

BUSINESS BRIEFS

Ferguson's to Open New Women's Shop

Birmingham area women will soon have another ladies' shop to fit into their shopping schedules. The former Mary Helmsian ladies' dress shop at 538 N. Woodward, vacant for the last eight months, will come to life Aug. 15 when Ferguson's exclusive coordinated ladies' sportswear shop opens.

It will be the second Ferguson store, with one in Detroit for the past nine years.

Personally designed and decorated by owner Florence Rappaport in country french decor with fit-

Dividend Declared

At its meeting on July 22, the board of directors of Rockwell-Standard corporation declared a regular quarterly dividend of 50 cents per share on the outstanding common stock of the company, payable on Sept. 10, 1960, to stockholders of record Aug. 18, 1960.

Items recorded in striped mattress ticking, the shop will carry coats, suits, dresses, and sportswear separates and accessories in sizes 8-18.

A week long opening will be held, during which refreshments will be served.

Improvement Outlays Top Home Sales

When you see your neighbor or a friend down the street repairing the roof of his home, enclosing the breezeway with glass jalousies, or adding a room, have you tried to guess how much the work costs? If you multiply your neighbor's expenditures by millions of other home repairs and additions, you'll come up with a substantial outlay.

"In the aggregate it is estimated to have exceeded \$10 billion last year," Owen E. Hall of Hall & Young, Inc., president of the Birmingham Real Estate Board, said this week on the basis of figures supplied by the National Association of Real Estate Boards.

"This is a larger amount than the cash expenditures for purchasing newly built houses. A recent

survey by the University of Michigan revealed that some 20.2 million families made additions, improvements, and repairs to their homes in 1959, spending an average of \$540 on each project," Hall added.

THE \$10.78 BILLION spent for such repairs and additions was \$2 billion more than the previous year. The sum exceeded the \$9.37 billion mortgage debt recorded for the purchase of new houses in 1959, and almost reached the \$11.52 billion debt for the purchase of used houses, the survey revealed.

"These improvements are constantly upgrading the value of the properties, making them a better investment for the home owner," said Hall.

The survey of 2,700 families in the 48 older states showed that about 45 per cent of the married persons own their homes, which is above the proportion for all families.

CLOSELY related to home ownership is the age and life cycle stage of the family head, the University of Michigan survey disclosed. When studying families under 45 years of age, "it is clear that owning a home is very definitely associated with the presence and age of children in the family," the survey stated.

"The survey found," said Hall, "that 85 percent of married couples with no children own their home, as compared to 56 per cent among families with children under six years, and 72 per cent among families whose youngest child is six or over."

For families with children, and whose family head is over 45 years old, 72 per cent own homes, while

the ratio increases to 76 per cent for families with no children. If homes while 83 per cent of retired single persons own their homes, Hall said.

Medical Mirror

WHAT DOCTORS SAY ABOUT

Rover's Hearing

- Gargling
 - Cancer • Transfusions
- Q. My dog can hear me whistle perfectly well but seems to have no idea which direction the sound is coming from. Does this type of hearing difficulty occur in man?



A. The ability of man or animal to localize sound requires central hearing in both ears. It is for this reason that a person who has lost the hearing in one ear or whose hearing is appreciably different in the two ears, has considerable trouble in pinpointing sound.

Q. Does gargling with salt water have any value in preventing or overcoming sore throat?

A. We know of no medical evidence that gargling has any effect in preventing or curing throat infection. However, gargling with warm salt water may be somewhat soothing.

Q. If a person with cancer doubted blood could be the individual receiving the blood develop cancer?

A. No, not as a result of the blood transfusion. At the present time there is no known way for cancer to be passed from one

person to another. Cancer seems to be infectious or disease-producing only in the person who has the disease. For example, in a person with breast cancer, some of the tumor cells could break away and start a growth in some distant part of the body. On the other hand, the same cancer cells can be injected into another person without harm. It is only in specially bred laboratory animals that resistance to "outside" cancer cells has been broken down. Such animals must be inbred and subjected to procedures that would never be used in humans.

Three o'clock in the morning is not the time to acquaint your physician with symptoms that have bothered you for days. If you develop trouble, call or visit your doctor during his office hours. Don't wait until the illness becomes acute.

Local Man Joins Advertising Firm

Ray M. Marshall, 2955 Summerdale, Birmingham, has joined MacManis, John & Adams as account executive in the commercial products group, according to Fred J. Hatch, 3040 Henhawk, Birmingham, senior vice president. He will make his headquarters in the Birmingham office of the agency.

Marshall has been a member of the United States Air Force since 1942, and is presently a major in the AAF Reserve, and flight leader with the 63rd Troop Carrier Squadron at Selfridge Field.



MARSHALL

New Industrial Areas

Sixty-three Michigan communities, which two years ago were not classified as industrial centers, have entered that category, resulting from the growing tendency of industry to spread beyond corporate limits into hitherto non-industrial sections, points out the Michigan Manufacturer and Financial Record, in presenting its 10th edition of the Directory of Michigan Manufacturers.

In the Oakland county area, this new class includes Madison Heights and Southfield.

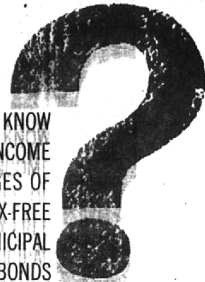
HOLLY HILLS NURSERY

2157 ORCHARD LAKE RD.
1 BLOCK EAST OF MIDDLEBELL
FE 8-0495

FREE ESTIMATES GIVEN

- ★ SHADE—ORNAMENTAL TREES
- ★ SPECIMEN EVERGREENS
- ★ COMPLETE LINE OF FERTILIZERS
- ★ SODDING—SEEDING
- ★ LANDSCAPE DIVISION BY JOHN CRAMPTON

DO YOU KNOW ALL THE INCOME ADVANTAGES OF TAX-FREE MUNICIPAL BONDS



call or write for a copy of "AN INTRODUCTION TO TAX EXEMPT BONDS"

FIRST OF MICHIGAN CORPORATION

BUHL BUILDING • DETROIT 26 • WOODWARD 2-2055
MICHIGAN'S LARGEST MUNICIPAL UNDERWRITER
NEW YORK CHICAGO COLUMBUS BATTLE CREEK BAY CITY FLINT GRAND RAPIDS GROSSE POINTE LANSING MUSKOGEE SAGINAW

WIN IN MARATHON'S



1250 people will be winners this week!

Just look at the fabulous prizes being offered in Marathon's exciting, new Picnic Sweepstakes...

A Picnic in Paris... a Bonus Prize. That's right... a trip for two, via Trans World Airlines SuperJet, to Europe's glamour capital for a stay of nine wonderful days. A picnic-to-end-all-picnics!

1960 Pontiacs... as Grand Prizes. Another this week... and every week from now through August 28. Your family will have an endless pleasure picnic if you win one of these beautiful 1960 Pontiacs, the only car with Wide-Track wheels.

1250 Neighborhood Prizes Every Week. Every Marathon dealer is running his own local sweepstakes, too, awarding a valuable prize every week to someone right in his own area. You don't compete with folks coast to coast, but just with your neighbors.

It's Easy to Win! Each Marathon dealer has a weekly drawing at his station for one of the valuable prizes you see below. And everyone entered in these drawings is eligible to win the week's grand prize of a 1960 Pontiac. All who enter before the Picnic Sweepstakes ends on August 28 are eligible to win the big bonus prize of a Picnic in Paris.

Enter Weekly to Win Weekly. It's easy to enter! Easy to win! Nothing to rhyme. Nothing to buy. Just drive in, write in, or phone—and enter your name and address with any Marathon dealer featuring the Picnic Sweepstakes. Get complete details from him. Enter now to win this week's local prize. Then enter again each week to be eligible for other weekly prizes. Every time you enter you increase your chances of winning!

THESE ARE THE PRIZES BEING WON EVERY WEEK AT YOUR LOCAL MARATHON STATION



Harry Hasn't Been The Same Since



There he was. Meek, mild-mannered, quiet. Crabgrass used to bully him as much as it bullied the lawn. Then he discovered CLOUT®. Suddenly, he was the boss. Crabgrass was through. Just by filling the Scotts Spreader with CLOUT and walking the lawn. Takes only half an hour and crabgrass is doomed. CLOUT sure gives a fella a feeling of power.

More and more folks are coming to us for advice on improving their lawns through an easy-to-follow Scotts Program. Come in anytime. We'll be glad to prescribe the correct Program for your lawn.

Save \$5.00! Scotts Spreader (16.95) plus Clout (6.95) together only 18.90



Man with a Plan



JUNiper 8-3600
30 N. Main St.
CLAWSON
STORE HOURS
Mon. - Fri. 9-8 p.m.
Sat. 9 a.m. to 6 p.m.

Maskill
HARDWARE

Liberty 9-3333
4400 N. Woodward
ROYAL OAK
STORE HOURS
Mon. - Fri. 9-8 p.m.
Sat. 9 a.m. to 6 p.m.
Sunday 10 a.m. to 2 p.m.

Marathon goes farther to make friends

"Enter the Picnic Sweepstakes today at these Marathon stations:"
Woodward & Taunton, Birmingham, Michigan
Maple at Hunter, Birmingham, Michigan