

Real Estate Firm Relocates Offices

Bernad, Etter & Van Maaren Inc., real estate, formerly of 138 J. J. J. Building, Birmingham, have relocated in temporary offices at 312 Hamilton.

The firm is having new quarters built at 350 Hamilton. Completion of the office building is expected for June 1 when Bernad, Etter & Van Maaren will occupy part of the available space.

Cotton Rugs
washed and fluffed
6x12 size or smaller

Linens
sheets, pillow cases, tablecloths, etc., washed and carefully finished on our steam heated ironer.

Shirts
washed, beautifully finished, and put in polyethylene bags to keep them clean.

Birmingham Laundromat

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1 Blk. N. of Lincoln

MI 4-8225

Olympia

- ✓ easy operation
- ✓ most features
- ✓ 66 character keyboard
- ✓ convenient half-spacing
- ✓ handsome color options
- ✓ distinctive type faces
- ✓ LOW DOWN PAYMENT—EASY TERMS

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369 E. Maple — Midwest 4-4751 — Birmingham



2 ADULTS, 4 CHILDREN AND A BIG, BIG DOG

This family never runs out of hot water! Washing dogs, diapers or dishes... cleaning walls or windows... there's always plenty of hot water in this house. How come? We figured out just how much hot water they use, then installed an American-Standard water heater that's performance-rated to supply all they need, even on busy weekdays.

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* Gas and electric models • Standard and De Luxe models • Glass-lined or galvanized • Fiberglass insulation • Warranted up to 10 years by American-Standard

G. C. JOHNSTON
Service — Repair
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BUSINESS BRIEFS

Gleaner Life Gives Awards

Representatives from four states gathered in Birmingham recently for an all-day marketing seminar and annual awards banquet of the Gleaner Life Insurance Society.

Prof. Carl Strong of the Michigan State University insurance department was main speaker at the awards banquet. R. G. Hanford, 1711 Cedar Hill, Bloomfield Township, Gleaner Life president, made the presentation of 29 trophies and other awards to top producing agents of 1960.

The marketing seminar was conducted in the Society's home office at 1600 N. Woodward, Birmingham, by John W. Dressler, recently appointed field superintendent who will soon move with his family to Birmingham.

William J. DeGracia, 2113 York-shire, Birmingham, public relations counsel, addressed the group on "The Corporate Image of the Society and Agents."

The reps entertained and their wives also toured Pontiac motor division.

Sifeik Promoted By Grand Trunk

Milton J. Sifeik, 29275 West-brook, Southfield, has been named regional freight sales manager in the freight sales department of Grand Trunk Western Railroad.

Sifeik was assistant freight traffic manager.

The appointment is part of the new plan of organization for the Grand Trunk Western—Canadian National System.

Manuel Speaks To Advertisers

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Toledo advertising men last week had the question raised: "Is the advertiser being priced out of advertising?" and then received some specific suggestions for coping with the problem.

Addressing the Toledo Advertising Club, Kenneth G. Manuel, president of the Detroit-based national agency, D. P. Brother & Co., noted that advertising space, time, talent and service costs have been mounting at "a dangerous rate" in recent years and are continuing to rise.

Manuel also said that it costs nearly 25 per cent more in real dollars for an advertiser to obtain the same schedule he had in 1956.

HE SUGGESTED that advertisers be current in their procedures for market research, including sampling, pretesting and post-testing.

Jered Gets \$2 Million Contract

Jered Industries, Inc., 1300 S. Coolidge, Birmingham, has been awarded a contract to design and construct a new 1000-ton hydraulic elevator engines complete with electro-mechanical control systems for use in raising and lowering aircraft between the hangar and flight decks of the Navy's newest super carrier, the CV-60 — of the modified Forrestal Class.

The contract was issued by the Newport News Shipbuilding and Dry Dock Co. of Newport News, Va., prime contractor for the carrier.

The new Jered-designed aircraft handling equipment will be built at a cost of approximately \$2,000,000. According to spokesmen for the Newport News shipbuilding concern, this represents one of the largest sub-contracts to be let in connection with construction and fitting of the new carrier.

E. R. Davies, Jered president, stated that four of the giant, new elevator engines are scheduled for completion and delivery within the next 12 to 15 months. "When placed in service," he declared, "these new units will have a gross weight capacity, lifting range and lift and speed of operation exceeding that of any other similar equipment we've ever built."

Unwin Appointed MJ&A Art Head

Bruce Unwin, 5725 Tully Road, Bloomfield Township, has been promoted to executive art director of MacManus, John & Adams, Inc.

Unwin joined MJ&A in 1955 as art director after seven years as art director for several corporations.

He is president of the Art Directors Club of Detroit, a member of the scholarship board of Cranbrook Academy of Art, and the recipient of a number of awards.

UNWIN IS also a member of the Michigan Water Color Society, Society of Illustrators, the American Institute of Graphic Arts, and the National Society of Art Directors.

Thousands of readers each week — that's a classified market you can't afford to miss. Other people want those miscellaneous household items you have no further need for. Reach these buyers through low-cost Eccentric classified ads. Phone MI 4-1100 for courteous classified ad assistance.

POTTER Moving & Storage Co.

2253 COLE
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no. 1 specialist in storage! agent of

POTTER Moving & Storage Co.
2253 COLE
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No. 1 in U.S. Highways No. 1 in Service No. 1 in Your Community

POTTER Moving & Storage Co.
2253 COLE
MI 4-4612

No. 1 in U.S. Highways No. 1 in Service No. 1 in Your Community

NATURE NOW

Nature's Adaptiveness Obvious in Use of Tails

Nature has nowhere shown more adaptive power with the life substance than in her fashioning of that appendage which we call propogation. It is not always easy to specify where a tail begins or ends but it is safe to say that over the millions of years ago, by the time vertebrate animals came into existence, tails were well established and widely used.

But if we define the term more loosely, we have to look back that date as much as 100 million years to a group of water-dwellers, the Crustaceans, which then as now wore their skeletons outside their bodies as "crusts." Here "homing" such animals as lobsters, crayfish and crabs, all of which at this early date were

already using a rear appendage called a tail.

ONE OF the most abundant of these early crustaceans was the trilobite which left its fossil tail marks in the ancient limestone sea-bottoms of some 500 million years ago.

Great insects of the coal-ages forests of some 300 million years ago also sported intricately designed tails.

Space forbids our telling more "tales" about these ancient "tails." Today's appendages are equally fabulous. Among insects, the nymph of our common dragon-fly creeps about among underwater vegetation on six spindly legs. But it can travel at jet propulsion speed by drawing water into its belly and expelling it forcefully from the end of its tail.

Spiders, too, among the most primitive of today's insects, spring through the air by releasing a sticky web which holds their forward curving tails locked beneath their bodies.

THE AQUATIC nymph of our May fly has two or three fancy tails decorated with rows of feathery external fins. These serve as breathing organs, but providing a large exposed surface which is used to extract oxygen from the water.

By contrast the rat-tailed maggot, a species of drone fly, sports a tail adapted to air breathing. After the manner of its kind, it lays its eggs in stagnant water. Today's hatchlings sink to the bottom where they are saved from suffocation by their "telescope" tails which can be extended to reach above the water's surface.

The use of fish tails is obvious but we might note that the seahorse, one of the most interesting of this group, wraps its long tail around seaweeds to serve as an anchor while it is engrossed with such pursuits as eating and love-making.

The horseshoe crab uses its tail as a pry to right itself when it is overturned. During the incubation period, crayfish and lobsters make a saving nursery of their tails, cementing their eggs to the undersides of this appendage.

JA Salesmen Will Compete In Contest

Local and area Junior Achievement company salesmen will enter the semi-finals of JA's 1961 Best Salesman Contest in Detroit Thursday and Friday. The contest is being conducted under the auspices of the Detroit Sales Executives Club.

Five semi-finalists will be selected by the business education organization to vie for the top salesman's title at the contest finals to be held at Detroit's Pick-Fort Shelby Hotel, March 27.

The winner of the southeastern Michigan contest will vie with top junior salesmen from JA's central region, comprising the states of Michigan, Ohio, Kentucky, Western Pennsylvania, West Virginia and the province of Ontario, in Columbus, Ohio on April 7.

The national finals will be held on the west coast this year in San Francisco.

Southeastern Michigan's first and second place winners will receive special trophy awards to this year's National Junior Achievement contest. Runner-up will receive special trophies donated by the Detroit club.

The national winner of the annual contest will receive a \$1,000 cash scholarship from the National Sales Executives Club.

O'Hara, St. Patrick To Aid Optimists' Fund-Raising Drive

The Optimist Club of Birmingham is celebrating St. Patrick's Day with a fund raising effort at a member's service station. Mike O'Hara will turn over to the club the proceeds from gas and oil sales on Friday and Saturday.

The fund raising sale will take place at O'Hara's Marathon Station, 1775 S. Woodward, Birmingham, by members of the Birmingham club. Proceeds will further Optimist club and community fund-aid projects in the local area.

Club president Bill Blakely of Snell Bros. asks that those still in line up on the weekend try to make it to O'Hara's to help the fund raising of the newly formed Optimist Club.

By Lydia King Frehse
Special Writer for The Birmingham Eccentric

Grant Barber To Attend Principals' Meeting in East

Grant Barber, principal of Quanton School, will be one of more than 150 Michigan elementary principals attending the annual meeting of the Department of Elementary School Principals of the National Education Association in Atlantic City. The meeting begins Saturday and continues through Wednesday.

Barber is president of the Michigan department of the group. State principals will participate in a five-day session which will feature small assemblies emphasizing the "Realities of our Society" and the "Realities of Learning."

The conference is themed "Contemporary Issues in Elementary Education" and will be attended by more than 8,000 principals from all over the nation.

limb of a tree and grasps its tail in its mouth. In this "doughnut" position there is no loose end which the snake can grasp. Thus outswitted, the serpent leaves and the lizard scrambles away to freedom.

You may consider these as tail "tales" about "tails" but they are all documented by reputable naturalists.

"TV TIPS" CALL MI 6-2035 SALES & SERVICE!

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PHONO NEEDLES

BIRMINGHAM TELEVISION CO.
1842 S. Woodward, 1 blk. N. of 14-Mile Rd., Birmingham
Open Thurs. & Fri. Evenings 7-11. Closed Wed. from 7 p.m.

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Room Darkening Cambric
Washable and flame resistant
cut to measure up to 36"

3⁹⁸ 2 for 3⁹⁹
Reg.

These shades are bright irregulars of top quality. Bring your old shade or roller with you for perfect measurement. All shades mounted on brand new rollers. All sizes available.



Stop crabgrass before it starts

Wondering whether you should wait till summer to tackle the crabgrass problem? You can spare your lawn (and yourself) plenty of trouble if you'll apply HALTS® NOW! In just half an hour with the Scotts Spreader, you lay down a blanket of tiny, potent HALTS granules. They act as an invisible barrier that nips crabgrass as it sprouts. HALTS protection has been proved by nearly a million lawn owners who grew sick and tired of seeing their good work ruined by crabgrass, year after year. Had enough yourself? Apply HALTS NOW.

Ask us about the Scotts guarantee... a better lawn or your money back!

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