ever before for just pennies per day.
Safer . . . no flame, no fume. There's automatic safety always built into an electric water heater. No flame, no fume. It's even safe enough, and good-looking enough, to go right in your kitchen or utility room. Because of its excellent insulation, it's cool to the touch—top to bottom. And only electric water heaters are so clean, noiseless and odorless.
Here is now proof that you always live better, electrically.
Ruddy Kilowatt invites you to inspect these tremendous advantages of ELECTRIC water heating before you buy.
Fully Automatic Location Flameless Clean 160° water Longer life Odorless Cool Quiet
Yes Anywhere Yes Yes Yes Yes Yes Yes Yes
SEE THEM AT YOUR DEALER'S, PLUMBER'S OR EDISON OFFICE

POTTER Moving & Storage Co.
2253 Cole
Phone MI 4-4612
no.1 specialist in storage!
to send the very best
Delivery in minutes... anywhere!
No. 1 on U. S. Highways—No. 1 in Service—No. 1 in Year Community

It costs no more
HENRY FORDS DETROIT'S FINEST FLOWERS FISHER BUILDING
to send the very best
Delivery in minutes... anywhere!