

BUSINESS BRIEFS

4-B THE BIRMINGHAM (MICH.) ECCENTRIC Jan. 7, 1960

New Wrinkles In Yellow Pages

Michigan Bell Telephone company has announced that it begins distribution of "Area" Yellow pages directories here and in 19 other neighboring communities today as the first step in implementing its new "Metropolitan Area Directory plan."

The new single area Yellow pages includes the following communities and will be distributed to all telephone users living there: Beverly Hills, Birmingham, Bloomfield Hills, Bloomfield Township, Franklin, Lathrup Village, Mayfair, Southfield, Troy, and West Bloomfield.

The area directory to be delivered replaces the many localized Yellow pages now in use in those communities.

Name Black Sales Manager

William Black, 109 Highland drive, Bloomfield township, has been appointed sales manager of Obispo products, Dearborn, according to an announcement made this week by Robert Smith and Harry

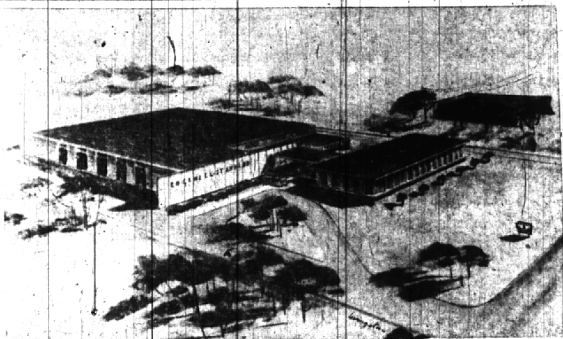
Whitehouse, owners of the company. Black, long affiliated with one of the country's leading can manufacturers, will manage sales for Delsoy product's complete line of food products, both in Michigan and throughout the entire country.

Fraser Promoted At P-D-V Division

Frank Fraser, Jr., 4995 Broomfield lane, west Bloomfield township, has been promoted to the position of manager of sales programming for the Plymouth-Dodge-Vauxhall Division, Chrysler corporation.

Fraser, who had been manager of volume planning in the division's engineering department, this past year, joined Chrysler in June, 1947, as a statistician.

In 1953 he was promoted to manager of sales analysis in the statistical department, and in September, 1954, was made head of market analysis at Plymouth.



New Rockwell Additions

This is an architect's sketch of the additions that will be started this week at the Rockwell-Standard corporation, 2445 E. Main, Birmingham. The research and development center will be increased from 12,000 to 30,000 square feet and a 6,000 square-foot office building also will be started. Construction is expected to be completed by May 1.



HAYES URQUHART

Promoted

Rutherford P. Hayes, 1040 Norwich, and Thomas N. Urquhart, 1041 Norwich, have received promotions at the Udy-lite corporation, Detroit. Hayes is now chief estimator of the company and Urquhart is director of product evaluation.

To buy or sell a used automobile, read and use Eccentric Classified Ads.

Re-elect Dr. Ling At Mercy Hospital

Dr. Theodore Ling, 351 Yarmouth, Bloomfield township, was re-elected secretary-treasurer of the St. Joseph Mercy hospital in Pontiac at a recent meeting.

Another Bloomfield township resident, Dr. Norman F. Gehring, 409 Yarmouth, elected as chief of staff at the hospital.



Wins Award

Roy H. Holce, 1942 Gracefield, Birmingham, won the coveted President's award for being named salesman of the year for the industrial division of the Joseph Dixon Crucible Co. The prize, an engraved wrist watch, was presented by the company president, Frank G. Atkinson at the company's annual sales convention in Atlantic City, N.J.



District Agent

John Chiara, president of the Wood Insurance Co., 710 S. Wood, Birmingham, has joined the Michigan Life Insurance Co. as a district agent for Birmingham and Rochester, associated with the R. C. Garrison Agency of Lathrup Village. Chiara has been in the real estate business in Birmingham for 10 years and in the general insurance business for several years.

GROVECREST MANOR

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- Medical Staff
- 24 Hour Personalized Nursing Care
- Medical and Surgical Cases
- A Gracious Home for the Elderly
- Dignified Living
- Excellent Food
- State Approved
- Flexible Rates

Write or Call for Detailed Brochure

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Pontiac, Mich.

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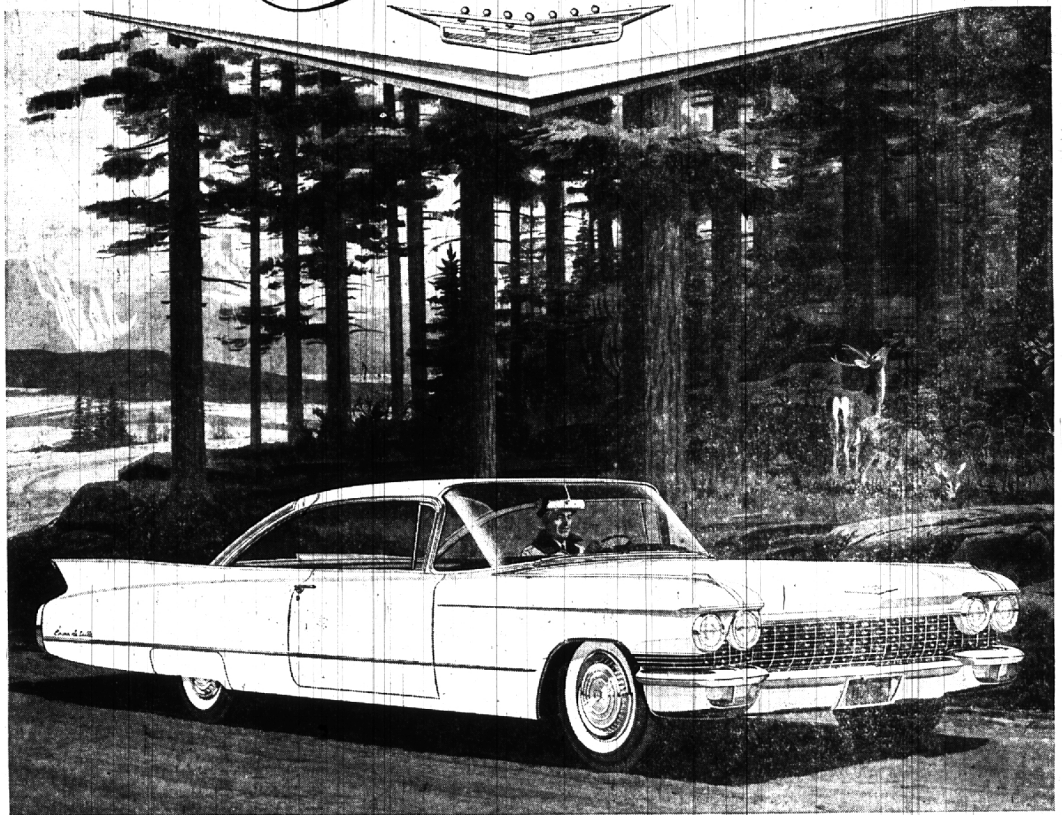


TAKE OFF... PLAN A
WINTER HOLIDAY
in your own home state of
michigan

Michigan is real fun-country—especially in winter! Skiing, fishing, hunting—all yours for the doing—right in your own home state! Plan a family-style holiday now in winter-wonderful Michigan.



Cadillac



Silence is the Voice of Quality

Get behind the wheel of a new Cadillac car some day soon—point its handsome hood down your favorite stretch of highway—and listen! Except for the occasional lullaby of the passing breeze, there will be literally nothing but silence to greet your ears.

But, oh, how meaningful that silence is! For it speaks, with irrefutable logic, of the ingenuity of Cadillac design—and of the soundness of Cadillac engineering—and of the skill

and solid integrity of Cadillac craftsmanship. And just as silence is the voice of quality in a motor car—so quality, in its own turn, is the product of experience.

For almost six decades, Cadillac has devoted itself exclusively to the creation of the finest motor cars that the current automotive science would permit.

So rigid, in fact, has been Cadillac's adherence to the principles of quality that the two have

become virtually inseparable in the public mind. Never before, however, has this quest for perfection been as fruitful as for 1960.

In its styling and design, in its construction, and assembly, and in its attention to detail—it is, far and away, the finest Cadillac yet.

We suggest that you see this new Cadillac—and drive it—and listen to it—very soon.

You'll find, we're certain, that the quiet of a Cadillac is the most eloquent sound in motordom.

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

WILSON PONTIAC-CADILLAC, INC.

1350 N. WOODWARD

PHONE MI 4-1930

SEE AND DRIVE THE 1960 CADILLAC TODAY

She Once Suffered
The Pains of
ARTHRITIS!



She now finds
RELIEF
WITH GENUINE
WHIRLPOOL BATHING

NOW you can enjoy blessed soothing relief from tormenting pains. Simply place the Jacuzzi unit into your tub and enjoy revitalizing effect of millions of bubbles whirling in warm turbulent water.

REALLY LIVE AGAIN!

The Benefits of Whirlpool Therapy can be Confirmed by Four Doctors.

Call Today
for a Home Demonstration
Richard A. Green
TU 1-7855

POTTER
Moving & Storage Co.



no. 1 specialist
in storage!

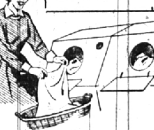


POTTER
Moving and Storage Co.
2253 COLE
MI 4-4612

No. 1 in U.S. Highways - No. 1 in Service - No. 1 in Your Community

BIRMINGHAM LAUNDROMAT
At Your Service

Midwest 4-8225



SELF-SERVICES

Wet Wash, Fluff Dry

DROP-OFF SERVICE

Wet Wash, Fluff Dry

Flatwork Ironing

Heavy Items Washed or Dyed and Dried
Cotton Ruas (9x12, Size Large)
Bedsheets
Slipcovers
Washed or Dyed and Dried
MEMBER
THE BOARD OF LAUNDROMAT SERVICE
8 A.M. - 6:15 P.M. - Wed. 8 P.M.
Sat. 5 P.M.
1000 South Adams Rd.
1 Block N. Of Lincoln