



IT'S TIME YOU MET HIM! He's our service expert. His job to keep your hard-working watch in easy-going action. Stop in. Let him inspect your valuable watch today. A quick check-up now may save you hours of delay and dollars of repair later.

MI 4-8215 George Ross Jewelers 244 E. Maple Free Parking In Rear Official Watch Inspectors For New York Central and Pere Marquette R.R.

Kroger Pioneers New Food Store Ad Approach

The Detroit division of the Kroger Co. pioneers a fresh approach to food store advertising in today's issue of this newspaper. The theme of the first in a series invites the public to "Go Krogering." According to C. Olaf Tallia, vice president, the development is an effort to reflect more accurately in type the friendly spirit and convenience of the 105 Kroger stores in this area.

Featured by a humorous illustration of warm human interest, the ad also introduces an easily read organization of subject matter that Kroger believes will be appreciated by the busy shopper. "Considering the progress in our American supermarket merchandising methods," commented Tallia, "it seems strange that so little attention has been paid to food store advertising."

BUSINESS BRIEFS

Robert Britton Named MJA Vice-President

Appointment of Robert E. Britton as vice-president in charge of the expanded and consolidated marketing and research operations of MacManus, John & Adams, Inc., has been announced by Ernest A. Jones, president.



ROBERT E. BRITTON

LEGAL NOTICES Hewlett, Hartman & Bair, Attorneys, 100 Pontiac State Bank Bldg., Pontiac, Michigan.

IN A meeting held at the headquarters of the Michigan Manufacturers' Association... The purpose of the board will be to coordinate and deal with problems common to all member associations.

Ger Associates Hired by Farmington

Ger Associates of Birmingham has been hired by the city of Farmington to work out a downtown area development plan as well as a major thoroughfare plan.

Any freight car... coupled up with any other freight car by means of the "Universal Grip" coupler which often holds together more than 5000 tons of loaded freight cars in one train.

facture, distribution and sales of all client products. He is married and has three children and will make his home at 17458 Kirkshire, Birmingham.

Named Director Of New Board

James H. Moore, president of the Birmingham association of Insurance Agents, has been elected a director of the newly created Metropolitan Detroit Insurance Agents' board.

Medical Mirror

Q. How can you be sure that a baby is developing in a normal manner? A. Judging the developmental progress of a child is a matter for a physician. The trick is in knowing what is meant by "normal."



Q. Can hearing be restored by operating on the ear? A. Some types of deafness can be helped by surgery, but not all. Physicians trained in diseases of the ear can determine beforehand whether an operation is advisable.

Letters will be answered in these columns SCIENCE EDITORS, P. O. BOX 385 Madison Square Station, New York 10, N. Y.

ELLIOTT UPHOLSTERING Creators of Fine Living Room Furniture VISIT OUR NEW SHOWROOM TABLES - LAMPS - CARPETS

david k. falvey insurance agency midwest 4-7803 106 s. woodward

How can Niagara help increase Circulation? The gentle, yet insistent action of NIAGARA CYCLO-MASSAGE penetrates deep down into soft tissues of the body to relax muscles and encourage an increased flow of blood.

BEVERLY HILLS DRUGS 1998 SOUTHFIELD—CORNER 14 MILE Prescription Service RETAIL PACKAGE LIQUOR DEALER

First of Michigan Corporation Member Detroit and Midwest Stock Exchanges Buhl Building • Detroit, Michigan

MILLS PHARMACY 1740 West Maple Ave. Phone: Midwest 4-5060 Gasoline bills wrecking your budget? Buy a Rambler The penny-a-mile record-holder!

ARMSTRONG 2 x 4's 8 ft. long 39¢ PLASTIC SURFACING Beautiful Vinyl Plastic Chemically Resistant Waterproof Easy to Clean

Booklets - - - ? YES... WE PRINT HUNDREDS OF BOOKLETS - EITHER LETTERPRESS OR OFFSET Three Detroit Salesmen . . . TR 5-2629 . . . Plant MI 6-2000

At FEDERAL Merchandise Mart DO-IT-YOURSELF TABLE and FURNITURE LEGS BRASS LEGS Birch Hardwood Legs Gerber Tubular STEEL LEGS

HYLAP Table Kits An Ancient Art with a New Twist... Make your own Italian Mosaic Table.

Build your own Picture Frame "MOULDED GROOVE" WELSH PRE-FINISHED PLYWOOD PANELING

LIONEL TRAINS and ACCESSORIES 50% OFF SOUTHFIELD at 12 Mile Road KE 8-7150