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M. E. Daniels, Pontiac, Michigan, is a member of Modern Woodmen's Century Club because of his production in 1960. Attainment of this ranking marks District Manager Daniels as an exceptionally capable life insurance counsellor. His excellent record of life insurance service in your community is his best recommendation to both new and old clients.

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Behind The Store Fronts

With **ANGUS McKELLAR**

Everyone is wishing Alfred LaBelle, of LaBelle's Books, Stationery, & Gifts, a speedy recovery after his recent stay at the hospital.

LaBelle's is one of Birmingham's oldest business establishments and will celebrate its 35th anniversary September 7. LaBelle first started in the book business as a young boy in Grand Rapids.

His book career has been uninterrupted, with the exception of three years of military service in France during World War I.

Mrs. LaBelle recalls that she and her husband came to Birmingham from Detroit one Sunday in 1928 to decide on a location for their store.

They stood on Maple and counted the passersby. The south side of the street won, probably because at that time there were only a few houses on the north side.

"Birmingham lived a much slower pace then," Mrs. LaBelle added. "We used to stay open Wednesday nights, not so much to sell, but simply to talk books and authors with people who just dropped in. We liked that."

GEORGE and Jim Couzens, of The Village Sport & Hobby Shop, announced the start of their model car contest. Judging will be based on beauty, originality, and craftsmanship.

Two age groups may participate in the contest: Junior (to 13 years) and Senior (13 to 18). There will be prizes for winners. Contest ends Feb. 28. Winner will be announced March 2.

COFFEE-BREAK Talk Time at the Showcase Tuesday morning will host George Szczepkowski, of Continental Bakery, who will tell some "simple secrets of pastry decorating."

MARTIN FRANK, of Higgins & Frank, Vice President of the retail division of the Birmingham Chamber of Commerce, tells that the great majority of Birmingham people who participated in Birmingham Bonus Days' offerings experienced an excellent response.

MRS. BETSIE TAIT, at Birmingham Federal Savings, is enthusiastic in her comments on the local savings institution's new office machines. The machines are proving invaluable in posting and computing interest.

A. A. Shantz, 5325 Shadow Bloomfield Hills, a 40-year veteran has retired from his federal government sales post at GMC truck and coach division.

Shantz began his career with GM in 1921 as a service department employee of Cadillac motor car division. After serving there in various service and sales capacities, he was transferred to GMC truck and coach in 1929.

One of his first assignments resulted in the establishment of a flat rate system for standardizing dealer service charges. The system became a model for the trucking industry and was widely copied by other manufacturers.

SHANTZ SERVED in various executive capacities in GMC truck's service department and was named general parts and service manager in 1944. In 1963, he was appointed assistant general truck sales manager. Three years later he became manager of federal government sales.

Shantz Retires From GM Truck

New Businesses Hold Open House

Mr. and Mrs. Foster Toothacker new owners of Eight Hundred Pharmacy and Mr. and Mrs. Wayne L. Combs owners of the Birmingham Credit Bureau held a joint open house in their new locations at 800 South Adams Road, Birmingham.

The open house was attended by many local business and professional people who commended the Toothackers for their new business and the Combs for their new location.

Investment Firm Admits Partner

Watling, Lerchen & Co., Detroit-based brokerage and investment firm which has a branch office in Birmingham has announced the admission of Wagar A. Glas as a general partner.

Glas joined Watling, Lerchen & Co. in 1946 as a registered representative, and has been with the firm's Ann Arbor office since that date. He is currently board chairman of the National Association of Investment Clubs and a past president of the Ann Arbor Rotary Club.

BUSINESS BRIEFS

Fritz Appointed To 3 Positions

Charles D. Fritz, 3250 Morningview, Bloomfield Township, manager of the Detroit office of John Blair & Co., has been elected vice president of the radio district representatives.

Fritz was also elected to the recently formed sales management board. He joined Blair's Detroit office in 1952. His previous work in radio sales had been with the Katz Agency and with radio station WJZ, Detroit.

Coincident with the two elections is the announcement that Fritz has been named to the board of directors of Royal Crown of Newark.

Stringer Honored By Insurance Firm

Roy E. Stringer, 1072 Stratford Avenue, Bloomfield Hills, ranked among the group of agents who sold more than \$1,000,000 of life insurance for the State Mutual Life Assurance Co. of America during 1960.

An associate of the Harry J. Allcock Agency in Detroit, Stringer ranked fifth nationally among the company's sales leaders. A chartered life underwriter, he recently celebrated his 40th anniversary with the firm.

Stringer was named to the board of directors of Royal Crown of Newark.

WXYZ Names Publicity Man

John O. Gilbert, general manager of WXYZ-Radio announced the appointment of Allen L. Franco, 1919 Hayes, Birmingham, as director of publicity and community affairs.

Francisco comes from WCAR-Radio where he worked on the creation and production of commercials for clients on the local and national levels.

Prior to that he was program director and chief announcer for WKHM in Jackson. Franco began in radio as a morning announcer for WAB in Adrian.

While staying at Wayne State University, Mr. Franco held a position with McCann Erickson Advertising, where he completed the agency's cross-training program and worked as traffic manager in the mechanical production department.

GILBERT SAID that in the new post Franco will have the responsibility of maintaining liaison with community and civic organizations along with publicity and advertising assignments.

MI 4-1100 is a number for you to remember. Call it today and place your Birmingham Eccentric classified.

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Medical Mirror
WHAT DOCTORS SAY ABOUT

Bladder Trouble

- Days of Pregnancy
- Salt & Cheese
- Frequency
- Pneumonia

Q. What causes cystitis?
A. Cystitis means inflammation of the bladder. There are many causes, the most frequent being infection. Bacteria (germs) get a foothold when the flow of urine is obstructed or when the urine contains sugar (as in diabetes). In women, cystitis may be associated with vaginal infection.

Q. What is the duration, in days, of normal pregnancy?
A. Calculated from the last menstrual period, it has been variously given as 280 to 304 days. However, in 1946, medical authorities testified before the Supreme Court of New York that a pregnancy extending 355 days was "not impossible."

Q. Which of the ordinary cheeses contain the least salt?
A. It is chronic inflammation of the lungs caused by inhalation of mineral dusts such as silica and asbestos. Fibrous tissue forms in the lungs and this shows up in x-ray pictures as shadows.

Q. Does getting up at night or frequent urination mean kidney trouble?
A. Not necessarily. Frequent urination may be due to certain diseases or to irritation of some portion of the urinary apparatus below the kidneys. See your doctor.

Q. What is pneumoconiosis?
A. It is chronic inflammation of the lungs caused by inhalation of mineral dusts such as silica and asbestos. Fibrous tissue forms in the lungs and this shows up in x-ray pictures as shadows.

It's wise to have a family physician. Then, if an emergency arises, you will not be a stranger to him. And remember, our friendly and competent staff will be glad to serve your prescription needs.

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LEGAL HOLIDAY

Lincoln's Birthday, February 13

Our banking offices will not be open for business on that day

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