



Milestone Reached

Pontiac Motor Division's half-millionth 1962 model car, a two-door Catalina sedan, rolled off the assembly line last week at Pontiac's main plant. It marked only the second time in Pontiac's history that the half-million production milestone was reached in a single model year. Two Birmingham residents are shown above with the milestone car. Left to right are Buel E. Starr, worksmaster; E. M. (Pat) Estes, general manager, of 1085 Wadlington; and Frank V. Bridge, sales manager, of 1527 North Glenberry.

NEWS OF BUSINESS

High Quality Buying Found in Birmingham

Special to The Eccentric
NEW YORK — Birmingham is given a high rating as a quality market in a nationwide business survey just completed by Sales Management.

With family incomes higher, local residents were able to spend more in the past year. The result is to be seen in the volume of business done by the city's retail stores. The local figures, as well as those for the rest of the country, are contained in SM's copyrighted "Survey of Buying Power."

THEY SHOW that net income in Birmingham last year, after deducting personal taxes, came to \$113,546,000.

The total is particularly impressive because of the fact that the 1960 slump, with its high rate of unemployment, carried over into the early part of 1961. It represented a net income per household of \$13,847, an average obtained by dividing the overall income by the number of households. This was more than was available to people in most parts of the United States, where the average was \$6,861 per household. In the East North Central States it was \$6,957.

spending volume, population and growth potential. It is called its "quality of market" index.

Executive Post At Agency Filled By B'ham Resident

Thomas J. (Tim) King of 503 Shirley Drive, Birmingham, has been appointed executive vice president in charge of the central U. S. region of McCann-Erickson, Inc. it was announced by Marion Harper Jr., chairman and president of Interpublic Incorporated, the agency's parent company.

King has been senior vice president and manager of the Detroit office. The agency's management in the large regional offices in Chicago and Detroit now will report to him in his new capacity. He has supervised McCann-Erickson's services for the Buick Motor Division and the GMC Truck & Coach Division of General Motors.

He joined McCann in 1959 as a vice president, shortly became management service director for the Buick account and subsequently senior vice president. Previously he had been vice president with D. P. Brother & Co., before that director of advertising and sales promotion for Kelvinator Division of American Motors Corp.

Pick Ad Agency

The Oil Heat Institute of Western Ohio has appointed Carpenter, Rau & Walters, Inc., as their advertising and promotion agency.

Firm Breaks Ground For New Club, Apts In St. Clair Shores

William N. Gilmore, of 32075 Waltham, Birmingham, president of the Gilmore-Gurvis Co., has announced the groundbreaking of the \$20 million Shores Club and Apartments in St. Clair Shores.

Located at E. Jefferson and Nine Mile, the project, including a yacht harbor, is expected to be finished in 1964.

According to Gilmore, 150 of the apartment units will be available for rental this fall. Architects for the development are Harby, Ellington, Cowan and Stetson, Inc.

EVEN THOUGH the consumer, local and elsewhere, began buying more freely, at no time did he go all out in his expenditures.

"There is no doubt," according to a banker's group here, "that he has the wherewithal. He has money to spare and to spend." They find that there is leeway for a considerable expansion of business, subject to his whim.

Each community is rated by Sales Management to show its relative standing as a market, based on such factors as income,



With ANGUS MCKELLAR

Behind The Store Fronts

"But times change and move continually" . . . Some 52 years ago Aures Smith and Lewis Erwin established Smith's Market, at 138 W. Maple. The partners offered quality meats and groceries, and through the years won a staunch and loyal following.

In 1943 Lloyd H. Smith bought the business (including the property), from his father and Erwin. In the 19 years Lloyd Smith has owned the business, tremendous changes have occurred in merchandising methods, particularly in foods, and in real estate values. These two developments were the prevailing factors in Smith's recent decision to terminate his business, the oldest meat and grocery store in Birmingham. In fact, the oldest same family business of any kind in town. Closing date is not far distant, late summer or early fall.

SMITH, who was born and raised in Birmingham, said that his plans are somewhat indefinite. "I want a little time to get my feet on the ground," he said. The building will not long remain vacant. Dunn Camera & Records, Inc., has signed a lease and will move back to the north side of Maple about Nov. 1, after certain alterations to Smith's store.

Dunn's first came to Birmingham in Nov., 1952, and were located first in the building which Dabbs now occupies. In 1950 Dunn moved to their present location at 114 W. Maple, and Parmeter-First moved out.

Present location is at 138 E. Brown.

GOOD IDEAS are never a surplus commodity stowed away in

some government financed elevator. But ideas, even good ones might just as well be mothballed if they aren't put to practical use through imagination and work. Good ideas come to everyone. Sometimes we hesitate to try to market them to the big companies for fear the idea will get away from us.

How to protect your good ideas is told in one of the most interesting little booklets we've seen in a long time. It's called "How to Sell Your Ideas" and is written by Elmer Roessner, well-known syndicated business writer. The booklet may be had for the asking by writing the publishers, McClure Newspaper Syndicate, 220 W. 42nd St., N. Y. 36, N. Y.

MR. AND MRS. Harris O. Machus, of Machus Restaurant & Pastry Shoppe, 101 W. Maple, report a grand time on their recent air trip to California, where they attended the graduation ceremonies at Leland Stanford University when their son, Robert, received his degree. He majored in economics and political science. At the same time Robert was commissioned a second lieutenant in the U. S. Army. The Machus' drove back to Michigan via Arizona with the new lieutenant, who is now at home for the summer, until he receives his assignment.

Simply dial Midwest 1-190 and a "trained and vision" will help you word your ad.

RE-ELECT STATE SENATOR ROBERTS
Republican

The Watling, Lerchen Research Department offers this New Special Report on

DETROIT EDISON COMMON STOCK

This public utility is a major supplier of electricity throughout southeastern Michigan. Revenues are substantial and show good balance between industrial, residential and commercial customers. This report discusses Edison's steady dividend returns, its atomic power development progress, and includes pertinent information on past performance, new facilities and comprehensive growth plans.

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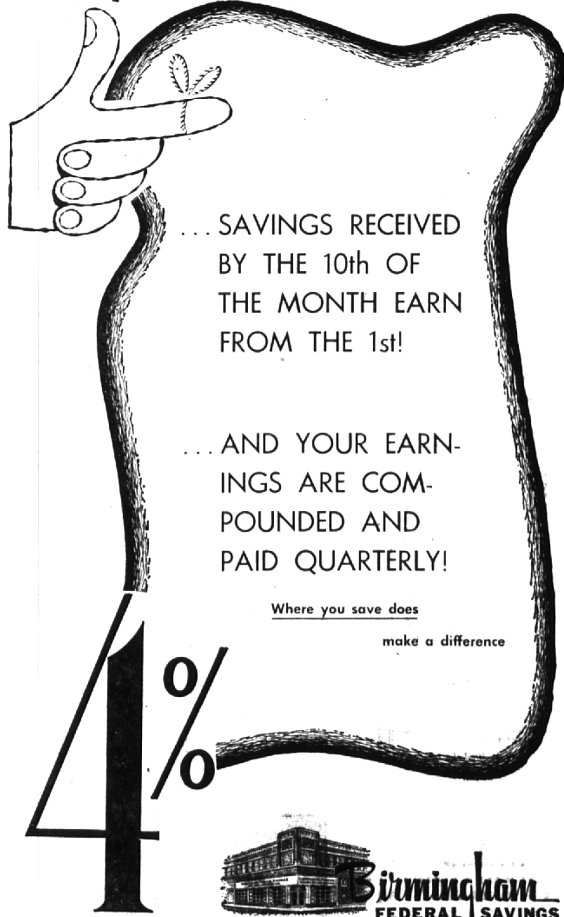
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Please send Research Report on Detroit Edison.

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MEMBERS NEW YORK STOCK EXCHANGE
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Important Reminder!



... SAVINGS RECEIVED BY THE 10th OF THE MONTH EARN FROM THE 1st!

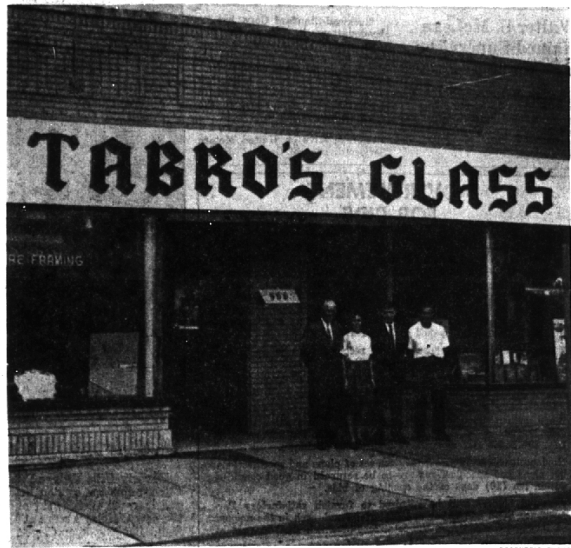
... AND YOUR EARNINGS ARE COMPOUNDED AND PAID QUARTERLY!

Where you save does make a difference

CURRENT RATE

Birmingham FEDERAL SAVINGS
99 West Maple
Member of First Federal Building
MI 4-1711 LI 5-7610

"Instituted for Local People . . . By Local People"



A Shattering Business

Ron Lavolette is now the sole owner of Tabro's Glass, Inc., 588 S. Woodward. The firm carries a complete line of glass goods including auto, window, mirrors and picture frames. Lavolette bought out his former partner Gene Coulter. Shown here are the Tabro office staff. (From left) Art Padou, Miss Marion Turner, Lavolette and Jim Charbeneau.

CASH & CARRY SPECIALS at ERB-RESTRICK

NEW LUXURY LOOK...for your home
with ARMSTRONG CEILING TILE

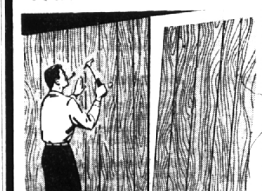
FULL RANDOM, 12x12 (60 Ft.) \$9.60
Acoustical

CLASSIC, 12x12 (60 Ft.) \$10.50
Acoustical

PLAIN SMOOTH, 12x12 (64 Ft.) \$6.40
White

HOUSE PAINT	WHITE ONLY	2 Gals for	\$5.88
ALUMINUM GUTTER	10 Ft. Length		\$2.39
SHEET ROCK	3/8"-1x8"		\$1.45
FIR PLYWOOD	Interior—Good One Side	1/2"-1x8"	\$2.99
CEDAR POST	3"-7 Ft.	4"-7 Ft.	44¢ 69¢

PLYWOOD PANELING SALE



Here's your chance to buy fine Plywood Paneling at Special Low Prices.

ALL PRE-FINISHED

4x8' (1/4") Antique or Natural Birch \$8.45

4x8' (1/4") Sandalwood 6.45

4x7' (1/4") Natural Luan 4.99

4 x 7' (3/16")

BLONDE - DRIFTWOOD or SANDALWOOD \$4.99

INTERIOR DOORS	SIZE	BIRCH	MAHOG.
	1'4"x6'8"	1 3/4	1 3/4
	1'6"x6'8"	5.40	4.65
	1'8"x6'8"	5.45	4.75
	1'10"x6'8"	5.65	4.95
	2'x6'8"	6.50	5.35
	2'2"x6'8"	6.55	5.45
	2'2"x6'8"	7.45	5.85
	2'4"x6'8"	7.50	5.95
	2'6"x6'8"	7.55	6.15
	2'8"x6'8"	7.65	6.45
	3'x6'8"	8.35	6.75

LOUVRE DOORS	LOUVRE DOORS
1 1/2" Thick	1 1/2" Thick
1'0"x6'8" .. \$4.95	1'3"x6'8" \$5.95
1'3"x6'8" .. \$5.15	1'6"x6'8" 6.50
1'6"x6'8" .. \$5.45	2'0"x6'8" 8.65
	2'4"x6'8" 9.45
	2'6"x6'8" 9.75

HARDWARE SPECIAL

3/2" BRASS HINGES, Reg. 75c ... 49¢ pc.

PASSAGE SETS, BRASS FINISH, Reg. \$2.49 \$1.99

ERB-RESTRICK Lumber Company

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