

Jackson Made Vice-President

Norman E. Jackson, 28611 Lath-rup village, has been made a vice-president of the Russell Kelly office service, it was announced. Jackson is Detroit manager of outside service for the organization, which supplies temporary of-

BUSINESS BRIEFS

Hunt Named Asst. Manager at Ford

Appointment of Ralph E. Hunt, 391 Cranbrook, Birmingham, as assistant general manager, tractor and implement division, Ford Motor company, is announced by Merritt D. Hill, general manager. Hunt had previously served as general manufacturing manager of the division.

HE WAS trained as a mechanical engineer at the General Motors Institute of Technology. From 1925 to 1938 he was with Frigidaire division, General Motors, the last three years serving as chief process engineer.

Joining Nash-Kelvinator co. in 1938, he served as plant manager of a subsidiary company, Hanco, Inc., manufacturer of refrigeration and heating controls, at Columbus, Ohio.

Hunt joined Dearborn Motors corp., former national marketing organization for Ford tractors and DeSoburo farm equipment, in March, 1948. In November, 1948 he was named manager of the engineering and manufacturing division. In June, 1950, he was appointed vice-president in charge of engineering and manufacturing. He joined Ford Motor company in 1953.

He is a member of the board of directors of the Forest Lake country club, chairman of the finance drive for the Birmingham community house and is active in his church, the United Foundation and the Boy Scouts of America. He is also a member of the Detroit athletic club and the Society of Auto-



RALPH E. HUNT
Tractor and Implement Division, Ford Motor Company

T. A. Beaver, of Detroit, was promoted to manager of the industrial relations office at the tractor and implement division. Formerly the manager of central salaried personnel, Beaver first joined Ford Motor in 1941.

Honor Two Area Men at Chevrolet

Two Birmingham area residents are among 22 veteran employees of Chevrolet engineering who received special recognition Monday for completing 25 years of service with the company.

They are K. H. Jepson, 17881 Beechwood, Southfield township, staff engineer in charge of electrical and accessories design, and W. S. Wolfram, 7325 Old Mill, Bloomfield township, an assistant staff engineer, both prominently associated with many modern Chevrolet developments.

These men, along with 20 others whose service with Chevrolet totals 550 years, were awarded gold watches by chief engineer Harry F. Barr at a dinner in the Park Shelton hotel, Detroit.

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This is the first of a series dealing with the 10 cardinal factors which have chartered the course of our business operation.

Craftsmanship

Back in 1878 our business was born in the "old fashioned" tradition of true craftsmanship. This was long before the event of automation and production-line manufacturing. It was an era of individual skill where the craftsman was honored and held important—both by himself and his employer.

There was, and still is, an important difference between a craftsman and today's mechanic, over and beyond his technical skill. A craftsman is characterized by CREATIVENESS and aesthetic ATTITUDE. Whereas a mechanic's job is simply to restore or maintain.

This original spirit of craftsmanship still continues at The Averill Press as we enter our 82nd year. We have not succumbed to the practice of simply "reproducing" the customer's printing requirements. Rather, we participate *with* the customer in creating, by attitude and performance, something beyond a mechanical use of type, paper, ink and printing press.

This priceless quality of creativeness and aesthetic attitude is plant-wide at The Averill Press... starting in our scheduling - production department through composing room, pressroom and bindery. It is the difference between thoughtful and interested concern for each job against perfunctory, mechanical reproduction of your requirements.

As you entrust us with your printing order, we in turn take upon ourselves the responsibility for making your job the effective piece of printing you planned it to be. Thus, "between the cup and the lip" we do our part to see there is "no slip".

Our craftsmanship, at no premium cost to you, will not only make your piece of printing a "bit better" than other shops... it permits you to relax, with confidence, knowing that your job is in the hands of a true guardian, watchful, competent and personally representative of your interests.

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GREEN THUMB

(Fourth Episode)

HUMIDITY AND ATMOSPHERE

Plants, like people, should not be totally dry and certainly not soaking wet—but just moist. To accomplish this condition plants, like people, should be "moistened" WHEN THEY NEED IT and not at fixed intervals.

ATMOSPHERE—

Plants need air to live but not volumes of it or in gusty drafts of varying temperature. Plants with large, soft leaves such as poinsettias, geraniums, etc., in drafts quickly show ill effects by drooping or dripping foliage and yellowing.

HUMIDITY

The moisture content of the air varies with the temperature. In the winter we draw in outside air, heat it and as we do so we lower the moisture content (relative humidity).

This lowering of the r.h. is why so many house plants that thrive all summer drop their leaves or fall completely in the winter.

If several plants are kept close together evaporation from soil and leaves helps put a little moisture into the immediate vicinity.

Humidity can be helped along by spraying foliage occasionally. But remember—some hairy-leaved plants as African Violets DON'T like wet leaves. Same for gloxinias and geraniums. Some like begonias, primrose and pick-a-back plants may be sprayed once or twice a day provided they dry before darkness comes or in an hour on dark days.

There is a lot more to this and you can read it in "How to Grow Beautiful House Plants" by Thomas H. Everett.

WATERING—

The question:—When should I water the plant?

The answer:—When the plant needs it.

Regular intervals is not the answer.

Plants do not drink at regular intervals as men do—they drink continuously, therefore the soil must be moist at all times (except during dormant or resting periods). The older the plant the larger the root system, the greater the moisture use and therefore the more frequent the watering program and vice versa.

If the soil looks wet and feels wet it is OK UNLESS the amount of water you added was insufficient to wet the soil to the bottom of the container.

One inviolable watering rule is:—

"When a plant needs water give it plenty."

LADIES & GENTLEMEN—

We feel we have given you enough tips, warnings and hope in these 4 episodes to help you on your way to successful growing of many kinds of plants in your home. We suggest experiments, study and conversations with friends who have succeeded in this fascinating avocation.

We will now sign off with the comment, "Your indoor plant growing efforts can be many times as successful with the use of incandescent and/or fluorescent lights".

Gr. Th.

NOTICE

Spring being just around (?) the corner our order and delivery system must be tightened up. This means that our trucks will leave on a predetermined schedule and also that your orders to be delivered the same day MUST be placed by the deadlines as follows:—

MORNING—North of Maple—West of Woodward. DEADLINE—8:45 a.m.

AFTERNOON—All other areas DEADLINE—12:45 p.m.

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