

BUSINESS BRIEFS

BLOOMFIELD BEACH and BOAT FACILITY
 Restricted - To Families From The Bloomfield Area
 Private - Very Limited - 2 Lakes - New Home - Uncrowded
 Swimming - Beach - Lifeguards - New - Open or dropoff - Fishing,
 Canoeing (Boats included) Picnicking. Your family plays while you work.
 Join these evenings and weekends intervals. Daily 10 till 6 P.M. See
 our color film "Fun in Your Own Backyard" It's a great vacation world
 be a mere fraction of one week's income. **BE WADE, WADE** - We
 Drive out Orchard Lake Rd. to Keego Harbor Light. Turn North. Follow signs.

Professional Kitchen Planning

and installation in existing or new homes. Partial remodeling also. Plan now for Spring installation.
BIRMINGHAM KITCHENS inc.
 360 N. Woodward MI 6-8566

W. C. Scott Joins Kurth Real Estate

Neil E. Persinger, of Linn Smith Associates, Inc., architects and engineers, Birmingham, has been awarded first prize in the mechanical category of the drafter's competition sponsored by the Michigan Society of Architects and the Sheet Metal Contractors Association of Detroit.

Scott has been active in real estate and building in Birmingham for more than 33 years. During that time, he also has been active in the Village Players.

"We Serve the Suburbs"
TORRENCE OIL COMPANY
 MI 4-9000

Before joining Kurth, Scott had been associated with Snyder, Kinney & Bennett Inc., and Max Brosek, Inc., of Birmingham.

HOLD IT

Don't lose your head if your water heater keeps running cold.



CALL US

for a free estimate on the only water heater that's performance-rated to supply all the hot water you need—even on busiest washdays.



ASK TO SEE AN AMERICAN-Standard WATER HEATER

- Easy terms
- Warranted up to 10 years
- Standard and De Luxe models
- Gas or electrically heated
- Thick Fiberglass insulation

Call for an estimate today
G. C. JOHNSTON
 Service—Repair
 Plumbing and Heating
 PHONE MIDWEST 4-5540
 Birmingham—1691 Big Beaver Rd.



Expert at Work

David E. Davis, master joiner, 332 Hamilton, Birmingham, has opened a store and manufactory which features rare and unusual items of furniture, lamps and accessories. The master craftsman will build reproductions of antiques. He also has "Grandmother's Clocks," which receive special attention.

Looking for a job... a home... a special service? See the Want Ads.

Clark Attends Management Class

A Birmingham man is in a group of selected business executives taking part in a four-week management development seminar at Cornell University's New York State School of Industrial and Labor Relations.

Arthur H. Clark, 2555 Yorkshire, maintenance engineer for the Detroit Edison Co., is studying various management-related fields including human relations, personnel administration, communications and collective bargaining during the four-week program, known as the Management Seminar in Effective Executive Leadership.

Pomeroy Receives Insurance Honor

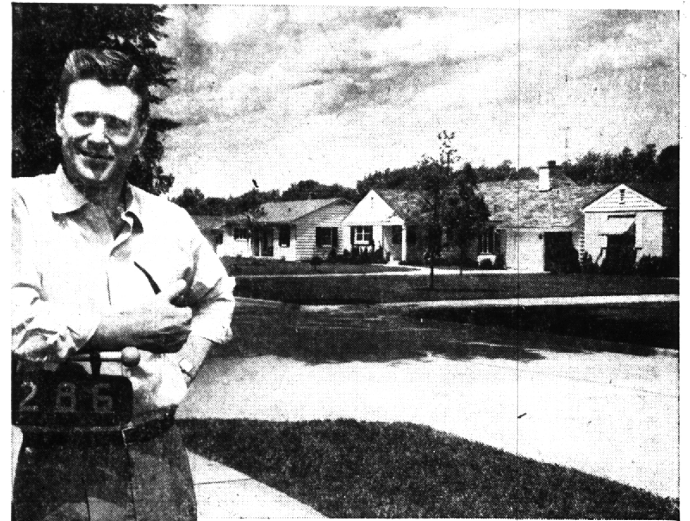
Fraser E. Pomeroy, 32717 Robb-Island Drive, Birmingham, an associate of the Detroit Charles Lamb agency of the New England Mutual Life Insurance Co., has qualified for the company's hall of fame.

The honor is awarded to the company's field representatives who, in the course of giving service to their clients, have placed with New England Life at least one million dollars worth of life insurance protection on their policyholders during the preceding calendar year.

Pearson Selected Yale Representative

Dr. Justus R. Pearson, 1255 Northover, Birmingham, has been selected by Yale University to be its representative at the April 14 inauguration of Lewis W. Norris as president of Albion College.

Pearson, assistant professor of English at Michigan State University, Oakland, received his master of arts and bachelor of arts degrees at Yale. His doctor of philosophy is from Columbia University.



"Our concrete street has given everyone new pride in keeping up his home!"

Everyone benefits from a concrete street. It helps keep everything so clean and neat. There's no spring breakup with concrete... no softening in the summer. You get good drainage, especially with built-in concrete curbs and gutters.

A concrete street adds to the value of every home it serves—makes them more saleable, today or years from now. That's because a street of new-type concrete has a life expectancy

of 50 years or more. Yet initial cost is moderate. And upkeep cost stays low to make it a really sound investment.

Add to this—safety. Dependable skid resistance. High visibility for night driving. A smooth ride that lets every driver feel he's in full control of his car. You can see why concrete is the preferred pavement for residential streets in cities, villages and towns everywhere.

Planning to buy or build?

Choose a house on a concrete street. You'll always be glad you did. Only concrete can be precisely engineered to carry expected traffic loads... stay smooth-riding and attractive for such a long period of time.

PORTLAND CEMENT ASSOCIATION
 2108 Michigan National Tower, Lansing 8, Michigan

A national organization to improve and extend the uses of concrete



Here's the secret of greener grass

One—fill the Scotts Spreader with protein-building TURF BUILDER®. Two—set the dial. Three—walk! As you go, the work-saving Scotts Spreader distributes potent, steady-feeding TURF BUILDER granules evenly and accurately over the whole lawn. And TURF BUILDER is clean, odorless and lightweight—incomparably pleasant to use. How's that for an easy way to feed grass the beauty-building diet it needs? Result? Thicker, greener, healthier grass, on any soil—even subsoil!

Save 5.00—Turf Builder (reg. 4.95) plus Scotts Spreader (reg. 16.95) both only 16.90
TOO BUSY?

We will apply any Scotts' products on your lawn for only \$1.25 per bag Extra

J. FAWCETT & CO. HARDWARE

908 S. Adams, Corner Webster

FREE DELIVERY MI 4-6020

Bring your lawn problems to our Lawn Program Advisors. They have the know-how and the experience to help you achieve the kind of lawn you want.

NEW STORE HOURS!

MON. thru Fri., 8 a.m. - 8 p.m.; SAT. 6 a.m. - 6 p.m.; SUN. 10 a.m. - 2 p.m.

What does it mean to be rated?

Not long ago men and women with coronary artery disease, tuberculosis or diabetes were unable to obtain life insurance. Today it is possible for many of these people to be accepted in a special premium classification. Technically speaking they are said to be "rated" policyholders. For many years Manufacturers Life has contributed leadership in this special field. Today we are well known for our progressive outlook and for the favourable premium rates being offered.

Actually 90% of the people applying for Manufacturers Life policies today are accepted at regular rates. Another 8½% are offered insurance at the lowest possible cost considering their particular physical condition, while only 1½% are declined. Whatever your needs, you can be sure of progressive life insurance service when you call the Man from Manufacturers.



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