

Wichert Appointed Ad & Sales Director
 James L. Wichert, 27167 Santa Barbara, Lathrup Village, has been appointed director of advertising and sales promotion for the Chrysler and Imperial divisions. Wichert, previously served as director of advertising for DeSoto advertising and sales promotion since 1953.

birmingham house
 birmingham house motel
 for your deluxe accommodations
 • 58 guest rooms • valet service
 • laundry service • continental breakfast
 • limousine service to airports
 • hi-fi and tv electronically controlled
 • conference room accommodating 40 people
 • 21 additional units and swimming pool to open June, 1960
 • hunter blvd. & maple rd. • mi 6-7300 •



FRONT END ALIGNMENT
 Includes Parts & Labor
\$6.95

SPECIAL

- 1 - Set Toe In
- 2 - Set Caster & Camber
- 3 - Inspect Idler Arm
- 4 - Inspect Steering Linkage

HAROLD TURNER

Parts and Service



Open 'til Midnight

464 SOUTH WOODWARD

MI 4-7500

BUSINESS BRIEFS

Building Opens

Hamilton H. Paterson, 885 Westwood, president of W. E. Reid Development company in Birmingham, announced that a new modern office building is nearing completion at 800 South Adams.
 The first tenants to occupy the building, owned and leased by the Reid Development company, are Dr. Frederick M. Adams, Dr. William H. Perce, Dr. Robin Adair, Dr. Theodore W. Lane, Dr. Sidney Miller, Dr. John R. Simpson, Dr. Ralph M. Fox and Dr. William M. Cutler.
 The two-story with partial basement structure is equipped with a self-service elevator, acoustical tile ceilings and composition tile floors. The partial basement contains complete mechanical equipment for the entire building including gas heat and air conditioning.



Modern Building Nears Completion

Another new building dresses up Birmingham at 800 South Adams. Built and leased by the W. E. Reid Development company, the modern two-story structure is ready for occupancy.

THE FACADE facing Adams road to the east and the parking lot to the west are a series of alternating aluminum sash and precast quartz aggregate panels from the ground to the roof. The present concrete panels, although simple and repetitions in nature, create an elegant sculptured effect to the building.
 The walls of both entrances are faced with "Verde Oniciato," a precast marble imported from Italy specifically for this building.
 According to Wallace R. Reid, 2140 Northlawn, vice president of the company, 75 per cent of the building is leased although desirable space is still available.

Keaton Gets Award

Charles E. Keaton, Jr., 4420 Squirrel road, Birmingham, local representative for Indianapolis Life Insurance company, received the National Quality Award for 1960.

EXPERT SERVICE

PORTABLE TV
 FAST DEPENDABLE

Birmingham Electronics

111 E. Maple MI 6-8410

Nelson Joins Coast Firm

Lawrence E. Nelson, 1780 Cedar Hill, Birmingham, a former vice president of the Marine and Industrial division at Chrysler Corporation, has been appointed executive vice president - sales of American Mares, Inc., Inglewood, Calif.
 Nelson will be in charge of advertising, promotion, marketing and sales for American Mares, the country's foremost manufacturer of small, lightweight diesel engines. The company, which is producing the world's first diesel outboard motor, also manufactures generators and diesel generator sets, and a complete line of diesel powered marine pleasure craft.



NELSON

Brettelle Jr. Joins LOOK

Horace T. Brettelle, Jr., son of Mr. and Mrs. H. T. Brettelle, 18500 Hillcrest, Birmingham, has joined LOOK magazine in New York as manager of Service to Advertisers.
 Brettelle was formerly advertising coordinator for Lincoln-Mercury division, Ford Motor company in Dearborn. He has a background of 12 years in automotive and industrial advertising and merchandising.



BRETELLE

Attends Conference

Leon H. Landsberg, 5357 Cambridge Place, Birmingham, attended the Connecticut Mutual Life Insurance company's national educational conference June 27-29 at the Lake Tarleton Club, Pike, New Hampshire.

Prescription for Profit: A Want Ad by phone or mail.



SANITONE CARE DOES MORE FOR WASH and WEAR!

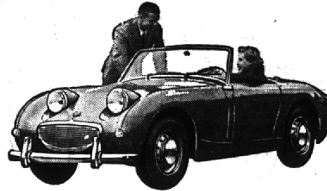
- More than even the most careful home laundering can do!
- Never fades, shrinks or stiffens garments.
- Fluffs out all the dirt.
- Gets out stubborn spots.
- Duplicates the mill finish of the fabric with Style Set™
- Stacks, shirts, suits never get that washed out look.
- Colors, patterns keep their like-new luster.
- Our perfect press preserves original drape and fit.
- Call us today—see the difference!



SHIRTS LAUNDERED ...
 In By 10 a.m., Out By 5 p.m.

Brown's EXCLUSIVE CLEANERS

1791 West Maple
 MI 4-2100



The lowest priced **true** sports car on the market... the **AUSTIN HEALEY SPRITE**
 \$1795 P.O.E.

Authorized Distributors for Mr. Morris Austin, Healy, Jaguar
FALVEY MOTOR SALES COMPANY
 LI 3-5000
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Summer Sale

With summer just getting under way, months of warm weather still ahead, here we come with a special selection of sportswear at savings!

SPORT SHIRTS



Swimwear

Clam Diggers Boatnecks

Mortimer's

123 West Maple

MI 4-6824

An Explanation At Dandelion Time



Sure, dandelions are pretty. Just as pretty as daisies, maybe. But Mom doesn't plant daisies in the lawn, does she? Wait till you see what **BONUS®** does. Besides getting rid of dandelions and similar weeds, it makes the grass greener—at the same time. Nothing looks as nice as a thick, green lawn, now does it?

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 Bonus (5.95) together only 17.90



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SERVICE DEPT. OPEN 9 A.M. to 6 P.M. — CLOSED SUNDAYS

LIONS NURSERY SALES

28859 GREENFIELD RD. • SOUTHFIELD, MICHIGAN
 LINCOLN 1-5500

CAR LIFE Magazine says:

"1960 OLDS IS BEST BUY IN MEDIUM-PRICE CLASS!"

Read some of the reasons why **CAR LIFE Magazine** editors rate **Olds** as the best buy, after testing all seven medium-price cars!

• Basically, what puts Olds out ahead of its medium-priced competition is the level of quality and finish, plus the car's pure competence in every operation.

"It behaves beautifully on the road, all controls work smoothly and precisely. It is a really finished car with no rough edges or incomplete engineering.

"Proof of Oldsmobile's superiority is the degree of relaxation experienced by the driver and passengers. This is what we might call the 'X' factor. It can't be measured or compared on the specification sheets or on the showroom floor, but after several hundred miles of comparative driving I'm convinced that Oldsmobile is more restful to ride in and more relaxing to drive than any other medium-price car."

Before you buy any medium-price car, visit your Oldsmobile Quality Dealer and get a free reprint of the complete August **CAR LIFE** article. Then take a test drive... see why the new '60 Olds is rated the "best buy in the medium-price class!"



SUBURBAN MOTORS CO., Inc., 565 S. Woodward Ave.

YOU'LL DO BETTER... AT YOUR OLDS QUALITY DEALER'S... NOW!