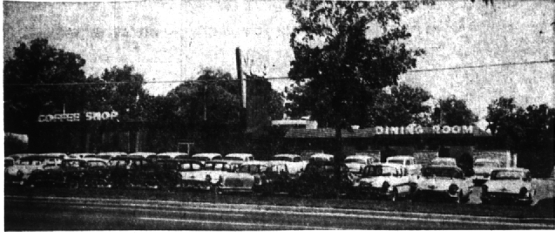


# BUSINESS BRIEFS



This is Ted's restaurant, one of the largest and best-known in the country located at Woodward and Square Lake roads. Ted's, which grew from a road-side hot dog stand

**NATIONALLY-KNOWN EATING PLACE MARKS 25th YEAR**

## Road-Side Hot Dog Stand Is Now Ted's Restaurant

The only thing little about Ted's Restaurant is the name of the family which operates one of the country's outstanding businesses of that type at north Woodward and Square Lake roads. I. M. Little, president of Ted's, Inc., has announced that they have reached their 25th year of operation and will celebrate with a weekend of events scheduled for Friday, Saturday and Sunday, April 17, 18 and 19.

Starting in 1934 as Ted's Trailer, it was originally a dressed up

house trailer of early vintage. It had permanent awnings all around and customers could stand under them in comparative comfort to that of the first foot-long hotdogs featured in that earlier era. They also catered to drive-in trade from busy Woodward ave. and thus becoming the first drive-in restaurant serving customers in their automobiles, according to Little.

IN A VERY few years the popularity of this type of operation

vegetables are in a separate walk-in freezer also.

Children have always been held in high esteem as guests at Ted's and a good example of the scope of the overall business can be determined by the number of kiddies enrolled in the Birthday Club there. According to Little, 35,000 youngsters under 12 are enrolled and receive a special birthday card from the restaurant when their birthday occurs.

CHILDREN who celebrate their birthdays at Ted's (and the number that do is astounding) are treated to a birthday cake with candles and a musical installation on top that plays a merry arrangement of "happy birthday".

In fact, a special mailing was prepared for the children on the Ted's list regarding the celebration of this weekend. It took five ladies a total of nine days to complete the mailing.

Saturday will be Children's day and the management has arranged to have Captain Jolly (Toby David) of the Popeye TV Show and Maj Snyder, a balloon sculptor, plus special menus and other features to entertain the youngsters from 2 to 4 p.m.

Friday, April 17 is for the Ladies and a fashion show has been arranged as well as an afternoon of bridge.

ON SUNDAY, the final day of the special weekend, Ted's will hold "Family Day" and special menus will include the serving of pieces of cake from a huge four-foot birthday cake in commemoration of Ted's 25th year.

Did you know... the reference department at Baldwin public library handled a total of over 6,900 reference questions last month?

BHAM ECCENTRIC Page Thursday, April 16, 1959 5-B

## Business News

By HAL P. BUERGE

Celebrating its first anniversary is Stewart's Fabric Shop, located at 303 E. Maple, owned and operated by both Mr. and Mrs. Stewart, local residents. They are very happy to report a most successful year with their imported and domestic materials.

New in Birmingham is Gillies Shoes at 303 E. Maple. It specializes in women's footwear of famous name brands. This is a branch store of Gillies Shoes in Pontiac.

**Hollywood Adjustable WALKER**

**RENTAL & SALES**

- HOSPITAL BEDS
- BED SIDES
- WHEEL CHAIRS
- WALKERS
- CRUTCHES

**MICHIGAN FIRST AID**

Invalid needs—sick room supplies

LI 2-3027 JO 4-6847  
1621 S. Woodward, R. O.  
3 doors north of 10 Mile

The Curiosity Shoppe out on Telegraph road in Bloomfield Hills, is pleased with the Birmingham trade it has had during its first year here. Fine early American furniture, and an interior decorating service is its specialty. Authentic and reproduction displays are arranged in eight different room settings with wall decorations to meet everyone's needs. Mr. Michael Michaels of Ashby road in Birmingham is the owner.

Kresge's is celebrating its 60th anniversary this year.

Mauley, Bennett & company, members New York Stock Exchange have opened their new branch office at the Bloomfield Center, formerly the old Kingsley Inn building.

BIRMINGHAM

## U-BUILD-IT STORE

(or we'll build it)

### HOME MODERNIZATION EXPERTS

ROOM ADDITIONS PORCH ENCLOSURES  
RECREATION ROOMS KITCHENS  
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Will Assist In Planning and Financing  
Expert Workmen — Quality Materials

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Next to Milks Appliances  
Open 9-8 Weekdays, 10-3 Sundays

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- Formica
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NEW INSTALLATIONS

**T. E. HOGAN CO.**

2865 WOODWARD AVE. OPEN FRIDAY  
(3 Bks. S. of 12 Mile Rd.) TILL 9 P.M.

LI 4-3300

"We Serve the Suburbs"



Mobil Shows here are some of the Torrence Oil Trucks that are in operation around the clock guaranteeing the finest automotive fuel oil delivery.

For Service Call Midwest 4-9000

**TORRENCE OIL Company**  
BIRMINGHAM  
Our Thirty First Year

forced the construction of a new frame building, much larger in size and with increased facilities. This building was completely destroyed by a fire on Memorial Day of 1951.

The present, beautiful Ted's Restaurant that stands as one of the most familiar structures in the Bloomfield Hills section of Detroit was built soon after the fire with a final addition added in 1955.

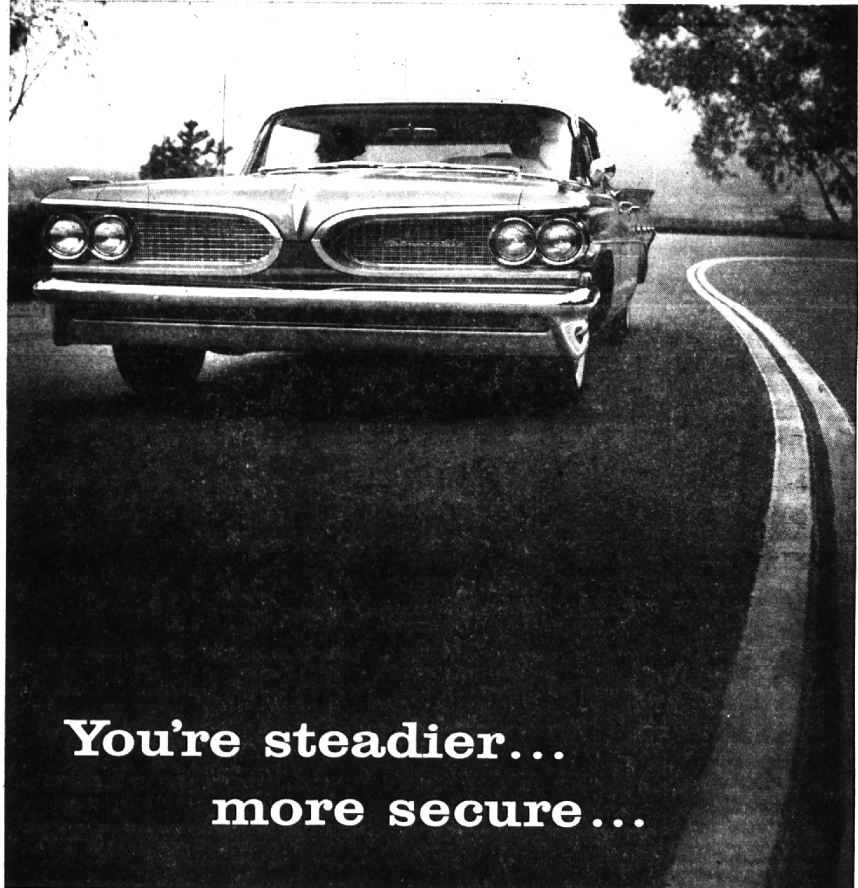
Architecturally engineered to provide every facility for the customer, it was also designed to do the same for those employed in preparing and serving food.

It is of California styling with Georgia Ledge Rock and California Redwood utilized both inside and out to present a modern appearance on the exterior and a relaxing atmosphere within.

THE COFFEE shop and dining rooms provide seating for 250 customers at a time, while the car service area has 90 electronically controlled stations. The car service area has its own complete kitchen.

Nearly every modern convenience utilized in the science of dispensing of food is utilized in the main kitchens of Ted's. There is a complete bakery in one unit while the main freezer compartment is individually equipped with separate walk-in freezers for each type of food kept in refrigeration.

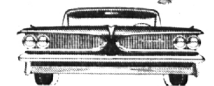
Meats are kept entirely separate from other types of food and Little explained that in a typical busy week in the summer one ton of ground meat alone is utilized in the operation. Fresh fruits and



You're steadier...  
more secure...

...in a road-hugging Wide-Track Pontiac!

Take all its beauty, balance it gracefully on a wider, steadier wheel design and you have a car the likes of which you've never owned. The wheels are five inches farther apart. This widens the stance, but not the car. You're secure at the controls, more comfortable from head to toe. There's a noticeable lack of lean and sway. Narrow track cars fall far short by comparison. Wouldn't this be a good day for you to drive this sweet automobile? The keys are waiting.



THE ONLY CAR WITH WIDE-TRACK WHEELS  
Dotted lines show conventional wheel positions. Pontiac's wheels are five inches farther apart. This widens only the stance, not the car itself. Pontiac takes a better grip on the road, hugs tighter on curves and corners. Sway and lean are considerably reduced, ride is smoother, balanced, steadier.

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BIRMINGHAM

## 3 Day Sale

Every Week — A Giant Super-Value

# Kresge's

the family's choice

Save 33%! Reg. \$1.00!

## Women's New Spring SLEEVELESS BLOUSES

60th Anniversary Price  
**67¢ ea.**

Imported broadcloth  
Sanforized for fit

Build your spring-summer blouse wardrobe at anniversary savings! Smooth textured, fine woven 100% cotton broadcloth; Sanforized for lasting fit. Choose from different styles in a myriad of solids or prints. Sizes 32-38.

EACH WEEK WATCH FOR OUR ANNIVERSARY SAVING!  
WEST MAPLE AT HENRIETTA

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