

Behind The Store Fronts



A highly interesting place is Franklyn Interiors, in Franklin Village, East and hostess, James and Doris Brandstrom are proud of the newly remodeled former inn, which was first built approximately 187 years ago by Col. Van Avery, when Franklin Road was one of the main north and south routes. The Brandstroms offer furniture, furnishings and fabrics, which are displayed throughout two floors.

JACK MILEN, president of Jax Kar Wash, has announced that Allen Bennett, of Detroit, was the lucky winner of the new Ford Falcon, which was given away recently as first prize in their contest. Names of other winners in the contest are posted Jax's local car wash and at other branches.

HOWARD COE of Mills Pharmacy, showed us Joseph B. Moery of the Joseph B. Moery Heating & Air Conditioning Co. has been installing a new heating and air conditioning system to help keep Mills Pharmacy's customers and staff

happy and comfortable in all kinds of weather.

UNITED SHOE STORES, INC., announces that the Peacock Room, a women's shoe salon will open on Woodward, across from Demery's, about March 1. The exterior is a gold inlay marocain and represents the first used on a building in the United States, according to the United Shoe people. The Peacock Room sign will also be unusual with its turquoise effect day and night.

TWO WEEKS ago Jack Ball, of the McClellan Ball Co., wrote in his weekly column about the anatomy and habits of birds, touched on the joys that almost always accrue to the home owner when outdoor feeding stations are established.

Whimsically, he signed his column "Bob White," and promptly forgot his new, temporary pen name. So there was a perfect blank the other day when a woman called and asked for Bob White. "Sorry," Jack said, "there's no Bob White here. The only Bob we have working here is Bob Fielder."



Plenty of Pastry

"Everything sweet that's fit to eat" can be found at Mister Pastry, 4075 W. Maple near Telegraph, according to owner Clarence Rajewski. The store had its grand opening Jan. 23. Here, Helen Bierbower is preparing the stock for the showcase.

Mitchell Named Senior Associate

Samuel J. Mitchell, 1773 Stanley, Birmingham, has been appointed a senior associate at Chase in Real Estate Co., 975 Hunter, Birmingham.

Awards Presented

Floyd A. Cooley, 2325 Maple and Anthony Coigales, 60 Maywood, Birmingham, were among the 163 Termetst division employees who were honored by General Motors at a 25-year award banquet, Friday.

Mitchell has been in real estate six years.

SALT

Chloride of sodium, a white crystalline substance found in sea water, mineral springs, subterranean beds, etc.

It is one of the most useful and widely distributed chemical compounds known to mankind.

Think of it! It is absolutely essential to our health. Without any salt in our bodies we could not live more than 48 hours.

It is (or was) used for money, trading, curing and preserving of meats, religious ceremonies, bath tonic, making butter and soap, sore throat gargle, ice cream and cheese making, paper industry, tanning hides, a cause of wars, a cleanser (as in Epsom), a descriptive term (not worth his salt, salting the stock, a worthy salt, salt away, with a grain of salt), a means of determining the proper seating at meals of the nobles of ancient England, and last, but not least, for SOFTENING WATER.

There are three great sources of salt today—the sea, the mine and the well. In the United States the annual take is more than 8 billion lbs., or 4 million tons, or 200,000 freight cars.

As far as 850 South Woodward Avenue is concerned water softening is the most important use for NaCl.

There are several grades used for this purpose the selection being determined by type and design of the equipment being used. It is our considered opinion that not over 20% of you readers know what grade of salt your own softener requires—judging from the complexity of the orders placed with us, such as:

We need 400 bags of that water-machine stuff. Please send a bag of those mint-shaped salts. Fifty pounds of Middle Western salt brine. A small bag of mineral for our softener.

Do you have salt for water? Send enough for a small family. Et cetera.

We carry seven (7) grades of salt at all times for water-softeners in this area.

1. DETROIT (NORTHERN) ROCK .....\$2.15 cwt.
2. LOUISIANA (SOUTHERN OR KLEER) ROCK, No. 1 ..... 2.45 cwt.
3. LOUISIANA (SOUTHERN OR KLEER) ROCK, No. 2 ..... 2.45 cwt.
4. GRANULATED (FINE) ..... 2.20 cwt.
5. MEDIUM FLAKE ..... 2.85 cwt.
6. PELLETED ..... 2.85 cwt.
7. 50 lb. PLAIN BLOCK ..... 1.15 block

PACKAGING: 100 lb.—50 lb.—25 lb.—special weights

DELIVERY:—Free in our delivery area. QUANTITY DISCOUNTS: 1000 lbs.—5% 2000 lbs.—10%

SERVICE: Salt will be placed wherever you wish or emptied into your softener brine tank if tank is prepared for it. Will receive complaints as cheerfully as possible. Will make regular scheduled delivery to your home at a any reasonable interval you require.

NOTE: On schedule deliveries we are anxious to be advised if the house is to be closed on the delivery day. It is not fun to load 400 lbs. and then unload it in our own warehouse for nuttin'.

OTHER USES THAT SHOULD APPEAL TO YOU:

- Killing weeds in the asparagus patch.
- Killing weeds in the driveway.
- Removing ice and snow from drive and walks.
- Homemade ice cream freezers.
- Taming wild birds (on the tail, you know)
- Making white wash for basement walls and fences.
- Footbath for tired aching feet.
- Discouraging stray dogs.

"Saltzman"

McCLELLAN-BALL CO.

EVERYTHING FOR THE YARD AND GARDEN

Phone MI 4-4133

850 S. Woodward, Birmingham, Michigan

GM Selects

M. G. Bekker

M. G. Bekker, 1136 Maryland Boulevard, Birmingham, has been appointed head of a newly formed land mobility research laboratory as part of General Motors defense systems division.

native of Strayson, Poland, Bekker researched and developed military motor vehicles for the Polish Ministry of Defense from 1931 to 1939. In early 1940, he was with the French Ministry of Armament in Paris.

During World War II Bekker was with the Canadian Ministry of Supply and Canadian Department of National Defense. He remained there until 1950 when he joined the Stevens Institute of Technology faculty at Hoboken, N. J.

FROM 1952 to 1954 Bekker was with the operations research office of Johns Hopkins University, Washington, D. C. In 1954 he joined the U. S. Army Ordnance

Tank Automotive Command, Detroit, where he was director of the land locomotion laboratory. Holder of several United States, Canadian and British patents, Bekker is a member of the Society of Automotive Engineers, American Association for the Advancement of Science, Operations Research Society of America and the American Society of Agricultural Engineers.

He is presently serving as U. S. national secretary of the First International Conference on the mechanics of soil-vehicle systems, Turin, Italy, scheduled for June.

B'field Township Man Promoted by Blair

Charles Fritz, 3250 Morningview Terrace, Bloomfield Township, has been elected a vice president of John Blair & Co., radio station representatives.

Fritz is manager of the Detroit office. He joined the company in March, 1953. His previous work in radio sales had been with the Katz Agency and with station WWJ, Detroit.

REGISTRATION NOTICE

VILLAGE OF BEVERLY HILLS, OAKLAND COUNTY, MICHIGAN.

FOR THE REGULAR VILLAGE ELECTION TO BE HELD MARCH 13, 1961.

NOTICE IS HEREBY GIVEN, that in conformity with the Michigan Election Law and the Village of Beverly Hills, Charter, the final date for registration in order to vote in this March 13, 1961, Election will be February 13, 1961.

General registration for National, State and County Elections do not qualify for Village elections.

NOTICE IS FURTHER GIVEN, that the office of the Village Clerk will be open for registration as follows:

- TUESDAY thru FRIDAY—8:00 A.M. to 5:00 P.M.
- SATURDAY —8:00 A.M. to 12:00 P.M.
- MONDAY —8:00 A.M. to 8:00 P.M.

You may register at either the Village or Township Hall located at 18555 West Thirteen Mile Road.

Fannie Adams  
Village Clerk

Sammut Selected General Manager

Edward P. Sammut, 823 Argyle, Birmingham, has been appointed general manager of the Michigan Electrotape and Stereotype division of the Electrotape Corp.

Sammut formerly was vice president and manager of the Detroit office of Manz Corp. of Chicago. He had previously been with advertising agencies Kenyon & Eckhardt, Inc., J. Walter Thompson Co. and D. P. Brothers & Co.

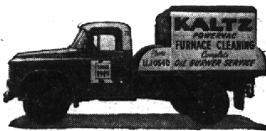
Miami Conference

Dr. A. P. Ubrich, 5690 Sussex, Birmingham, attended the 65th annual convention of the American Osteopathic Assn. last week in Miami Beach, Fla.

Check These Benefits KALTZ Offers You BEFORE You Order Heating Oil!



- Longer Burning Heating Oil
- Highest Quality Filtered Heating Oil
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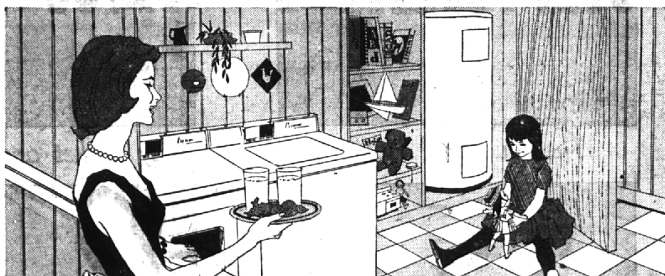


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- Most Modern Up-To-Date Equipment
- New Heating Equipment Sales & Service
- Licensed Heating Technicians

KALTZ

"Longer Burning" Heating Oils  
1730 E. Nine Mile, Ferndale MI 1-0540-JO 4-6408  
"Covering S. Oakland County Since 1919"

why there's no water heater like an ELECTRIC WATER HEATER



YOU CAN PUT IT ANYWHERE—even in an air-tight closet. Because there's no flame, an electric water heater doesn't need air flow to support combustion, or a vent to carry off fumes. There's even a table-top model you

can put under the counter in the kitchen or utility room. Here's the only heater you can always place close to point of greatest hot water use.



PLENTY OF HOT WATER ROUND THE CLOCK. For dishes, laundry, baths, there's always plenty of hot water available. Electric water heaters have two heating units: one for normal use, the other for those occasions when there's an extra demand for hot water.



HOTTER HOT WATER WHENEVER YOU NEED IT. Some laundering requires very hot water to get clothes really clean. Dishwashers, too, need water that's very hot. Remember, an electric water heater can keep on and on, delivering the extra-hot water needed without burning out.

OPERATING COSTS ARE AMAZINGLY LOW. The popular 50-gallon heater will meet the needs of 8 out of 10 families. Using estimated operating costs for this size unit, a plentiful supply of hot water for all family needs should cost you less than 13c a day!

MAIL COUPON FOR MORE INFORMATION

DETROIT EDISON, ROOM 350, 2000 SECOND AVENUE, DETROIT 26, MICHIGAN  
I would like more information about electric water heaters.

NAME (please print) \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ PHONE \_\_\_\_\_



see your plumber, electric appliance dealer or

DETROIT EDISON

"Birmingham's Finest Selection of Men's & Boys' Footwear"

Sherman SHOES  
115 WEST MAPLE  
Open Friday Evenings  
Member of Birmingham Credit Plate Association

Florsheim FINAL REDUCTIONS  
Values to \$30  
A - EEE's. Broken sizes. Not all styles in every sizes

\$14

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Selected Group Oxfords, Slipons, Chukkas  
Black, Brown, Buck Leathers  
Sizes 6 1/2 to 12—All Widths  
Also Pedwin Buck Oxfords In Beige and Grey.

Values to \$12  
NOW \$4.99

For Men Roblee & Pedwin  
Black and dark brown leathers  
Values to \$17  
Sizes 6 1/2-12, A-E  
\$6.99 - \$11.99