

WANT ADS

(Continued from 7-E)

97 Garden and Yard Service
HOLLY'S LAWN SERVICE, 10 YEARS experience. Free estimates. Call before 6 a.m. after 6 p.m. 312-4237.

COMPLETE MAINTENANCE, LAWN & WOOD CUTTING, leaf work, fertilizing, mulching and Spring cleaning. Wood Landscaping, LI 1-2112. (197)

(C-J) Landscaping
SPRING CLEAN UP, FERTILIZING, trimming, seeding and repair.
LAWN CUTTING—MAINTENANCE
Monthly or by the job.
C. Koch — FE 2-5963 (197)

SKANDIA LANDSCAPING
KE 4-7386
Spring cleanups, dormant nurse, color-grease control, maintenance, landscape design & construction. Tree-trimming, shrub-trimming, lawn care. (197)

BIRCH TREES—LARGE AND SMALL
BIRCH CLUMPS, MAPLE CLUMPS, Flowering Trees, Ornamentals.
Beautiful and Practical Landscaping Estimates given—Designs furnished.
R. A. FICKETT
1586 E. Maple Rd., at Stephenson Hwy. Mulberry 2-4177 (197)

TROY TREE & LANDSCAPE CO.
LARGE SHRUB TREES, CLEMATIS, landscape Service, Estimates given. Drawings furnished.
4210 Rochester Rd., Troy MU 9-2510 (197)

SPRAYING
SHADE TREES, SHRUBS, EVERGREENS. Kill trees and weeds. Mosquito control. Lawns for seed and feed.
JASSO TREE SERVICE
Since 1928 MU 9-2700 (197)

Lawn Sprinkling Systems
INSTALLATIONS & SERVICE
MANUAL & AUTOMATIC
RESIDENTIAL, COMMERCIAL
NORTHLAND
LAWN SPRINKLING SYSTEMS
RE 1-9225

SIDDING, SEEDING, ROLLING, top work, tree trimming or removal, pruning, evergreen and shrub care. Real or rotary mowers. Free estimates. R. W. Young, Lawn Care, 214-1100. 5-0477, FE 3-9354. (197)

A-1 MERRILL HILL'S SOIL DELIVERIES
made, 25¢ per cubic yard. 2501 Cottage North, Hi. Ashby, HI 257-14. 241-0030. HI 2-2411. (197)

SCREENED BLACK PEAT HUMUS
topsoil. Russell's Dirt Farm, P.O. 2-2400, 4220 1/2 Mile. (197)

G. ERNST & SON
Complete Landscaping Services
Clean up — fertilizing — seeding — planting — pruning — maintenance — renovating —
MU 8-1560 (197)

TOP SOIL, MIXED PEAT TOP SOIL, peat humus, sand gravel, W. F. Cawley, Inc. 4-0655. (197)

START YOUR YEAR OFF WITH A clean green lawn. We will do anything to your lawn for \$1.25 per hour.
Call MI 4-8232 anytime. (197)

A-1 Professional Landscaping Co.
SPECIAL POWER MACHINERY
SPRING CLEAN UP FOR LAWNS
MAINTENANCE TO AUGUST
CIAL RATES.
Trained Personnel, E. L. WELLS
COMMERCIAL ACCOUNTS, 214-0101
Other Services Listed in
YELLOW PAGES, 497-294-295.
STATE LICENSED
RALPH WOFFORD, JR. 497-294-295
FLOWER BED SOIL, PEAT, MOSS MIX, topsoil, Shaded, Screened, 3 cubic yards \$9.75. Quantity-Quotations furnished. J. S. Brown, 411-8421. (197)

TOP SOIL, FILL DIRT, GRAVEL, CALL 4-4875.

HULLDOZING, PLOWING, DISCING, grading, sub-grade, topsoil, gravel, mulch, power, seeding, and cutting, etc. by hand moving. Paul Heider, LI 3-9142. (197)

SPRING CLEANUP AND LAWN MAINTENANCE, SE 4-4387
Spring cleanups, modern methods, complete landscape service.
MODERN WAY LANDSCAPE CO.
Free estimates — MU 9-9529
All work guaranteed. (197)

If you are buying, selling, renting or swapping, The Birmingham Eccentric Classified Ads will do an outstanding job for you.



New Business Opens

A new high-speed drycleaning service has opened at 144 N. Hunter. The business is owned by William Richter. Each of the units consists of a cleaner, dryer and built-in filtering system housed in its own booth. Under peak conditions each of the machines is capable of handling five eight-pound loads of clothes per hour.

Behind The Store Fronts

With ANGUS McKELLAR

Jim Sappington tells us that his Birmingham Paint, Glass & Wallpaper Co. has been officially certified as a P.W.A.A. Registered Paint, Wallpaper and Decorating Products Dealer. The appointment was announced by Burton P. LeMaster, president of the Paint and Wallpaper Ass'n of America. The certification will remain in force through 1962, and will be renewed annually provided that the store has fully complied with all of the provisions of the P.W.A.A. Code of Ethics Program.

The Code of Ethics Program is designed specifically to protect the consumer from deceptive and unscrupulous merchandising practices, and to assist ethical dealers in combating those who have adopted questionable practices as their regular mode of doing business.

Margi Franzel is eagerly awaiting the opening of her new shop at 536 N. Woodward, on Tuesday. The shop will handle a complete line of women's apparel. Everyone is invited to join in viewing the informal modeling 10 to Tuesday.

Incidentally, Miss Franzel staged a "Panorama of Pastels" fashion show yesterday at the Detroit Yacht Club for the benefit of the Junior Guild of Providence Hospital.

Marty Herman, of Martin Herman Advertising, recently opened new offices in Oak Park, at the Majestic Office Center, on Nine-Mile Rd. His Birmingham accounts include The Albert Sheet, Candy Co., and Daly Brothers Furniture Co.

John Lewis is the new assistant manager at Kresge's Birmingham store. Not only does he have a new job, but a new baby girl, too; born April 13, and appropriately named April Lynne.

Opening dates are nearing for several of the businesses soon to occupy the brand new stores located in what will take the liberty of calling Hamilton Row, on Hamilton—between N. Woodward Ave. and N. Hunter Blvd. We hope to list all the tenants next week.

Huston Hardware will be one of the 23,000 independent hardware stores throughout the country to participate in Hardware Week. Highlight of the week will be a group of selected Happy Home Values on famous brand merchandise according to manager Paul Kurth.

Our sympathy is extended to the William J. Fawcett family on the death of their son, Ronald Bruce, age 14.

Local Executives Hear Ad Manager

"Advertising Push—It Doesn't Pull," was the subject of a talk before more than one hundred MacManus, John & Adams advertising agency executives, and their guests Monday evening by William B. Bond, advertising manager of The J. L. Hudson Co.

The advertising head of Detroit's largest department store told his listeners—gathered in the agency's Bloomfield Hills auditorium—that long range planning is both essential and feasible in a modern, properly organized advertising operation. "The day-to-day race is fast," he conceded, "but we have no difficulty in planning our newspaper advertising campaigns months ahead."

Bond revealed that Hudson's eminently successful advertising philosophy was adopted several years ago—following a long period of intensive study and experimentation. Its main objective, he said, "is to project the image of a great store."

HUDSON ADS, Bond explained, are of three distinct types—those intended to sell goods—those intended to sell ideas—and those whose primary function is to reflect the character of the company and its people. He stressed the importance of all three type ads in achieving the company's overall objective.

Bond of 757 Westview, Bloomfield Hills, conceded that many ads—particularly those intended to sell—sometimes show no immediate results in additional sales. "Yet," he added, "it is not unusual for such ads to begin producing additional sales a week or even a month following publication."

Completes Course

Dr. William L. Mallan, Gasow Veterinary Hospital, 1521 N. Woodward Ave., Birmingham, recently completed the 1962 postgraduate veterinary medical short course in clinical cardiology at the University of Pennsylvania School of Veterinary Medicine. He was one of 58 veterinarians from 18 states, the District of Columbia, and Ottawa, Canada, who successfully finished the four-day courses in Philadelphia.

Joins Eccentric

Joseph R. Scolaro, III, of the Ralph R. Mulligan Agency, has been named National Advertising Representative of The Birmingham Eccentric. The Mulligan Agency has offices in Detroit, New York, Chicago and Los Angeles.

A subscription to The Eccentric brings you the community's top news events 52 times a year.

Oakland County Accountants Meet Tonight

The April meeting of the Oakland County Chapter of the National Assn. of Accountants will be held tonight at Devon Gables.

The guest speaker, Charles S. Ricker, will discuss "The Role of the Commercial Banking System." Ricker is assistant vice president of the National Bank of Detroit.

and is head of the Business and Bank Analysis department.
The program will start with a social hour at 6:15 followed by dinner at 7 p.m. and the meeting at 8:15 p.m.

ART SUPPLIES

You'll find a good selection at **ARTISTS' SUPPLY CENTER**
1220 N. WOODWARD—2 Blocks South of 12-Mile Road
LI 8-7680—Open 9-6—Wednesday, Thursday & Friday TH 9 p.m.

PICTURE FRAMING on the Premises
"SO YOU'RE AN ARTIST"
Free Booklet to all Visitors requesting a copy

Attends Confab

Samuel J. Reeve, of 6125 Gal. Fleen, Bloomfield Hills, was one of 16 Cities Service Oil Co. dealers division to represent them at the attending a National Dealer Advisory Panel Meeting in New York this week.

Reeve was elected by Cities Service dealers in the Cleveland division to represent them at the panel session. Dealers from each

A Distinguished Residence near Downtown

Garden Court Apt.

2906 E. JEFFERSON

Spacious apartment now available with 4 bedrooms, 3 baths. Adjoining heated garage.

Mr. Moloney, res. mgr., LO 7-3365

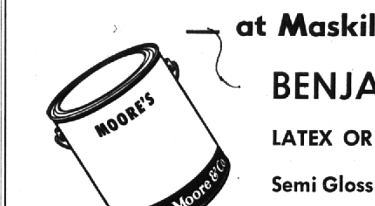
LEWIS and FORD COMPANY
Managing Agent

It's time to spruce-up! BARGAINS GALORE

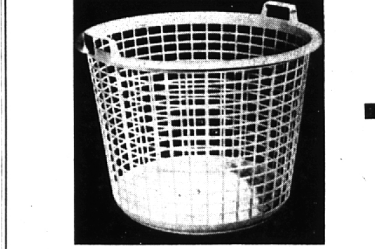
at Maskill Hardware

BENJAMIN MOORE PAINT

LATEX OR OIL FLAT WALL PAINT \$2.98 Gal.
Semi Gloss \$3.98 Gal. Outside Paint \$4.95 Gal.



CALKING TUBES reg. 39¢ NOW 4 for \$1.00



PLASTIC LAUNDRY BASKET 77¢

PAINT PAN & ROLLER SPECIAL 79¢

For the Lawn-Special
10-2-4 FERTILIZER \$1.57 Bag
MICHIGAN PEAT MOSS 88¢ for 50 lbs. 2 for \$1.29

PLASTIC AUTO SEAT COVERS... 88¢
Quantity Limited

Maskill Hardware

4400 N. WOODWARD
ROYAL OAK, MICHIGAN LI. 9-3333

Only at Triangle!

THE ARISTOCRAT OF CASUAL... WONDERFUL WROUGHT IRON

6-PIECE GROUP \$198 \$20 DOWN

Naturally, other stores have wrought iron—but nothing to match the superb styling and value of this group! Handsomely detailed with smooth flowing lines, enhanced with delicate scroll and leaf decorations. Guaranteed 12 years against rust, you choose from Pompeian green or white frame finishes and a variety of colorful print fabrics. Group includes settee, 2 chairs, 2 glass top end tables and cocktail table. In stock for immediate delivery.

TRIANGLE FURNITURE
Open every evening till 9
ROYAL OAK: NORTH WOODWARD AVE. AT 1 1/2 MILE ROAD...

Open Thurs. and Fri. Evenings 'til 9

Elsie Curtis
24.95 to 49.95

Gay young things from one of the nation's top junior designers. The perfect look for summer in flattering silhouettes and crisp fabrics. 5 to 13.

Dress sketched from our Elsie Curtis collection at 24.95

Lavie Damm
W. M. BIRMINGHAM

COBO Cleaners

The NAME TO Remember For Quality CLEANING

Ask About Our **BOX STORAGE \$4.95** per box—including \$250 FREE Insurance Cleaning Additional No Charge for Minor Repairs and Replacing Common Buttons

DRAPERIES & SLIPCOVERS OUR SPECIALTY REMOVED and REPLACED Call for Pick-Up and Delivery

863-0400
Detroit and Suburbs
15135 Livernois at Curtis