

Gets Power Firm Post In Kalamazoo

Appointments of Arthur H. Lee, 2259 W. Lincoln, Birmingham, as division manager of Consumers Power company's Kalamazoo division has been announced. Lee, district manager of the company's South Oakland district, headquartered at Royal Oak, will assume his new duties in Kalamazoo Jan. 15 to succeed Brian G. Campbell, Jr., who has been named a vice president of Consumers. Lee has been with Consumers since 1930. A native of Romeo, he is a graduate of Pontiac high school and worked summers for the power company in Pontiac while a student in electrical engineering at the University of Michigan.

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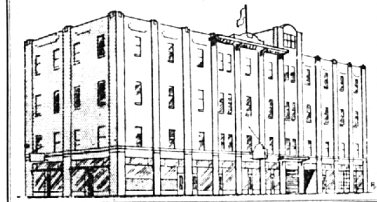
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Notice of last day of registration of the qualified electors of Bloomfield Hills School District No. 2, County of Oakland, Michigan, for a special Election to be held on Monday, January 20, 1958

TO THE QUALIFIED ELECTORS OF SAID SCHOOL DISTRICT:

PLEASE TAKE NOTICE that a Special Election will be held in said School District on Monday, January 20, 1958.

Act 269, Public Acts of Michigan, 1955, as amended, provides as follows:

"The Inspectors of Election at any annual or special election shall not receive the vote of any person residing in a registration school district whose name is not registered as an elector in the city or township in which he resides..."

The last day for receiving registrations for said Special Election will be Friday, January 10, 1958. Persons registering after 5:00 o'clock p.m. on said day will not be eligible to vote at said Special Election. Persons planning to register must determine when the Clerk's Office will be open for registration.

Under the provisions of Act 269, Public Acts of Michigan, 1955, as amended, registrations will not be taken by school officials, and only persons who have registered as general electors with the appropriate Township or City Clerk of the Township or City in which they reside are registered school electors.

This Notice is given by the order of the Board of Education of Bloomfield Hills School District No. 2, County of Oakland, Michigan.

Douglas L. Jocelyn, Secretary, Board of Education, Bloomfield Hills School District No. 2

BUSINESS BRIEFS

Howard T. Keating Makes \$1,700,000 Florida Buy

Plans for the development of a 577-acre tract of land in Boca Raton, Fla., were announced this week by Howard T. Keating, Birmingham land developer.

The land was acquired from Arthur Vining Davis, national insurance board chairman of the Aluminum Corporation of America, who has purchased an estimated \$200,000 worth of Florida land in the highly-polluted 7-mile stretch along the lower Atlantic coast between Miami and Palm Beach.

The sale to Keating represents the first major development of Davis' property in the Palm Beach area.

The tract, now zoned as residential, is bounded by the city limits of Boca Raton, less than a mile from U.S. 1 and the Atlantic Ocean. It is owned by Keating and an investment syndicate from Michigan will develop the project into a residential subdivision to be known as "Boca Eaton Shores" with housing to be built in the 40,000 to 80,000 price range.

The Boca Eaton project represents the final real estate venture in Florida for Keating. He and a group of associates own a similar tract of land near Naples, and are currently developing an apartment building complex at Danville, Va. Active in the suburban Detroit market as head of the company in



HOWARD T. KEATING

area for more than 20 years, the Howard T. Keating Company develops a considerable part of the Birmingham-Bloomfield area. Under the direction of the late Howie and E. Keating Sr., the firm sold about more than 20 square miles of developed residential acreage north of Detroit. It now has more than 2,000 acres of land under development between Rochester and Ann Arbor, some 40 miles away.

KEATING, who succeeded in the Federal communications commission.

1955, is a graduate of the University of Detroit. He was captain of the University of Detroit "Tiger" football team in the pre-war years of 1929-32.

Keating has formed the Howard T. Keating Sales Co. in Florida to handle the development of his holdings throughout the state. Associated with him are a brother, Lee Anthony J. Skover and John B. Freeman.

"For many years we have seen Florida grow extensively, especially in the lower east coast and west coast areas," Keating commented, "and for the past decade since World War II we have noticed an ever-increasing number of our Michigan customers moving to this area. We are seeking to develop only the choicest properties as close to the ocean or gulf and metropolitan centers as economically possible," he added.

Company Fronted By Edward Wilson Co-Buyer of WPON

Chief Pontiac Broadcasting Co., headed by Edward E. Wilson, 5500 Forest Hill, Birmingham, and his wife, Mrs. S. E. Steeves, daughter of Mr. and Mrs. S. E. Steeves, 3650 Forest Hill, Birmingham, "pouring" the prizes from the horn of plenty is Harold H. Curtice, GM president. Prizes totaling \$500,000 will be given for the outstanding letters on what General Motors' first 50 years has meant to the employees, the families and communities.

WILSON is the owner of Birmingham Radio, Inc., a radio station in Birmingham. John Poneroxy heads the Lansing group.

The sale was announced by James Corley, Jr., owner and president of Gerry Broadcasting Co., which also owns WJLB in Atlanta and WJMT-TV in Bay City. The purchase price was not disclosed.



Awed by it All

Photos of the many prizes to be awarded General Motors employees during the firm's "golden milestone" observance letter-writing contest are on display to give Sandy Steeves, daughter of Mr. and Mrs. S. E. Steeves, 3650 Forest Hill, Birmingham, "pouring" the prizes from the horn of plenty is Harold H. Curtice, GM president. Prizes totaling \$500,000 will be given for the outstanding letters on what General Motors' first 50 years has meant to the employees, the families and communities.

Local Income Gains Help Retail Trade

Special to the Evening Post

NEW YORK—First facts and figures revealing the amount of retail business done in Birmingham up to the middle of last year have just been released.

They show that outlays for consumer goods were high, although a certain part of each dollar so spent represented an increase in prices. Incomes, which made possible the large-scale buying, were at a new peak.

The survey, covering every part of the United States, is for the twelve months ending July 1, 1957. It was produced by the Standard Rate and Data Service, based on data gathered from national, state and local sources.

Per family, determined by dividing this amount by the estimated 7,620 local families, there was a per-family income of \$11,700. This compares favorably with the \$5,931 per family average in the United States and with the \$6,586 in the East North Central States.

A large part of this income went into consumer goods purchases in the local retail stores.

THE PUBLIC generally, contented that there would be no interruption in the steady good times, continued to spend freely. In so doing, according to leading economists, they unconsciously bolstered the economy, which was showing signs of weakness at that time. The business dip, therefore, did not materialize until a little later.

Locally, this confident spending mood produced a gross retail volume of \$142,400 in the year. This compares with \$83,924,000 in the prior 12 months.

The degree to which local sales exceeded local income indicates the extent to which outsiders patronize the local market.

NEARLY EVERY kind of retail enterprise was able to show a gain, the automotive business being an important one.

The slowdown that has occurred since then is expected to have experts to be moderating. They say it

will extend into mid-1958, when a gradual recovery will begin.

As one of them points out, in U. S. News and World Report, "people need to go on eating and wearing clothes, and traveling and paying rent and other bills." And a year from now there will be three million more of them.

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Medical Mirror

WHAT DOCTORS SAY ABOUT:

• The Fat and the Lean

Q. Will reducing machines take fat in the right spots?
A. No. Doctors say that you can't reduce in spots. Whether you want to "spot" reduce or reduce all over, see your doctor.

Q. When people diet to reduce do they lose more fat in the bulky places than in other parts?
A. Yes, they seem to lose more fat in places where the fat is thickest. But they also lose weight in all parts of the body so it's not "spot" reducing.

Q. Does walking help people reduce?
A. It helps but walking isn't an easy way to lose weight. Two pounds of excess body fat equals about 7000 calories. Walking one mile uses up about 100 calories. To lose two pounds a person would have to walk 10 extra miles every day for a week and eat no more fat than normally would.

Q. Does poor digestion cause thinness?
A. It might but lots of thin people have perfectly normal digestive systems. British scientists studied three thin but otherwise healthy young men. During the experiments they ate rich food without trouble and gained weight to boot. But when left on their own they ate less fat, tiring food and dropped back to their below-par weight. Why? The doctors couldn't find the reason. By choice the men simply shied away from fattening food.

Q. Is it more important for overweight people to watch for diabetes than people of normal weight?
A. Yes. A Boston physician says that every person who is 20 per cent or more overweight is a diabetic suspect. And remember, passing one diabetic test with flying colors is no guarantee that the disease won't develop later.

Material in MEDICAL MIRROR is based on various scientific publications and does not necessarily reflect the opinion of all doctors. The diagnosis and treatment of disease requires the skill and knowledge which only a physician can apply by personally attending the patient.

Letters will be answered in these columns

SCIENCE EDITORS, P. O. BOX 386 Madison Square Station, New York 10, N. Y.

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Celebrate Firm's Growth

H. J. McCracken, left, 5190 Shadow lane, Bloomfield Hills, was among the three founders of Northwest Chemical Co. of Detroit presented with engraved watches by the firm's employees at a recent dinner celebrating the growth of the company. McCracken is president and general manager of the firm. Center is Helen M. Morell, vice president, while right is B. E. Lewis, secretary-treasurer and chief technician of the firm's research laboratory.



Newest Dodge Family Member

This limited production Regal Lancer, the newest addition to Dodge Division's 1958 line, makes its Detroit area debut Jan. 18-26 at the 45th annual Detroit auto show. Offered in the two-door hardtop series, the Regal Lancer features a bronze exterior treatment. Color is also used to accentuate a special side moulding treatment extending from headlight to tail-light, giving the car a sleeker appearance.

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