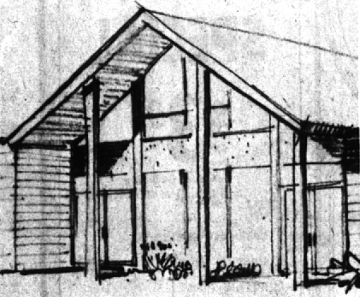


The Birmingham Executive

Thursday, June 8, 1961

BIRMINGHAM,
MICHIGAN
SECTION
B

BUSINESS NEWS



B'ham Bowl Addition

An annex which will look like this is under construction adjacent to Birmingham Bowling, 1000 Webster, Birmingham. When the 12-lane addition is completed the sports center will house 30 lanes. Construction is being done by the owner Rod Smith and his father Rodney Smith, Sr. Architects are KMM Associates of Ann Arbor. There will be a community meeting room in the addition plus nursery facilities and automatic pinspotters. Completion is expected by September.

Three JA Firms Award Winners

Three Birmingham Junior Achievement companies were award winners in southeastern Michigan's 1961 Industry Award Contest. The winners were: OMNICO, which received third place in general manufacturing; Michigan Bell Telephone Co. President of OMNICO is Richard Naitke, 17, of 6477 Anslow, Bloomfield Township. Second place in the household division went to the TOPE 234 CO, counseled by the engineering division of Chrysler Corp. President of the junior firm is Donald McCreary, 16, of 283 Daines, Birmingham.

DAWHCO counseled by General Motors Tech Center took third place in the novelties division. Gary Pinal, 17, of 1081 Norfolk, Birmingham, is president of the company.

Heald Promotes 2 Township Men

Heald Machine Co. has announced the promotion of Gerald P. Robert, 6162 Eastmoor, Bloomfield Township, to branch manager of its Detroit area office. Robert has been with Heald since 1936 and succeeds Albert A. Arbogast, 6255 W. Surrey, Bloomfield Township, who has been transferred to the company's home office in Worcester, Mass., to become manager of the Bore-Matic machine division.

Rittger Appointed Sales Manager

Herman M. Rittger, 4811 Tullamore, Bloomfield Township, has been named general sales manager of the Marshall Steel Co. Rittger, 46, is married and has two children. He has represented Marshall Steel since 1956 in New York, Ohio, and Michigan.

It's a Father's Day gift for Mother, too... give Dad handsome

ARROW®
LIGHTWEIGHT
NO-IRON SHIRTS

So cool, so light and care-free Dad will spend the summer in sheer comfort! And Mother will enjoy a vacation from ironing! Arrow Coolorama and Arrow Air Male shirts weigh a mere 4½ ounces... hold their precision tailoring, shed wrinkles as they dry. And they fit so well they look personally measured. In white and the frosted colors Father will love.



Mortimer's
123 W. Maple

Ford Tractor And Agency Get Award

James F. Pedder, 355 Cranbrook, Bloomfield Hills, assistant general sales manager — advertising and merchandising, Tractor and Implement Division, Ford Motor Co., and Herbert J. Fleming, 1781 Norfolk, Birmingham, representing the division's advertising agency, Meldrum & Fowsmith, Birmingham, recently received an award in Chicago for outstanding achievement in advertising to the farm market.

The award, made annually by the Chicago Area Agricultural

Advertising Association, recognizes ten noteworthy advertising programs conducted by agri-business agencies.

THE TRACTOR and implement division and its advertising agency received the award for their introduction campaign on the Ford Select-O-Speed tractor transmission.

Larry B. Harris, of Pontiac, vice president and creative director of

Meldrum and Fowsmith and Betty A. Wells, of Royal Oak, art director of the agency, were responsible for creation of the advertising campaign.

No Storefronts

"Behind the Storefronts" will not appear in the business section this week. Columnist Angus McKellar is on vacation. The column will resume upon his return.

Ralph Charbeneau Michigan Life Hits Half-Billion-Mark Accepts Award

Ralph C. Charbeneau, 27080 Wellington, Franklin, recently accepted on behalf of the Ex-Cell-O Corp. the Silver Anvil Award, highest tribute in the public relations profession.

The award was given for the corporation's activities in support of Project Hope on behalf of the American dairy industry. Charbeneau, director of public

Michigan Life Insurance Co. has topped the half-billion dollar mark of life insurance in force. It was announced by Scott E. Lamb, president, 6301 Sberingham, Birmingham.

"This significant milestone in relations and advertising for the packaging equipment division of Ex-Cell-O, received the award at the American Public Relations Association's Seventeenth Annual Convention in Atlantic City, N. J., in December, 1960.

company growth keynotes the recent Michigan Life expansion programs in four states, but particularly of an intensification of our Michigan operations," Lamb stated. "The company, the largest, oldest, legal reserve stock life insurance firm in Michigan, took 25 years to reach its first milestone of \$100,000,000 of life insurance in force. The \$400,000,000 mark was achieved less than 18 months ago, in December, 1960.

30% Discount On Popular Toys As Seen On TV

REMCO ALLIGATOR, list 3.98 OUR PRICE 2.80
MR. MIXIT, list 1.98 OUR PRICE 1.40
SKILL STICK, list 98c OUR PRICE 70c
REMCO WAIKIKI BOAT, list 7.98 OUR PRICE 5.60

ALL THE NEWEST PLASTIC MODEL KITS AT BIG SAVINGS

PARTY PATIO LANTERNS



Lovely and Gay by Night or Day

7 Large Molded Multi-Colored Lanterns

- 25 foot U. L. Approved cord
- 7 U. L. approved sockets
- 7 Clear Bulbs
- U. L. Add on connector

6.95

WILL ADD A NEW DECOR TO YOUR PATIO

Parkerette Lawn Sweeper

10 times faster than a hand rake... adjustable for driveways and paths... easy to handle.

20" **24.95** 28" **29.95**
WISS SHEARS DO THE JOB BETTER



are the finest... for trimming... for cutting...
Reg. List 1.59 **98c**

Deluxe model for heavier duty... and finer cutting special only **1.98**

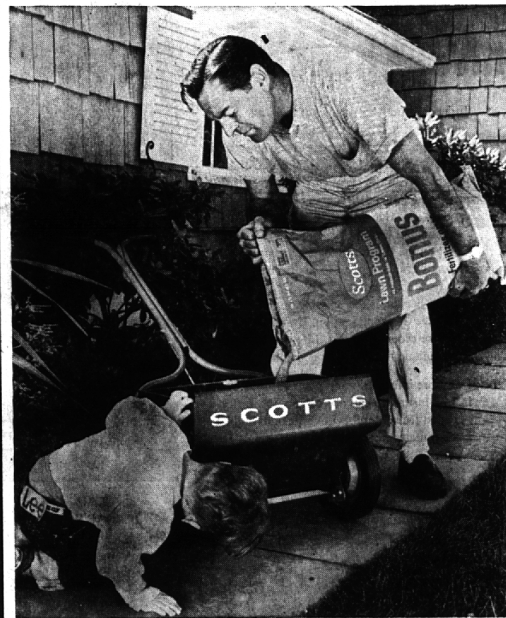
Bamboo Garden Rake
NOW, ONLY **99c**



FAMOUS MELNOR OSCILLATING SPRINKLERS WITH DIAL CONTROL

Reg. 5.95 **4.99** Reg. 7.95 **5.99**
now now
Reg. 9.95 **7.99** Reg. 12.95 **9.99**

2 Gallon Plastic WATER CAN **2.88**
Won't Rust or Chip
Reg. 3.49



Weed as you feed this surprising way

Surprising, because instead of two jobs, weeding and feeding are only one. Surprising, too, takes less than half an hour for an entire 5000 sq ft lawn!

Just fill the accurate Scotts Spreader with clean, granular BONUS®, set the dial, and go. As you walk, the tiny BONUS granules are distributed evenly over every square inch of the lawn.

That way, BONUS weeds as it feeds. Makes a surprising difference in your lawn. As you'll see yourself.

Introductory offer saves you \$5.00.
Ask us about it.

Window shades keep your rooms cool because they keep out hot summer sun.

1¢ WINDOW SHADE SALE
Buy one at our low regular price—get the second one for just one cent... custom cut up to 36" at No extra cost.
Machine Oil Plastic Coated Room Darkening Cambric
Reg. 3.19 - 2 for 3.20 Reg. 3.39 - 2 for 3.40 Reg. 3.98 - 2 for 3.99
All sizes available... slightly irregular.

TORO

10% DOWN - BALANCE ON EASY TERMS

NOW... OWN ALL THE TORO MACHINES YOU'VE ALWAYS WANTED!

See the amazing Toro Power Handle—the lift-off engine that drives a whole family of yard machines. Now you can put your power mower engine to work on a tiller or edger-trimmer. Simply buy a Toro mower (like the 21-inch Sportlawn) with the Power Handle. For each additional unit you need, you save the price of the engine. Come in and see it today.

Get your FREE copy of "LAWN GAMES" by Toro—50 fun games you can play on your lawn.

25" Reel Mower 99.95 \$10.00 Down
Handle 84.95 \$8.00 Down
21" Rotary Mower 84.95 \$8.00 Down
21" Reel Mower 79.95 \$8.00 Down
Edge-Trimmer 49.95 \$5.00 Down
Tiller 99.95 \$10.00 Down

Many Other Toro Power Lawn Mowers To Choose From

Champion Or A. C. SPARK PLUGS
Brand New in factory cartons **58c** ea.

FEDERAL HARDWARE SUPPLY
SOUTHFIELD at 12 Mile
OPEN THURSDAY & FRIDAY TILL 9 P.M.

OPEN SUNDAYS 10-4
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