

BUSINESS BRIEFS

Hardware Man Attends 'Kollege'

Paul E. Kurb, of the Hudson Hardware Co., 205 N. Woodward Ave., Birmingham, was among a class of 200 store owners and salespeople who attended the one-day "Kollege of Product Knowledge" held in connection with the 6th annual Business Builders Conference and Merchandise Show of the Michigan Retail Hardware Association, in Detroit.

The "curriculum" of the school, conducted in Cobo Hall, consisted of eight lectures, presented by manufacturers to acquaint the students with their products and effective selling techniques.

McCann, Reschke Get New Positions

William C. McCann, 6909 Inkster, W. Bloomfield Township, and Frank R. Reschke have been appointed to new positions at D. B. Brother & Co., Detroit.

McCann, who joined the advertising agency in 1947, has been named assistant supervisor of the Oldsmobile art group.

Reschke has been appointed manager of D. B. Brother's central art buying department.

Grisom Earns Trip to Rockies

George E. Grisom, 255 Abbey, Birmingham, representative of the Lincoln National Life Insurance Co., and a member of the Sullivan Agency, Detroit, has earned membership in the top sales honor club of Lincoln National.

Grisom qualified for President's Club by producing a specified amount of business in a 12-month period. He and his wife will be guests of the company on a trip to Banff, in the Canadian Rockies, later in the year, as a result of this President's Club qualification.

Leestma Selected Market Consultant

Clifford S. Leestma, 530 Merritt, Birmingham, has been appointed marketing operations consultant on the marketing staff of Ford Motor Company.

Leestma, a native of Sturgis, Mich., most recently was executive regional sales manager, Ford division, and formerly was Ford division national business management manager.

He joined Ford at the Cleveland district sales office of Ford division in January, 1947, serving subsequently as business management, car sales and general field manager there. He was transferred to the regional office in Detroit in March, 1954.

Moorecroft Qualifies For Leaders' Club

As a result of performance during 1960, James R. Moorecroft, 15 Norcrosser, Beverly Hills, has qualified for membership in the Leaders' Club of Midland Mutual Life Insurance Co.

The club is composed of Midland Mutual representatives who have achieved high standards of personal insurance sales and service.

With headquarters at 2021 Greenfield Road in Detroit, Moorecroft is general agent for Midland Mutual in metropolitan Detroit and surrounding counties.

Bell Telephone Co. Transfers Phillips

The Michigan Bell Telephone Company this week announced the transfer of Frank R. Phillips, district commercial manager for the company in Royal Oak and a Birmingham resident for many years.

Phillips, of 312 Pleasant, Birmingham, will assume a similar assignment in Michigan Bell's Trinity office in Detroit. Supervision of Royal Oak's district commercial office has been under Phillips for the past seven years.

A former employee of the New York Telephone Company, Phillips joined Michigan Bell in 1941. He had been manager in several of the company's Detroit business offices before his promotion to district commercial manager in the Troy office in Detroit. From that post he assumed supervision of the Royal Oak office.

B'h-am-B'field Bank Approved By FHA

The Birmingham - Bloomfield Bank at Birmingham has been approved to make FHA-insured property improvement loans to homeowners.

The approval was contained in a letter sent to S. Tenney McGraw, assistant cashier of the bank, by Roy F. Cooke, assistant commissioner of the Federal Housing Administration.

Loans are available to all homeowners for remodeling, modernizing, additions and repairs homes under this widely-used FHA-insured low cost plan.

MJ&A Appoints Three to Account

Three additions to the agency group handling Scotchgard Brand stain repellent account have been announced by Robert L. Garrison, senior vice president of McManis, John & Adams, Inc., Bloomfield Hills.

James Norris, formerly of McCann-Erickson, becomes account executive, and Jack Wolff, who has been with Mogul, Williams and Taylor, art director in the New York-based account, Norm Brannan, who has been with MJ&A, Bloomfield Hills, joins the account as a copywriter.

Lathrup Exec Gives Speech

A Lathrup resident, Ray W. Commerce last April to express his views on U. S. trade and investment abroad.

Macdonald, 18804 Glenwood, Detroit, last Thursday.

Macdonald is a director and vice president of the International Division of Burroughs Corporation.

Topic of his speech was "New Dimensions in World Trade."

MACDONALD DIRECTS the activities of five Burroughs factories, 22 subsidiaries, 54 dealer organizations and more than 8,000 employees in 112 countries throughout the free world.

A director of the Committee for a National Trade Policy, he is invited before the Senate Committee on Interstate and Foreign Trade Club of Detroit.

CLEARANCE SALE

LAMPS — TABLES — CHAIRS ACCESSORIES

up to 50% OFF

Wieland's Furniture

523 N. Woodward Birmingham

Michigan Contact Lens Educational Center



Ever devoted to Contact Lens research, development and progress. For a demonstration of our latest contact development, visit our office or call MI 6-6699 to arrange for a consultation with any of our contact lens specialists.

Division of Bloomfield Optical Center

177 West Maple

MI 6-6699

FINAL WINTER

- EASY • WHIRLPOOL • ZENITH • MOTOROLA • HOTPOINT • CURTIS MATHES
- MAYTAG • KITCHEN AID • RCA • ADMIRAL • SYLVANIA • MARTIN INCINERATORS
- TAPPEN • FRIGIDAIRE

Shop Around First Then See Milks-We Guarantee That Our Prices Are MORE Than Competitive

BUILT IN DISH WASHERS

- ALL FAMOUS MAKES
- KITCHEN AID
- HOTPOINT
- WHIRLPOOL
- FRIGIDAIRE
- KELVINATOR

Free Estimates On Installations
Call MI 6-1300

Famous Brand STEREO Consolette

- Brand New
- Matching Speaker
- Genuine Wood Cabinet
- 4-Speed Record Changer
- Diamond Needle

\$9888

23" LOW-BOY CONSOLE TV

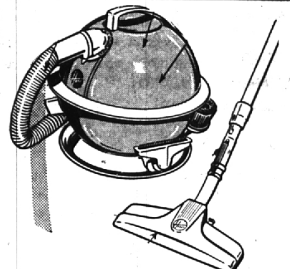
- 1961 Model
- All hand wired chassis
- Genuine Wood Cabinet
- 20,000 volt picture tube power
- All warranty and service
- Gold contact grid tuner
- All new "Super G" chassis

\$19495

Price Reduced on this brand new

HOOVER CONSTELLATION

NOW ONLY \$4995
model 86



REGISTRATION NOTICE

BIENNIAL SPRING AND ANNUAL CITY ELECTION

April 3, 1961

TO THE QUALIFIED ELECTORS OF THE CITY OF BIRMINGHAM, County of Oakland, State of Michigan: NOTICE IS HEREBY GIVEN, that in conformity with the Michigan Election Law, the final date for registration in order to vote in the Biennial Spring and Annual City Election is Monday, March 6, 1961, at 8:00 p.m.

TO VOTE AT THIS ELECTION, all persons must be registered.

Citizens of the United States, 21 years old, who have resided in the State of Michigan six months and in the City of Birmingham thirty days prior to April 3, 1961, are eligible to register.

TO REGISTER: Call in person at the office of the City Clerk in the Municipal Building on or before 8:00 p.m., Monday, March 6, 1961.

TO TRANSFER a registration from one address to another WITHIN THE CITY OF BIRMINGHAM, send a signed request to the office of the City Clerk stating present address, former address and date of moving to present address. Such transfer may be made any time up to and including Monday, March 6, 1961, at 8:00 p.m.

HOURS FOR REGISTRATION

NOTICE IS HEREBY GIVEN, that in addition to regular office hours, Monday through Friday of each week, 8:00 a.m. to 5:00 p.m., the office of the City Clerk will be open for the purpose of receiving registrations during the following hours:

Saturday, February 25, 1961, 9 A.M. to 4:00 P.M.

Saturday, March 4, 1961, 9:00 A.M. to 1:00 P.M.

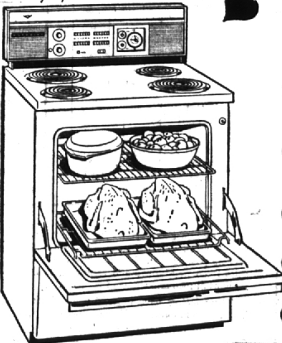
Monday, March 6, 1961, 8:00 A.M. to 8:00 P.M.

ADDITIONAL INFORMATION with respect to voting regulations or registration regulations may be obtained by telephoning the office of the City Clerk, MIDWEST 4-1800.

IRENE E. HANLEY
City Clerk



You'll love this NEW 30" Hotpoint AUTOMATIC ELECTRIC RANGE



MODEL RB45-A

\$200 PER WEEK

Hotpoint 11 Cu. Ft. Refrigerator \$1888 Delivered

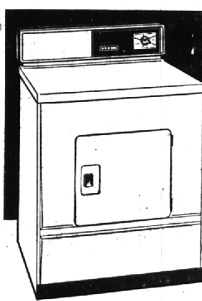
WE HAVE OUR OWN SERVICE DEPARTMENT FOR YOUR CONVENIENCE

FEATURE SPECIAL Hotpoint electric 30" RANGE



Sale Price \$13788
Model RB15-A

- Pushbutton controls
- Super-Oven cooks banquet-size meals
- Easy cleaning—specially hinged surface units stay up, oven bake and broil units are removable
- Handy appliance outlet



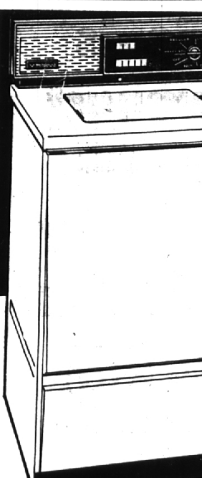
HOTPOINT Speed-Flow Dryer

With Wash 'N' Wear Dryer Cycle

- All porcelain inside & out
- Big 20-lb. capacity
- Greater economy with voltage in drying load
- 4-Way push button temperature control
- No heat fluff drying
- Full warranty

SALE PRICE \$14388

Model LB 061



HOTPOINT 10-lb Capacity

- Push button water temperature control
- Triple timed cycle for all wash and soil conditions
- Water saving partial load control
- Wash load is under constant water contact for thorough washing
- All porcelain inside and out
- 5 year warranty
- Free service for one year

SALE PRICE \$18888

Model LW 140

MILKS APPLIANCES

"THE AREA'S LARGEST LAUNDRY DEALER"

1493 South Woodward Open Daily 9 a.m. - 8 p.m.; Friday 9-9 MI 6-1300
(4 Blocks North of 14 Mile Rd.)

NO MONEY DOWN

LOWEST PRICE EVER

24-MONTHS TO PAY

PHONE ORDERS ACCEPTED