

# BUSINESS BRIEFS



## 'Sweet Success' Program

Officials of the Detroit Bank and Trust company and Station WWJ-TV, Detroit, are shown above, as Bloomfield Hills, president of the "Sweet Success" program, and director of advertising to be sponsored by their bank over for the bank; C. H. Hewitt, executive vice president, and James Schiavone, 3500 Laines, WWJ-TV days, 7-7:30 P. M., EST. The show Schiavone, 3500 Laines, WWJ-TV is based on the careers of successful station manager.

## Birmingham First In Home Ownership

(Special to the Eccentric)

NEW YORK, Feb. 24—What will the approaching housing census disclose as to home ownership in Birmingham and as to the number and the condition of local dwelling units? How much of a change has there been since 1950, when the last such census was taken?

A preview of some of the findings may be gained from studies made by previous public and private agencies, among them the National Association of Home Builders, the Federal Reserve Board and the Department of Labor.

The official results of the new census, which will get under way near the end of March, when local residents will receive housing questionnaires, will not be released until late in the year.

They are expected to show that home ownership in Birmingham is at a new high. They will also show how much has been accomplished toward improving the condition and the equipment of local dwellings.

THE 1950 CENSUS listed 4,938 dwelling units in Birmingham. Many new ones were built and many old ones were eliminated since then.

Nationally, there was a net gain of about 9,000,000 dwellings. The 55,000,000 units now standing have a market value of nearly \$400 billion, according to one study. That is more than twice the total value of housing in 1950. Mortgage debt on them has tripled, on the other hand.

The housing census will inquire into the size of each dwelling and into such matters as number of bathrooms, cooking facilities, heating system, air conditioning, washing machine, home freezer and rent paid or value of the property.

From the evidence at hand, approximately 81.7 percent of the dwelling units in Birmingham are now owned by their occupants, as compared with 56.0 percent, non-farm ownership in the United States and 61.2 percent in the North Central States.

The current estimate was arrived at by adjusting the previous housing, thanks to the great amount of new construction and to the huge amounts of money spent for home improvement.

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## New Idea In Sport Exhibits

Houghton Lake, Mich. The "old stone schoolhouse" here will become the focal point of sport activities and recreation when it becomes the nucleus of a Sportsman's showcase and exhibit and recreation center, first of its kind in the nation, opening Saturday, May 28.

Remodeled as an exhibit area, the old landmark will be surrounded by a heated swimming pool, exhibition courts, casting ponds, horseshoe pits, rifle and archery

ranges and many facilities for amusement for children.

An Indian village with real Indians making and selling their handicrafts will also be included.

A RUSTIC TROPHY room, with fireplace, will offer daytime entertainment for the ladies while their husbands are fishing or hunting.

Local families and vacationers will be able to enjoy all the facilities at nominal costs while the exhibits are open to all.

This unique plan in a permanent exhibit of sporting goods, equipment and apparel for all seasons under one roof, surrounded by recreational facilities.

The Sportsman's Showcase is the outgrowth of Showcase, Inc., the exhibit center of building products in Birmingham, famed in the building industry for the service it has given both public and the industry.

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## Anaconda Staff Change

Austin W. Dunham, 1748 Timson lane, who has been district manager for Anaconda in Detroit since 1950, has been elevated to the position of manager of utility sales, and will assume his new duties in their New York Headquarters immediately.

Dunham, a member of the Birmingham Country Club, is a past president of the Electrical association of Detroit, and is currently president of Electrical Manufacturers' representative association of Michigan, Inc.

Succeeding Dunham will be William B. Olson, who has been performing executive Staff work at Anaconda's New York Headquarters for the past two and a half years. He and his family will move into this area soon.

## Shain's Drugs 'Honor Store'

The Rexall Drug company has designated Shain's Rexall Drug, Inc., as a Rexall "Honor Store."

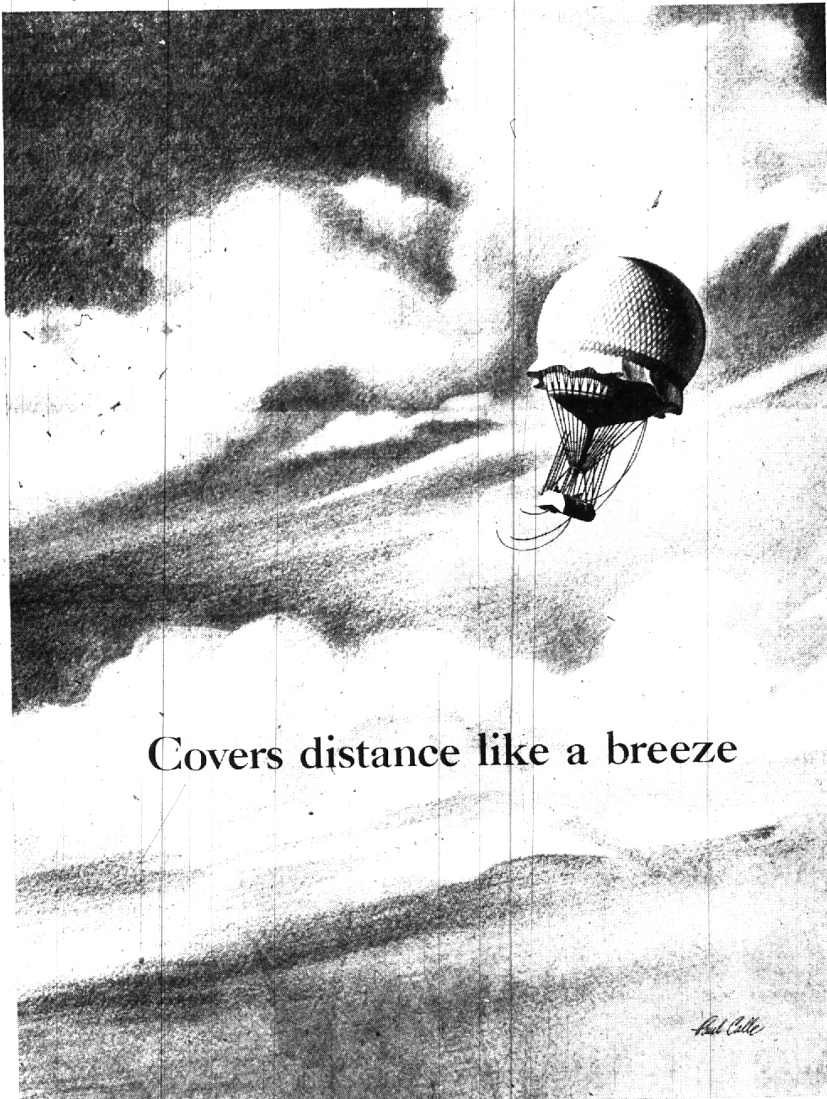
The "Honor Store" award is made in accordance with the provisions of a special program which establishes certain standards to which Rexall Drug stores must conform.

The program is designed to aid Rexall druggists in their effort to provide better public service by improving the appearance, efficiency and professional character of their pharmacies.



## Land Developer

BOCA RATON — Continued rapid growth of Florida's population was forecast by Land Developer Howard T. Keating of Bloomfield Hills in addressing Keating of Florida, Inc., staff members and their wives at a recent dinner meeting here. Keating is president of both the Florida firm bearing his name and the Bloomfield Hills company. Subdivisions being developed by Keating in the Sunshine State include Boca Raton Square and Boca Raton Square Gateway in this East coast suburban community near Ft. Lauderdale; Fairway Estates, Indian Rocks Village and Yacht Club Estates in the Clearwater-St. Petersburg area on the West coast.



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