

BUSINESS BRIEFS

4-D THE BIRMINGHAM (MICH.) ECCENTRIC Jan. 15, 1958

Consumers Names New Manager For South Oakland

Promotion of W. Anson Hedgecock to the position of manager of Consumers Power Company's south Oakland district, headquartered at Royal Oak, has been announced today by David H. Gerhardt, division manager of the company's Southeast Division.

Hedgecock has been with

POTTER
Moving & Storage Co.
2253 Cole
Phone MI 4-4612



no. 1 specialist in long-distance moving!

agent for ALLIED VAN LINES, Inc.

No. 1 on U.S. Highway No. 1 in Birmingham, Ala.

Pair from Here Join Detroit Firm

Two Birmingham men, John Reeves Taylor and Peter C. Higbie, have become associated with First of Michigan bank of Detroit.

Taylor, 2531 York drive, a native Detroit, attended Colver military academy and Harvard university, and has been associated with Parker Davis & Co. the past five years in sales and research.

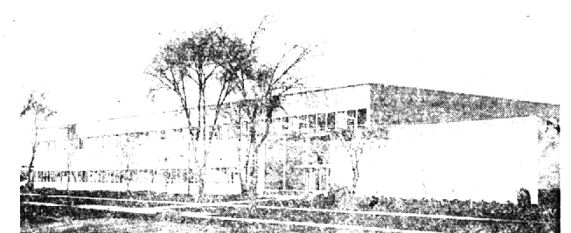
HIGBIE, 2675 Pembroke, attended

Pair from Here Join Detroit Firm

of University school and a university and has been an officer and partner in Detroit brokerage

firm since 1948. He is a past president of the Cornell club of Michigan and a member of the alumni board of Cranbrook school.

Classified Ad bring results!



New Consumers Center

This is Consumers Power Company's new landmark, the power firm's huge gas reservoir southeast division serve center at Coolidge highway and Fourteen Mile road, Royal Oak, located on the site of a former area this month.

Consumers Power Moves To New 14 Mile Locale

For the next two weeks it will be moving time for 600 Consumers Power Co. employees in both Pontiac and Royal Oak as the company occupies its new service center at Coolidge highway and Fourteen Mile road.

The new center, which stands on a 19-acre site in Royal Oak where Consumers once engaged in the manufacture of artificial gas for communities in the south Oakland county area, will house the company's southeast division offices, now located in downtown Pontiac, as well as offices and service facilities for south Oakland district operations.

ABOUT 300 division personnel will be housed in the new building and a similar number of district personnel will have it as their headquarters. Potter, Moving & Storage Co. is handling the moving operations.

According to southeast division manager David H. Gerhardt, the occupancy of the new service center will relieve the division and district personnel of a "strange feeling of being crammed together." He said the growth of the division and district operations in



Heads Association

G. Lewis Potter, secretary-treasurer of Potter Moving and Storage Co. of Royal Oak and Birmingham, has been elected president of the Merchant, Manufacturer and Warehousemen's association at its annual meeting in Grand Rapids. He has served the association as vice-president the last two years. Potter's home is in Royal Oak.

New Vice-President

David Levinson, 2150 Northlawn, Birmingham, was among new officers of the Detroit chapter of the International Society of Residential Appraisers, recently elected. Levinson was named first vice president.



The Welcome Wagon Hostess Will Knock on Your Door with Gifts & Greetings from Friendly Business Neighbors and Your Civic and Social Welfare Leaders On the occasion of Change of residence Arrivals of Newcomers to Birmingham

MRS. H. WALES PRICE
Midwest 4-0516

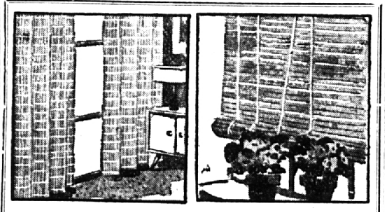
Curtain now going up on Southern vacation scenes . . .



fun-filled days and nights, and you the star of the show in clothes restored to "like new" sparkle by our expert cleaners!

BECK CLEANERS

332 N. Woodward MI 4-1313



Bamboo WOVEN WOOD Decorwood

Drapes and Shades

MADE COMPLETE in Bessenger's OWN WORKROOM

Colors—Patterns and Styles To Suit Your Taste!

KIRSCH DRAPERY HARDWARE
TRAVERSE RODS for corners, bays, etc.
CAFE RODS
Solid gods and tubular brass rods

VENETIAN BLINDS AND SHADES
CLEANED and REPAIRED

See Our Advertisement in the Yellow Pages for Drapes and Window Shades

BESSENGER'S


23535 Woodward Ave. — Near 9 1/2 Mile Rd.

IN THE PONTIAC district alone, customers totalled 50,000 in 1957 and now total 48,000. South Oakland district customers totalled 21,000 in 1957 and now total 25,000. Figures for all four districts are still rising, Gerhardt stated.

The new service center, designed by Gallett and Vallett, Inc., Detroit including the area, is a 124,000 sq-ft building containing offices and other facilities, including a war house and a meeting room for company employees. Smaller buildings house service vehicles and offices for part of the company's gas construction department.

DEPENDABLE

YOUR HEALTH IS OUR BUSINESS!



To safeguard your health, we compound your physician's prescriptions with professional precision from fresh stocks of potent, top-quality pharmaceuticals.

HOURS: Mon. thru Sat. 9 a.m. - 10 p.m. Sunday 10 a.m. - 6 p.m.

MI 7-0334

Cranbrook Drugs

2511 W. Maple (Corner Cranbrook) Birmingham

RENT

AN

Adding Machine

OR LATE MODEL

Typewriter

FOR

INCOME TAX RETURNS

Sales & Service

Phone Midwest 4-4740

Birmingham Printing and OFFICE EQUIPMENT Co.

369 East Maple Avenue Birmingham

Cadillac

proudly presents

A DRAMATIC DISPLAY OF ITS 1958 MOTOR CARS

at the Detroit Auto Show

Awaiting you at the Detroit Artillery Armory during the Detroit Automobile Show is the most impressive exhibit of Cadillac motor cars ever assembled in this area. We invite you to visit the Cadillac exhibit to see and inspect these magnificent motor cars . . . and to learn of their many advanced design and engineering features for 1958. One look at Cadillac's new Fleetwood coachcrafting will, we are certain, convince you that here is motor-land's masterpiece in spaciousness and luxury—just as a single journey will reveal why this is motor-land's masterpiece in performance. You are invited not only to see the 1958 Cadillac on display, but to let your authorized Cadillac dealer arrange a personal demonstration at the wheel. He will be most happy to accommodate you at any time.

Every Cadillac is built to last.



TOP: The distinguished Cadillac Eldorado Biarritz . . . dramatically beautiful . . . elegantly appointed . . . creating a new standard of automotive excellence.

CENTER: The Eldorado Biarritz . . . featuring a humidity control that automatically raises the top and closes the windows at the first indication of moisture.

LOWER: A custom-crafted Fleetwood Sixty Special . . . tailored in select fabrics, luxuriously carpeted in genuine mouton, and with a special exterior finish.