

BUSINESS BRIEFS

Behind The Store Fronts

By ANGUS MCKELLAR



Dealer Gets Loyalty Award

Russell A. McBride (left), 1412 Inwood circle, Bloomfield Hills, of Russell Hardware company, Russwin hardware distributor in Birmingham for the past 43 years, accepts a service award from American Hardware corporation president David Muirhead. Scene was the National Builders' Hardware Association convention in Chicago. Russwin, a division of American Hardware, is the nation's oldest manufacturer of builders' hardware.

30 Years With Bell

Mrs. Zella M. Dewey, 844 Hazel, Birmingham, district traffic assistant, is celebrating her 30th service anniversary with the Michigan Bell Telephone company. She has spent her last 20 years in the Royal Oak office.

Man on the go is Joe Tesar, new general manager of Schultz Motors, Birmingham's Plymouth-Valiant-De Soto dealer. Interest is running high in the new '61 Plymouths and Valiants, Tesar said. He was formerly associated with competing names.

Walter LeBel of Bob Frost, Inc., gives us the intriguing report that the female sparrow which was hatched in an overly warm transformer in the Bob Frost building and became a showroom pet, is now sharing quarters elsewhere with a male parakeet. Brings to mind interesting conjectures.

Quite a list of improvements at Kay Cooley's... an airy sport patio, new exterior shop, and the lingerie addition.

Sam Sire, of Sire's Market, proudly informs us that his daughter, Maria, is the nominee of the dental school at the University of Detroit for their homecoming queen.

Did you know that Erb Restrict operates the largest Aluminum building material center in the United States right here in Birmingham? There are only three other somewhat similar centers in the country?

located in the Creson Building.

And speaking of welcoming people, Marion Johnson is the new sales person in the display advertising department at the Eccentric. Marion is well qualified to serve you, as she can count a number of years on The Daily Tribune, and on other papers.

Almost everyone should have an extra brush now after last Saturday's street sales of tooth brushes by the Birmingham Exchange club. Dick Wilson of Wilson Drug's served as publicity chairman.

And out West Maple way, Dorothy Bestie's many Birmingham friends will want to know that she is now at Gordon's Beauty Salon,



Signature Seals the Deal

O. K. Gardner (seated left), 4182 W. Newland drive, W. Bloomfield, executive vice president of the Hapman corporation of Kalamazoo, looks on as president Melvin S. Huffaker signs the finalizing papers of the Klenk Epoxy corporation, Detroit glue manufacturers, acquisition. William C. Klenk (standing) will be Executive vice president in charge of the new Klenk Epoxy division of Hapman corporation.

Ad Agency Names Calvert President

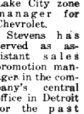
Harry W. Calvert, 0050 W. Surrey, Birmingham, has been elected president of Zimmer, Keller & Calvert, Inc., advertising agency. He was previously executive vice president.



Calvert

Chevrolet Appoints Stevens Manager

Bruce G. Stevens, 274 Abbey road, Birmingham, has been appointed Salt Lake City zone manager for Chevrolet.



Stevens

PR Firm Appointed

Richard Henne, 479 Larchlea, Birmingham, secretary, actuary and sales manager of the Gleaner Life Insurance Society of Bloomfield Hills, announced the appointment of the W. J. DeGrace company of Detroit as the firm's public relations counsel.

"Sure Grip" BATH TUB SEAT



Only \$5.50 Adjustable to all sizes and shapes of tubs

MICHIGAN FIRST AID 1201 N. Woodward - Royal Oak - 2nd Door North of 13 Mile

HUGE SELECTION OF LUGGAGE

WE REPAIR ALL LUGGAGE & LEATHER GOODS

Zippers Repaired & Replaced

Harrison's
Luggage & Leather Goods
233 E. Maple
MI 6-5088
Also Detroit 1217 Griswold

Private Family Rooms

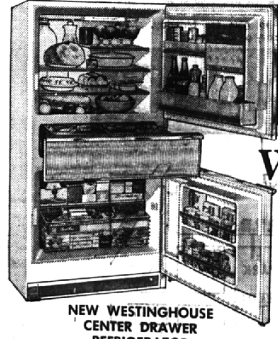
There is complete privacy in quiet, peaceful surroundings. Completely private entrances and exits lead to and from these rooms. They are adjoined by beautifully appointed chapels. A large parking area is located immediately outside the home. Dignified and considerate personal service is a tradition. It will cost your family no more for this fine service.

Wm. VASU Funeral Home
4275 N. Woodward Ave. between 13 & 14 Mile Roads
Library 5-0500

WE SHOOT the WORKS BLITZ SALE

10 A.M. TO 10 P.M. TOMORROW FRI. OCT. 14

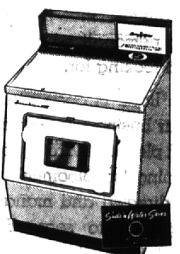
Once a year for twelve hours Hawthorne Electric wages all-out war on Appliance Prices. Every APPLIANCE, TV, and HI-FI in our store and two warehouses is marked down far below the usual LOW, LOW PRICE. If you are even faintly interested in any NEW APPLIANCE, DON'T MISS THIS ANNUAL EVENT. We'll Blast, Smash, and otherwise B-L-I-T-Z the lowest prices quoted anywhere. All merchandise fully guaranteed and backed by our reputation of 46 years.



HERE ARE A FEW OF THE MANY SALE ITEMS

YOU CAN BE SURE...IF IT'S

Westinghouse



4 PROGRAM WESTINGHOUSE LAUNDROMAT

YOUR EXCLUSIVE WESTINGHOUSE DEALER

Hawthorne Electrical Co.

Birmingham's Oldest and Most Complete Electrical Store

162 NORTH WOODWARD

Gifts & Refreshments For All

MI 4-2200

EXPERT SERVICE

PORTABLE TV

FAST DEPENDABLE

Birmingham Electronics

141 E. Maple MI 6-8440

POTTER Moving & Storage Co.

no. 1 specialist in storage!

agent of

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

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

FIREFWORKS TOMORROW

10 A.M. - 10 P.M. FRI. OCT. 14

BLITZ SALE PRICE

Gifts & Refreshments For All

THIS POWERFUL MODEL 860A
Complets with 7 piece set of Cleaning Tools

EUREKA \$44.44

- BALL BEARING WHEELS—ROLLS EASILY
- NEW UNBREAKABLE HOSE
- PAPER DUST BAG—CLIP-ON TOOLS
- EASY GLIDE RUG NOZZLE
- LIGHT—QUIET—GUARANTEED

MFR'S ORIGINAL WAS \$79.95

Hawthorne Electrical Co.
Birmingham's Oldest and Most Complete Electrical Store

162 North Woodward MI 4-2200