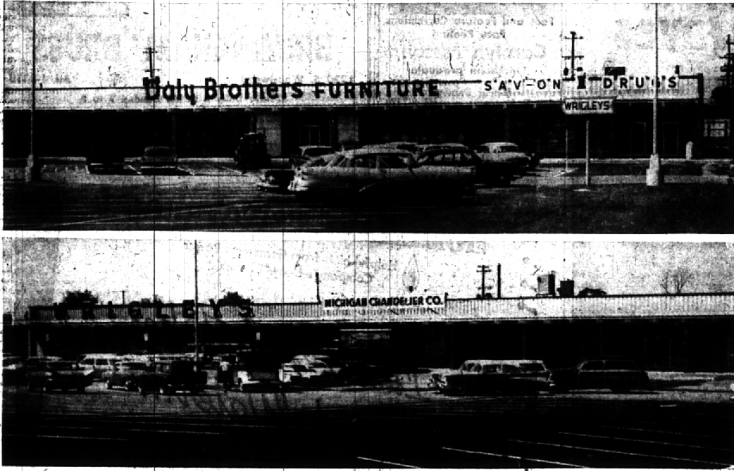


BUSINESS BRIEFS

Open Four Stores in Bloomfield Plaza



Sav-On drugs and Daly Brothers furniture are two of the newest stores in the Bloomfield Plaza shopping center, Telegraph and Maple roads. The drug store opened last week while the furniture company will open next Tuesday.

New Center Will Have More Soon

Three stores in the Bloomfield Plaza shopping center, Maple and Telegraph roads, opened their doors for business last week and a fourth will be opening soon.

These stores complement the Wrigley's supermarket that was the first building on the site.

STORES that opened last week were Save-On drugs; Pam's of Bloomfield and Michigan Chandler Co. Drugs; furniture will open next week.

Sav-On drugs is owned by Barney Yagoda, who also owns Barney's Drugs in Royal Oak. This branch will be managed by David Silberg.

Featured in the drug store will be a complete prescription center and three pharmacies; a complete cosmetics department, baby foods and supplies, household supplies and a luncheon counter.

JAM'S OF Bloomfield specializes in boys and girls clothing and accessories for the sub-teens.

Owned and operated by John and Florence Peddie, it will carry such name brands as Carter's, Gardner, Model, Coatscraft, Todkins, McKem, Sacony, Chip 'n' Twigs and Glen of Michigan.

The Peddies owned and operated a similar store in Detroit for 15 years before moving to Bloomfield Plaza. The Detroit store was closed two weeks ago.

Michigan Chandlerier will offer the latest in lighting fixtures for the home, yard, garden and patio.

IT WILL be managed by Herb Arndt who will be assisted by Donald Schoen.

Lighting fixtures in traditional, early American and modern styling will be featured.

The store also will carry a complete line of Nu-Tone products, fireplace accessories, table lamps and occasional tables.

Daly Bros. furniture, which will open Tuesday, will hold its official grand opening Sept. 21.

MANAGED by Herb Eddy, the store is owned by Ray Fitzgerald, of Dearborn. Fitzgerald has another store in Dearborn.

The store will carry such lines of furniture as Henneberg, Schoenbeck, Drexel, Franklin, Hitchcock, Pine Shops and Lewsburg.

A complete line of carpeting will be featured with such names as James Lee, Wunda-weaves and Cabin-craft.

The shortest distance between buyer and seller . . . employer and employee . . . landlord and tenant . . . is a Want Ad.



WILLIAM E. REDDIG
Reddig Named Style Director At Kelvinator

Appointment of William E. Reddig, 688 S. Chester, Birmingham, as director of Kelvinator styling, was announced today by B. A. Chapman, executive vice-president and general manager of the appliance division of American Motors corporation.

Reddig joined American Motors in 1950. Since 1955, he has been assistant to the director of AM automotive styling.

Born in Orange, New Jersey on August 8, 1923, he took engineering courses at Stevens Institute in Hoboken, N. J., and attended Wayne university in Detroit.

In 1949 he was graduated from Pratt Institute, Brooklyn, N. Y., where he majored in industrial design.

Reddig is married and has three children.

TYPING IS EASY... AND COPY IS CLEAN & CLEAR

When You Use An **Olympia** Portable TYPEWRITER

USE IT IN THE OFFICE OR AT HOME.



Phone MIDWEST 4-4740

Birmingham Printing Co. and OFFICE EQUIPMENT
Letterpress — Offset
349 East Maple Avenue Birmingham

"We're just wild about our new CONTOUR bathtub!"



New CONTOUR bathtub... new look, new shape by American-Standard

You'll be proud to call this American-Standard bathtub your own. The contour shape provides the luxury of more room for relaxing baths and showers . . . wide ledges for toiletries and soap . . . corner seats so handy while bathing children, washing feet, cleaning the tub. Made of sturdy cast iron with long-life coating of enamel in six American-Standard colors and white.

G. C. JOHNSTON
Plumbing and Heating
PHONE MIDWEST 4-5540
Birmingham — 1691 Big Beaver Rd.

2-B THE BIRMINGHAM (MICH.) ECCENTRIC Sept. 3, 1959

You will find many bargains in The Eccentric Classified Columns.

for Young Men with an Executive Flair



Let a Versatile "Vestwo" Dress-up or Gay-up Your Suit



The "Vestwo" plays a dual role. One side is a single-breasted dress-up vest in matching suit fabric. The reverse side becomes a gay, checked double-breasted sport vest.

Natural-shoulder, vested, Madrasaire Suits in newest-tone Stripe Worsteds and Herringbones are

\$65.00

The 21st Edition of the VARSITY-TOWN BLUE BOOK of Sports Records and Information

is Here . . . Ask for Your Copy at

Dickinson's
WABEEK BUILDING — BIRMINGHAM
SAGINAW AT LAWRENCE — PONTIAC

Keating Starts Fla. Development

BOCA RATON, Fla. Sept. 3—Start of construction on a luxury-type residential apartment development for rentals to families of average means in this gold coast community noted for patronage by the wealthy was announced today by Keating of Florida, Inc.

The apartment project is the newest of several Florida interests of the Howard T. Keating real estate organization, headquartered in Bloomfield Hills.

Other developments for which Keating of Florida handles sales are the homesite subdivisions of Boca Raton square, less than a mile west of Camino real apartments; Fairway Estates near Dunedin; Indian Rocks village and Yacht Club estates near Largo in the Clearwater-St. Petersburg area.

JOHN K. BRENNAN, Keating

vice president, said plans call for 28 two-story buildings, each with four two-bedroom residential units. Apartments are now leasing at \$135 monthly for one and two-year periods.

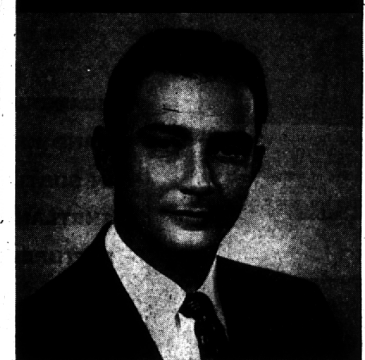
Occupancy will begin on completion of the first building, scheduled for November 15. Total cost of the development is estimated at \$700,000.

Luxury features include a garden-type patio equipped with swimming pool and shuffleboard court in front of each building and individual screened porches, air-conditioning, heating units for each apartment. Maintenance will be provided by the management.

First of its kind in the community, the apartments' rentals compare with the average for the few available here in ordinary duplex type homes.

The development will be known as Camino Real apartments, a name suggested by the site's location in Boca Raton square driveway, a subdivision on the westward extension of Camino Real. This palm-lined boulevard also fronts the Boca Raton hotel and club, scene of lavish social and business gatherings during the winter season. "Camino Real" is translated from the Spanish as "Royal Highway."

Meet Robert A. Cole...



... a good man to know

"Bob" Cole is a true "Son of Michigan"—and mighty, mighty proud of it! Bob studied engineering at U. of M. and received his degree from the Business Adm. School. A Navy veteran, he worked in industrial sales for the chemical industry prior to entering the securities business eight years ago. Bob is a serious student of this investment business, and although he's a "bug" on science (hence that excellent technological background), his one great aim in life is to help people invest wisely!

And, how can Bob best help you?—with competent brokerage advice and service! Behind every Goodbody representative stands one of the finest research organizations in the brokerage field. The many skilled analysts in Goodbody's New York Research Department constantly keeps Bob and all our representatives supplied with the latest marketing facts and possible trends. Why not call Bob Cole today. You can reach him at:

GOODBODY & CO.
MICHIGAN LIFE BUILDING
N. WOODWARD NEAR 13 MILE
Other Michigan Offices
PENNSCOOT BLDG. 120 WEST FIRST STREET
DETROIT 14 MICHIGAN FLINT
129 National Offices.

SAVE BY THE 10th

Savings Received By the 10th of September Earn a Full 4-Months Earnings on December 31!

Where you save does make a difference



EACH ACCOUNT INSURED TO \$10,000

Birmingham FEDERAL SAVINGS
99 West Maple
Corner of Maple
3055 W. 12 Mile Rd.
Barkley
MI 4-1711

ALL SAVING ACCOUNTS EARN **3 1/2%** CURRENT RATE

