

Yes stop... shop... and see for yourself the big selections of nationally advertised items for all do-it-yourself projects.

The welcome mat is always out so drop in soon... browse around... ask questions from well-trained, courteous sales staff...

You'll be amazed at the large amount of money you can save on all top brand items... you will know that Federal Hardware and Supply is a fine place to buy as you are bound to meet your neighbor here doing the same thing you are.

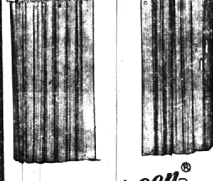
KEM-GLO America's Favorite Enamel **7⁹⁵** gal.

KEM-TONE Washable Latex wall paint **4⁹⁹** gal.

ROMEX WIRE 14-2 **3^c** ft.

24-HOUR DELIVERY ON ALL CUSTOM-BUILT

FIREPLACE SCREENS



Flexscreen®

19⁹⁵ SAVE 10.00 NOW ONLY

LOG GRATES **1⁹⁹**

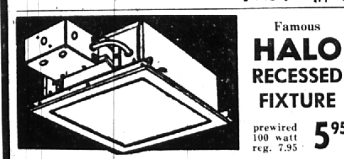
Log Baskets **4⁸⁸**

ANDIRONS **14⁹⁵**

Fireplace Tools Standing racks or wall fixtures complete **ONLY 14⁹⁵**

Armstrong Ceiling Tile

12 x 12 **10^c** each
DECORATOR PATTERNS
Limited Stock



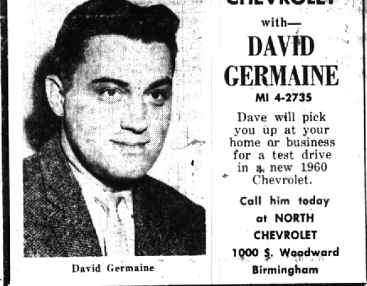
HALO RECESSED FIXTURE
prowled 100 watt reg. 7.95 **5⁹⁵**

BUY NOW - PAY LATER
WE ACCEPT INTERNATIONAL CREDIT CARDS
SAME as CASH

EL 6-7300 RE 7-8150
Open Thurs and Friday Evenings
Plenty of Free Parking
FEDERAL HARDWARE SUPPLY
SOUTHFIELD RD.
12 MILE

Harper Now Manager
James Harper, 650 Tuffer, Birmingham, has been appointed to the newly-created post of manager of the ordinary issue department of the Michigan Life Insurance Co. Harper joined the company's group insurance department in 1957.

TEST DRIVE A NEW CHEVROLET



David Germaine

with—**DAVID GERMAINE**
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Dave will pick you up at your home or business for a test drive in a new 1950 Chevrolet.
Call him today at **NORTH CHEVROLET**
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Birmingham

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To: SAM SCRATCH

Dear Sam:—

While reading your fascinating remarks in The Eccentric of March 3rd, I happened to look out of the window. I believe the "itch" will require your action, Sam, for another week or two.

In the meantime I have obtained some of your Punch-N-Grow and Plant Starter kits and they are successfully started; i.e., I have added the necessary amount of water. Very simple. Thank you.

Now, I have nothing to do so I thought I would ask you a few questions and let you scratch your own head for a bit.

- Is it too early to fertilize the lawn?
 - No—just inconvenient at the moment.
- There is some talk about new PREEMERGENCE control for crabgrass. Is this the usual spring hokum?
 - No, indeed it is not. The Dow Chemical Co. is producing a material called ZYTRON. Tests conducted by Turf Specialists at Cornell and Purdue Universities have produced results which indicate that ZYTRON gives the best control with the least (none) turf injury.
- How important to me are these "fertilizer-spreader" deals?
 - They save you money—BUT, no deal is any good unless the materials involved are good.
- I notice that many of the fertilizers being advertised require half as much as they did last year.
 - Ah, my friend, the pressure of competition creates strange merchandising enigmas. While the ad writer may have changed in a year, the grass still requires about the same amount of nitrogen.
- Would you care to recommend a particular make of power equipment for lawn and garden work.
 - Definitely NO! However, don't plunge into any deal until you have thoroughly studied the TORO equipment.
- Well, O.K. Now, do you have any new bulbs I can start soon?
 - I just happen to have some new ones:—
Magnificent RUFFLED & FRINGED tuberous-rooted begonias. They show some similarity to the carnation flower.
Delicate HANGING or BASKET BEGONIAS in pink, salmon, rose, red and yellow.
- Please tell me what to do right now.
 - Go scratch the birds with—I mean go feed the birds some scratch feed, sunflower, suet, etc., until they can scratch for themselves.
- Thank you, Sam.

Ichabod Itch

McCLELLAN-BALL CO.
YARD SUPPLIES KENNEL FARM
BIRMINGHAM, MICHIGAN
Phone MI 4-4133 850 S. Woodward

BUSINESS BRIEFS



Taking A Break

One night of a busy two-day schedule was reserved for the ladies during Oldsmobile's 24th Dealer council meeting held recently (Feb. 22-23) in Lansing. Dealers from all over the country gathered in Lansing for an exchange of ideas on subjects of mutual interest to Oldsmobile and its dealers. During the evening, however, automotive talk was mixed with other topics as the dealers and their wives attended a reception and dinner hosted by Oldsmobile officials and their wives. Seen chatting here are W. O. Lampe, executive assistant to the general manager in charge of dealer relations, and Mrs. Lampe, on the left, and Mr. and Mrs. C. F. Fischer, of 1235 Lyonhurst. Fischer is with Suburban Oldsmobile Company, Inc., in Birmingham.

Two B'ham Residents Promoted at Ford's

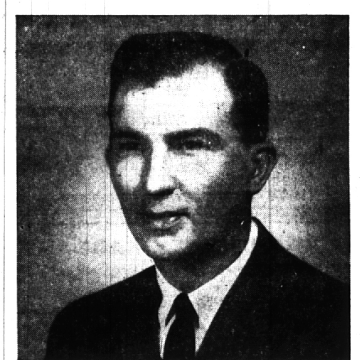
Two major appointments in the general sales office of Ford Motor company's Ford division were announced by M. S. McLaughlin, the division's general sales manager.

W. K. Barclay, 3178 Bradford has been appointed executive assistant to the general sales manager. Barclay has been named marketing services manager.

Barclay, formerly marketing services manager, has been with Ford since 1949. After a series of assignments in financial and cost analysis, and market representation, he was named manager of the division's dealer operations analysis department in May, 1954.

In August, 1955, he was appointed manager of the dealer planning department. In November of the following year he became manager of the market representation department. In 1958 he became marketing services manager.

TYPEWRITERS
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BIRMINGHAM PRINTING & Office Equipment Co.
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a good man to know

Although only in his fifth year, George has proved himself highly capable as a representative. George knows his business—security! He is a graduate of Washington & Jefferson and the U. of D. Law School—as well as an Army veteran. Possessing to a high degree, energy and perseverance, George is known as a glutton for hard work. But the extra efforts spent on behalf of his clients has apparently paid off with real success—as George's customers are more than willing to testify!

Like every Goodbody representative, George can offer truly competent brokerage advice and service. This is possible because Goodbody's well known and highly respected Research Department keeps him constantly abreast of the market and possible trends. How about calling him today at:

MI 6-3156 or JO 6-8300

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PRINTING SALESMAN

Progressive, well established printing plant (with modern new building under construction) has immediate opening for man of proven sales ability. Knowledge of both letterpress and offset-lithography desired. Complete composing room, press room and bindery facilities under one roof. For complete details contact: Russel T. Ingham, MI 6-2000.

AVERILL PRESS, INC.

Local Men Elected

The current officers of the Detroit Lambsmen's association, elected at the last board of directors meeting are:

Roy G. Leitch, Jr., 660 Lone Pine Hill, Bloomfield Hills, president.

Fred A. Erb, 1415 Suffolk Birmingham, vice president.

David A. Kandt, 550 Fort Dearborn, Dearborn, treasurer.

Fred M. Sibley, Jr., 230 Vendone road, Grosse Pointe Farms, secretary.

Each of the men are presidents of their own lumber companies in the metropolitan area.

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(Delivery Service \$1.00)
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AND REVIEW OF THE DAY'S ACTIVITY
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Members of leading Stock and Commodity Exchanges
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OPEN SATURDAY 9:30 A.M. TO 12:30 P.M.
OFFICES IN 20 CITIES

FASCINATING FACTS ABOUT NATURAL GAS

1858—FIRST NATURAL GAS CORPORATION

In 1858, the first Natural Gas Corporation was formed near Fredonia, New York. Not until 53 years after its discovery was Natural Gas used industrially—another 50 years before many people began to benefit from this wonderful fuel. Today, a century later, millions of Americans enjoy this "stored sunshine!"

1958—NATURAL GAS 28% OF U.S. ENERGY

In 1900, Gas supplied only about 3% of the total energy needs of the nation. After 1920, its growth was greatly expanded by the development of transmission pipe (to carry the Gas to market) and the demand for a superior, low-cost fuel. This obliging Giant now supplies more than 1/4 of the wealth-producing energy of the nation!

* Consumers Power Company is constantly expanding its gas facilities to meet the demands of homes, factories and commercial establishments that are making effective use of this clean, low-cost, easily-controlled fuel.

GET THE FACTS — BETTER YET — GET GAS! PG-6974-21