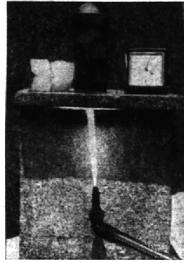
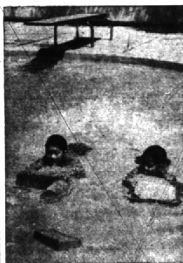


BUSINESS BRIEFS



Yes, It's Concrete

It floats! It's sawable! It retards heat! It's light as a feather! It's Betocel, amazing new lightweight concrete just introduced in Michigan by Panel Engineering Corp., Clawson. For instance, at left, Mike (left) and Kim Yamasaki, sons of Birmingham architect Minoru Yamasaki, push blocks of the concrete around a swimming pool. And Mark Hall, in the photo second from left, shows how it can

be sawed. It can be nailed, too. Third from left, this demonstration shows how Betocel retards heat. That's the lead on the block. And at right, it's 5-year-old Mark again, son of the firm's vice-president, Trevor Hall of Birmingham, astounding 2-year-old Lisa Staub with his "strength". The product weighs only one-seventh as much as ordinary concrete. Lisa also lives in Birmingham.

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Ad Agency Wins 3 First Places

Holden, Chapin, LaRue, Inc., Detroit advertising and public relations agency, recently won six first-place awards in a national competition. The awards, including the grand prize, were won in the First Advertising agency group competition. Ted Shurtleff, Westwood, is public relations director for the firm.

SHOOTIN' FROM THE LIP

Steak Is Jake, Stew's the Most

By E. Shrdlu

York for Bronx weekend. As tour manager for an airline, Yones will have to do this until the Brussels 'air ends in October.

Food item most in demand in restaurants across these United States (including Alaska) is beef stew. This corner always felt that hamburger alone held the popularity crown.

You can buy a suit and rent a 'look at the same time at Mortimer's. Mfr. Mortimer is proprietor of the book rental department. Has a nice selection of reading matter to be used while waiting for the TV repairman.

Enterprising Royal Oak road contractor advertises, "Have son, will gravel."

WHY CAN'T JOHNNY SPELL? Prexy Charles Brower, BBDO, a major ad agency, reports he received a short letter of application for a job as copywriter from a recent university graduate. In his brief note, young grad made four spelling errors. He wrote their for they're, swimming for swimming, hoping for hoping and helpful for helpful.

Being one of seven sons. Had several advantages: I learned respect for others' toys

—And how to tie neat bandages.

ALONG MAIN STREET: Marty Frank buying snark model from budding boy merchant to add to Higgins and Frank's already interesting model display in the boys' department. . . Art Lake peering through a Gemolite or some such at \$19,000 worth of diamonds on an appraisal job. "All excellent, too!" said Art. . . Hob Faulkner, local Grinnell's window washer, matching Hawthorne Electric's Karas Schmidt for coffee in Main Street coffee house.

LIKE THE FELLA SAID: The trouble with little white lies is that they grow into bigger ones and the first thing you know you are married!

BERKLEY

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 Starting Wed. 30th for 7 Big Days
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"Vertigo"
 Plenty of Free Parking

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there's always plenty of hot water

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