

Grand Award Goes To Frankel Bros.

Frankel Bros. Builders and Designers, 5188 Cold Spring Lane, Birmingham, has won Saturday Evening Post's Grand Award, for a home built in Franklin Woods. Presentation of the award was made Monday by magazine executives. Occasion for the presentation was a press preview of the home, which is at the corner of Pickering and Franklin Roads. The prize-winning exhibition home will be open to the public, Friday.

Ford Announces "Share-the-Cost"

L. E. Dearborn, 5066 Wing Lake Road, Bloomfield Township, general sales manager of Ford Motor Company's tractor and implement division, "share-the-operating-cost" plan. According to the plan, all buyers of new diesel-powered Ford and Fordson tractors will receive from their dealers one-half of the cost of fuel for the first 400 hours, or six months, of tractor use. The offer is retroactive on tractors bought since Jan. 1 and will remain in effect until March 31.

BUSINESS BRIEFS

HARRISON LUGGAGE & LEATHER GOODS REPAIRING

Harrison Luggage and Leather Goods have moved five doors east of their former location to 303 E. Maple. The new location has a larger sales area. Mrs. Faye Harrison is manager of the store.

Gordon Says Automation Is Imperative

John F. Gordon, 1860 Rathorn, Bloomfield Hills, president of General Motors Corp., launched a two-front verbal attack on domestic austerity philosophy and automation competition. The speech was delivered before 1,800 members of the Society of Automotive Engineers in Cobo Hall, last Tuesday. Gordon called the two fronts, "the two major challenges to our economic life and to our work as engineers."

Bailey, Byrne Attend Meeting

Walter C. Bailey, 6465 Sherrinham Road, and Robert F. Byrne, 6720 East Survey, Bloomfield Township, attended the Anheuser-Busch Inc. annual sales meeting in St. Louis, Mo., Jan. 9-14. Both men are sales representatives for the company. The meeting was attended by more than 400 salesmen. Saturday, the men heard speeches by company executives, including August A. Busch, Jr., president, and Richard A. Meyer, vice president. Bob Hope was featured at the concluding banquet Saturday night.

HONEYMOONS are not made in heaven

Many of the happiest honeymoons are planned right in our office! We can help you choose the resort, cruise or tour that's "made-to-order" just for you. Come in or telephone for our free honeymoon-planning literature.

AIRPORTS SERVICE LINES

The Smart Way For Plane Connections
DETROIT METROPOLITAN AND WILLOW RUN AIRPORTS
Leaving Detroit every hour
Leaving Willow Run Airport every hour
SERVING
Birmingham at Birmingham
at v. O. Bellamy
Clawson - Ferndale
Hazel Park - Oak Park
Pleasant Ridge
Huntington Woods
Hazel Park - Oak Park
Pleasant Ridge
FARE: \$5.00 plus \$0.40 tax-\$5.50
\$3.00 plus \$0.40 tax-\$3.50
RESERVATIONS: \$1.00
FE 2-9146 FE 5-7124
KE 5-4933
AIR EXPRESS AND AIR FREIGHT PACKAGE SERVICE

Harrison Unpacks

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Reedy to Speak At Nurse Banquet

"Mental Health in Industry" will be the conference topic for the Michigan state association of industrial nurses at its day-long annual meeting at the St. Regis-Hilton hotel in Detroit, Saturday. At the evening banquet, John W. Reedy, 2609 Club Drive, Bloomfield Hills, will speak on the subject "Nostrum or Placebo?" Reedy is manager of field relations activities on the public relations staff of General Motors. Board committee conferences will precede the annual meeting. Michigan business and manufacturing firms before sponsor exhibits in connection with the program.

Registration Notice

FOR THE BLOOMFIELD TOWNSHIP PRIMARY ELECTION TO BE HELD ON MONDAY, FEBRUARY 20, 1961.

TO THE QUALIFIED ELECTORS OF THE TOWNSHIP OF BLOOMFIELD, 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 Primary Election is Monday, January 23, 1961, at 8:00 o'clock 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 Township of Bloomfield thirty days prior to February 20, 1961, are eligible to register.

NOTICE IS FURTHER GIVEN, that any person who is not already registered upon the registration books of said township may register on or before January 23, 1961, during regular office hours, Monday thru Friday of each week, 9:00 a.m. to 5:00 p.m., and on the LAST DAY, Monday January 23, 1961, from 8:00 o'clock a.m. to 8:00 o'clock p.m.

TO TRANSFER a registration from one address to another WITHIN THE TOWNSHIP OF BLOOMFIELD, send a signed request to the office of the Township Clerk, stating present address, former address, and date of moving to present address. Such transfer may be made any time up to and including January 23, 1961, at 8:00 o'clock p.m.

Those persons who have already registered under the permanent registration system and have voted within the last four years do not have to re-register.

DELORIS V. LITTLE
TOWNSHIP CLERK

BIRMINGHAM TRAVEL SERVICE

379 Hamilton MI 4-5711

COLOR TELEVISION

DANCING FRI. & SAT. NIGHTS TO THE MUSIC OF BERT AMER AND HIS DANCE BAND
Liquor—Mixed Drinks Beer—Wine
Our Grill is Always Open
The Newly Remodeled
GRAPEVINE BAR
2972 COOLIDGE
BERKLEY
4 blocks South 12 Mile Rd.

RENTAL INVALID RENTAL

Wheel Chair
Patient Lifters
Hospital Beds
Rollaway Beds
Walkers
Commodore
Cribbage
Canes
Walkerettes
Exercise Bars

LI 7-7016 or MI 7-0111
610 N. Woodward, Royal Oak (between 11 and 12 Mile Roads)
1303 S. Woodward, Bham (Just S. of Lincoln)

Behind The Store Fronts

Bob Falkner, manager of Grinnell's Birmingham branch, asked us to help spread the word that you are invited to enjoy the concert by Hal Shutz Friday evening, Jan. 27, at 8 p.m., in the Crystal Room of Masonic Temple. Shutz, well known organist and recording star, is making the Detroit appearance as part of a world wide tour. Admission is free.

LAST WEEK a good neighbor was forced to undergo surgery to remove a kneecap following an automobile accident. His misfortune brought into sharp focus the talks of two Denver, Col., orthopedic surgeons. They reported the results of a crash research project to show the value of safety belts. The Denver surgeons, Drs. Murray E. Gibbons, and S. P. Newman, have long advocated safety belts in automobiles. "Orthopedic surgeons too often see the tragic results of accidents, such as broken kneecaps, severe head and back injuries, that might have been avoided had safety belts been used," Dr. Newman said.

THE PROJECT OFFICIALS at Cornell University, sponsor of the project, have decided that if the driver and passengers are using safety belts their chances of coming out of a serious accident without loss of life or serious injury is better by 40 to 60 per cent. In other words, in the opinions of the two surgeons, auto seat belts might have saved 8,000, and perhaps 10,000 of the almost 38,000 people killed last year in traffic accidents. Only four per cent of drivers and passengers now use safety belts.

LOCALLY, the service people at the various auto dealer organizations in Birmingham are unanimous in their endorsement of safety belts as an aid in the reduction of auto crash injuries. One service attendant made the point that the big problem was in educating people to use the belts after they were installed. Apparently the "it isn't going to happen to me" attitude underlies the thinking of the average motorist, especially on short runs in familiar areas. Of particular interest is the comment from North Chevrolet Co., 1000 S. Woodward, Birmingham, that most of their installations have been on "fleece" cars. Many firms, whose records bear out the value of the belts, are insisting that all their cars be so equipped.

THE PROPER installation of safety belts in your car is a job for trained mechanics. If you wish further information, any of the following dealers (in addition to North Chevrolet) will be glad to assist you. Birmingham Safety Service, Birmingham; Rambler, Fischer Buick, Bob Frost, Suburban Motors and Wilson Pontiac-Cadillac.

A HEARTY WELCOME to Al Perry new manager of Arizona S & A's Birmingham store, which is supplier to the local equestrians and equestriennes. Sport clothes and western-styled square dance garb are also stocked.

BIRMINGHAM FRUIT AND GROCERY CO., which is in its 38th year, probably has the distinction of being the oldest business in Birmingham that has survived through the years with the same man at the helm. Under the guiding hands of one man, Sam Bruni—the business has grown with Birmingham. First established by a relative in 1922, the company was taken over by Bruni in 1925.

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DELORIS V. LITTLE
TOWNSHIP CLERK

BRASS RAIL CHOP HOUSE

ADAMS at WOODWARD
SERVED FROM 5 TO 9
IN OUTLET LOUNGE
DAILY EVENING
U. S. PRIME 12 OZ. FILET MIGNON
\$2.75
Complete Dinner—From Appetizer to Dessert
Exotic Entertainment Nightly from 9:30
For Banquets & Parties. The Inn-Ho Room
New—At the Uptown—Music Venue
Diners' Club and American Express Cards Honored

NEW DELIVERY SERVICE

OVEN HEATED TO YOUR DOOR
5 p.m. - 1 a.m. Sun. thru Thurs.; 5 p.m. - 2:30 a.m. Fri. and Sat.
PIZZA—SPAGHETTI—MOSARNA—Ravioli—FROG LEGS
SHRIMP—FISH & CHIPS—BAR-B-Q RIBS—BAR-B-Q CHICKEN
CALL LI 9-4002
FULL COURSE DINNERS SERVED IN OUR DINING ROOM

PASQUALE'S RESTAURANT and PIZZERIA

3808 N. WOODWARD — 3 Bldgs. N. of 13 Mile Rd.

ROSEMOND HILLS INN

Joe Masters' Luncheon • Banquets • Receptions • Dinners
DANCING NIGHTLY to the LEE WALTERS ORCH.
Open Sundays MA 6-3563
COCKTAIL LOUNGE
30230 INKSTER RD.
between 12 & 13-Mile North of Northwestern Hwy.

Chinese American Foods

Under the guiding hands of one man, Sam Bruni—the business has grown with Birmingham. First established by a relative in 1922, the company was taken over by Bruni in 1925.

Pearl's Garden

OPEN 7 DAYS A WEEK
11 A.M. to 10 P.M.
LUNCHEONS DINNERS 75c up 1.25 up
FAMILY PRIVATE DINNERS PARTIES
Chinatown Style Welcomed
CARRY OUT ORDERS

Phone MI 4-2913
469 S. WOODWARD
BIRMINGHAM

THIS IS FOR the BIRD-LOVERS

and especially for those who have not been able to enjoy the exciting, provocative, humorous reasons for the actions and activities of the birds themselves—as well as those of bird-lovers.

Soaring, perching, swooping, darting, eating, scratching, singing, nesting, laying, hatching, screaming, attacking, drinking, bathing and many more "participial activities" combine to give the knowledgeable rubberneck a most intriguing, useful and pleasurable diversion from the ordinary cares of his or her life and to open up one small familiarity with the enchanting, spellbinding world of nature.

BIRDS HAVE BONES: The skeleton is well suited to flying. (Would it not be devastating if this were not true?) Their rib-basket and backbone are fused into a single structure (like Chrysler's Unibody) with a feather-light skull at one end and a telescoped tail vertebra at the vice versa.

BIRDS HAVE FEATHERS: They provide warmth, make wings large and flat, fill in hollows to provide better streamlining (like bustles and fasties) and they grow only in certain areas of the body. (On a penguin you must have noticed that feathers grow on ALL PARTS of the body.)

A feather is dead once it is fully grown. It contains no nerves and no blood supply and is held in place only by the socket and the skin. All of the feathers are shed once a year—BUT not all the same time, otherwise we would have a bunch of shivering carcasses walking around under the feeding stations. While changing their feathers bit by bit they can keep on flying. (Can you imagine dancing the Charleston or Lane Duck while changing your clothes?)

BIRDS HAVE BLOOD:—The blood is warm and they keep it at the same temperature all the time. The Chickadee keeps its temperature at 105° even when the weather is 40° below zero. This requires a lot of food because life inside a bird goes on at a quiet roar most of the time. They eat from dawn to dusk and when this period (here, for instance) is so short that they cannot eat enough to keep them warm during the LONGER winter months, they move into the feeding hours are longer and the sleeping hours are shorter. (That is something we don't do during the Christmas-New Year holiday season. We eat too much and don't sleep enough.)

BIRDS HAVE MUSCLES:—Otherwise, how could they fly and swoop, hop around and bust open sunflower seeds? Even at night the muscles lock their claws into a branch so they can't fall off. They release only when it raises itself into the air.

BIRDS ARE HELPFUL:—Among the things they eat are tussock moths, leaf caterpillars, army worms, tick beetles, leaf beetles, scale insects, plant lice, stink bugs, etc. They can keep a tree cleaner than you can with all the sprays in the world (Exaggerated statement, possibly, but worth thinking about.)

BIRDS NEED FEEDING & NESTING AREAS:—As our farm and wood-lands turn into subdivisions the birds are apt to move further from the urban areas. They can be brought back by the intelligent use of feeding, nesting places and houses, but bird discourages them. The planting of berry-bearing shrubs and flowering trees such as the flowering crab, etc. They desire immediate protection close to the feeder or bath—prefer to approach a bath by hopping from branch to branch. A feeder which swings too much discourages them. Houses should be designed for the particular species you wish to attract. A robin will use a shelter but not a house. A wren will use a coffee can or a felt hat but not a bluebird house. (Too much space to fill with twigs.) And so on ad infinitum.

WE HOPE: This is interesting enough to encourage you to make bird housing, bird feeding and bird observation and study an interesting part of your life.

FOR YOUR INFORMATION:—We present a few of the enticements that can make your yard and garden a veritable outdoor aviary and give you the means of enjoying the never-ending picture of nature on-the-go!

- NESTING HOUSES
- FEEDING STATIONS
- BATHS
- SHELLED CORN
- CRACKED CORN
- EAR CORN
- SCRATCH FEED
- CHICK GRAIN
- PIGION FEED
- PARAKEET SEED
- (For escapees)
- SUET SEED CAKES
- GRIT
- SUNFLOWER SEED
- PIGION SEED
- FEEDER POLE
- SQUIRREL GUARD
- NATURE FIELD GLASSES
- PETERSEN'S FIELD GUIDE TO THE BIRDS
- LEON HAUSEMAN'S BIRD BOOK
- McCLELLAN-BALL'S REGULAR MIXTURE
- McCLELLAN-BALL'S CRANBROOK MIXTURE
- SPECIAL MIX (to your specifications)
- SQUIRREL GUARDS
- NO-ROOST (for baddies)

P.S. THERE IS NO REASON TO FEEL THAT WE ARE BEING COMMERCIAL AT THIS TIME. IF WE WERE WE CERTAINLY WOULD NOT WRITE SO MUCH OF THE INTIMATE CONSTRUCTION DETAILS OF THE BIRD WHO WE HAVE AMARYLLIS AND PAPEWHITE NARCISSUS BULBS STILL TO SELL.

"BOB WHITE"

McCLELLAN-BALL CO.

EVERYTHING FOR THE YARD AND GARDEN
Phone MI 4-1133
850 S. Woodward, Birmingham, Michigan