

# BUSINESS BRIEFS

## Board Observes Realtor Week April 23-29

The importance of professional services of realtors to persons buying and selling real estate are being highlighted during Realtor Week, April 23-29, said H. D. Anderson, of Sawyer, Kinney & Bennett Inc.

Anderson is president of the Birmingham Real Estate Board which is observing the week along with other boards across the country.

He said that governors and mayors have issued proclamations calling for the observation of the week, which will inform citizens of the role of the realtor and of the code of ethics of the National Association of Real Estate Boards.

"During this week we hope to impress upon the public's mind that a realtor is more than just any real estate broker," Anderson said. "Being a member of the local real estate board and NAREB, a man meets the requirements set for competence and ethics before receiving the right to be designated a realtor."

## Insurance Man Returns From Trip

John Paige, 4300 Derry, Bloomfield Hills, Birmingham area representative for Indianapolis Life Insurance Co. has returned from the company's "Salesman's" recently held at Indianapolis, Ind. He qualified for attendance at the sales conference for the first quarter of 1961.

## Peck's Dream Comes True At Demery's

It is the universal dream of every retail merchant to some day build a store with everything just the way he wants it.

Charles A. Peck has been cherishing that dream through a long successful career of merchandising; the opening of Demery's-Birmingham is its fulfillment. Peck purchased controlling interest in Demery's Inc. from William F. Demery in February, 1951. This marked his third residency in Detroit twice before he had held executive positions at Demery's; first when that store was headed by Joseph J. Crowley and later when at the death of James B. Jones, he became executive vice president and general manager.

PECK STARTED his retail career as a clerk in McCroery & Co., New York department store. This was followed by such positions as divisional merchandiser at stores of the Associated Dry Goods Corporation including Lord & Taylor in New York and general merchandise executive at Bloomingdale's in New York.

When Peck left Detroit in 1940 to become president and general manager of Boggs & Buhl, one of Pittsburgh's oldest and largest department stores, a position he held until the store was sold and he bought Demery's. Peck is a warden and vestryman of the Cathedral Church of St. Paul's and a trustee of the Episcopal Diocese of Michigan. He is a director and member of the boards of many civic, trade and cultural organizations. He and his wife, Jeanne, live at the Detroit Towers on East Jefferson.

## New York Life Pays New High

New York Life Insurance Co. paid out a record high of \$511,501.00 to policy owners and beneficiaries in 1960, an increase of 6.9 per cent over 1959, Gilbert S. Morton, general manager of the company's Bloomfield-Detroit general office said today. The office is at 250 Martin, Birmingham.

Morton said that this amount more than two-thirds or \$351,643,000 went to living policy owners and the remainder of \$159,848,000 was paid to beneficiaries, according to figures just released in the company's 116th annual report.

A state booklet on the Company's operations in Michigan showed that at the end of 1960 residents of the state owned \$69,876,716 of life insurance with the company, he said.

The booklet also revealed that over \$89 million has been paid to Michigan in dividends, matured endowments and death benefits during the past 19 years.

## Maurice Appears At Beauty Salon On Second Floor

Unique in design, decor and comfort, Demery's Beauty Salon is located on the second floor level. From the well-appointed reception room, with colorful lounge chairs, to the very latest hydraulic-operated salon equipment, the salon is planned for the ultimate in efficiency and convenience for both patrons and staff. All well-known beauty products are featured, including several exclusive lines of permanent waving methods.

Special emphasis will be given to hair - tinting processes, scalp treatments, bleaching, etc.

A STAFF of trained stylists and beauticians, devoted to bringing out the "best" in feminine charm, are ready to serve Demery patrons.

As an opening feature of the new salon, Mr. Maurice, noted hair stylist at an international clientele in Washington, D. C., will be in the salon for consultation and styling suggestions from the opening day, April 27, through Wednesday, May 3. Demery customers are invited to take advantage of these services without charge.

Permanent manager of the beauty salon is Miss Allure, well-known Detroit beautician.

## Road Oil Program Hearing Dates Set

Birmingham city commissioners have set May 8 for public hearing on necessity for the 1961 road oil program and May 22 for public hearing on confirmation of the roll. DPW Supt. T. C. Brien said total estimated cost is \$17,076. Assessment rates are proposed at 15 cents per front foot for light oil, 52 cents for oil mat and seal coat and 22 cents for seal coat only.

## J. W. Butler Dedicated to New Store

John Wm. Butler, 32, is an aggressive, dynamic young retail merchant, dedicated to his profession and the growth of Demery's Inc. in the suburban area of Birmingham.

His retail career dates back to 1943 when as a high school student he worked after school as a salesman in Demery's boys' clothing department. Attending Assumption College, he continued selling in various departments of Demery's under the tutelage of William F. Demery, then president.

In 1947, Butler was appointed assistant buyer of the home-wares division. In 1948 he became buyer of the home-wares division, until 1953, when he opened his own business firm in the Book Building as manufacturers' agents for various home-wares lines.

In 1955, when Charles Marsh, vice president of Demery's, re-



JOHN WM. BUTLER

signed, Butler was elected a director and became executive vice president, which position he holds now. Butler took on the task of acquiring the property and building the new Birmingham store, where he has established his permanent headquarters.

He is a member of the Detroit Economic Club, the Detroit Board of Commerce, Detroit Yacht Club and the Birmingham Athletic Club. Mr. and Mrs. Butler (the former Lucille Miller of Birmingham) reside at 817 Waddington, Bloomfield Township, with their four children.

## Capital Improvement Program Outlined

Birmingham city commissioners have under consideration a proposed capital improvement program totaling \$40,544 for inclusion in the 1961-62 city budget.

The program is listed in three parts: tentatively committed, special projects, general capital improvement program. Included in the first are recurring, \$167,700; transfer of a piece of property to the park system, \$10,500; sewage plant improvements, \$13,000; general fund share of most office assessment for city parking lot No. 5, \$2,050 for a total of \$223,250.

BIGGEST ITEMS in the special projects which total \$73,045, are the residential sidewalks program, \$15,000; downtown sidewalk program, \$10,000; city hall improvements, \$42,150.

The general improvement phase totals \$17,000 and includes such things as general repaving, \$40,000; Oakland Ave. paving from Hunter to Fernside, \$20,000; and tennis courts and parking facility, \$16,000.

Tentatively committed means that those projects have been granted tentative approval; special projects are those recommended by various departments; and regular improvements are those recommended by the city manager.

Big bargains at small cost—those who get from the hundreds of classified ads which appear each week in your Birmingham Eccentric.

"Sure Grip" BATH TUB SEAT  
Only \$5.50  
Adjustable to all sizes and shapes  
MICHIGAN FIRST AID  
Medical Supplies — Invalid Needs  
1621 S. Woodward, Royal Oak  
3rd Down North of 10 Mile

Use Classified Ads—They Sell!

## REUPHOLSTERING ...

styled to enhance the hidden beauty of your favorite furniture.

Our quality workmanship adds years of wear.

MR. ROSS ELLIOTT,  
Our Representative, is in Birmingham  
Mondays—Tuesdays—Thursdays  
Or choose fabrics today at —  
**ELLIOTT'S of Waterford**  
"Fine Furniture and Quality  
Carpeting since 1924"  
5400 Dixie Highway  
OR 3-1225

## WHERE INDIA meets BERMUDA

East meets west and gets along handily in these walk shorts. The cotton is native to Madras, India, while the shorts belong to Bermuda. Gentlemen, sailors, patrollers and general enjoyers of life must own at least one pair.

Sizes 27 to 36... 6.95

The Prep Shop  
Baptorial Refinements  
For Young Men  
237 Pierce Birmingham BR. 6-6168

## 1,322 Paint Colors

to match your fabrics, floor coverings or wallpaper!

- RIGHT OVER THE COUNTER
- AT REGULAR PAINT PRICES
- IN ALL PAINT FINISHES

**JEWEL Colorizer PAINTS**

Interior Decorating Service  
Fine Wallpapers  
"Our Business Is Good Paints"  
**MCDONALD PAINT CO.**  
4320 N. Woodward, Royal Oak  
LI 9-3997

## Familiar sight on lawns these days

Remember when fertilizing a lawn was a dirty, back-breaking job that nobody would think of asking the lady of the house to do? How times have changed since clean, odorless, lightweight TURF BUILDER came along! Today, milady (unasked) finds a brisk stroll with the Scotts Spreader a welcome change from indoor duties. And the greener, thicker lawn she gets is a constant source of pride and joy. Why not take a TURF BUILDER "lawn break" yourself?

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



## 2 ADULTS, 4 CHILDREN AND A BIG, BIG DOG

This family never runs out of hot water! Washing dogs, diapers or dishes... cleaning walls or windows... there's always plenty of hot water in this house. How come? We figured out just how much hot water they use, then installed an American Standard water heater that's performance-rated to supply all they need, even on busy washdays.

Call for a free survey of your hot water needs. No obligation.

• Gas and electric models • Standard and De Luxe models • Brass-lined or galvanized • Fiberglass insulation • Warranted up to 10 years by AMERICAN-Standard

**G. C. JOHNSTON**  
Service—Repair  
Plumbing and Heating  
Phone Midwest 4-5540 Birmingham—1691 Big Beaver Rd.

## "T" POLES

hold multiple line in some ground space as single line. Comes complete with galvanized ground box. A terrific value

**3.95**

## SAVE 30% UMBRELLA CLOTHES DRYER

full 168 feet of drying space  
A reg. 17.95 value  
SAVE \$5  
**12.88**

Strongly built... will last a lifetime... folds up into small space for storage.

## Galvanized GUTTER 77¢ Length

Complete line of solderless fittings

## PLASTIC CLOTHES LINE 97¢

Heavy duty steel cord center... 100 ft.

**DIAMOND POINT PUSH HOE 2.49**

- For Digging
- For Edging
- For Trimming
- For Cultivating

## DRAPERY HARDWARE

Feature for Feature, the Easterner is in a class by itself.

- Exclusive "Cam-latch" support
- New slide in safety bracket
- Continuous cord lacing
- New Ceiling installation
- New designed pulley assembly
- New self-locking slide gear

## EASTERNER EXTENSION TRAVERSE RODS!

Big Added Bonus... NEW LOW PRICE

|            |      |              |      |
|------------|------|--------------|------|
| 30" to 50" | 2.98 | 70" to 130"  | 5.98 |
| 50" to 90" | 4.39 | 108" to 200" | 7.49 |

## NEW CAFE TRAVERSE ROD

Brass finish or DuPont baked on white with brass ends.

|             |       |
|-------------|-------|
| 30" to 52"  | 5.95  |
| 52" to 90"  | 8.95  |
| 66" to 120" | 9.95  |
| 86" to 150" | 12.95 |

Cafe Economy Model  
30" to 52" 79c  
52" to 90" 1.39

COMPLETE LINE OF RINGS, CLIPS, HOOKS, PINS, TAPE, WEIGHTS, SCREWS, BOLTS, ETC.

Get our New 1961 Spring catalog... New spring items at new low prices... Pick one up when you are in our store...

OPEN SUNDAY 10-4

**FEDERAL SUPPLY**  
11 SOUTHFIELD at 12 Mile  
KE 7-8150 — EL 6-7300 OPEN THURS. AND FRI. TIL 9 P.M.