

Walter S. McLean Named Supervisor By Campbell-Ewald

Walter S. McLean, 16128 Marzuerite Road, Birmingham, has been appointed supervisor of Campbell-Ewald's recently acquired Rockwell-Standard Corp. advertising account.

Rockwell-Standard Corp. has its headquarters in Coraopolis, Pa., with plants and research centers in 11 states and international affiliations in 10 foreign countries. McLean, a native Detroit, has been with Campbell-Ewald since 1954. He spent five years in the agency's marketing and research department and three years as account executive on United Motors Service division of General Motors.

ADVERTISEMENT FOR BIDS

The board of Education of the School District of the City of Birmingham, Birmingham, Michigan, will receive sealed bids for the construction and completion of a new water service at Harlan Elementary School and sewer work at Valley Woods Elementary School, all in accordance with accompanying Drawing No. 1, dated July 30, 1962, Job No. 0229, until 2:00 P.M., E.S.T. Monday, August 6, 1962, at the office of the Board of Education, Chester and Martin, Birmingham, Michigan, at which time and place all bids will be publicly opened and read aloud.

A single lump sum proposal will be received for the Mechanical Work including the work of all trades for both schools.

Proposals must be on forms furnished by the architect and be accompanied by a bid bond or certified check in the amount of five percent (5%) of the proposal submitted.

Plans and specifications may be obtained on and after Monday, July 30, 1962, at the office of the architect, Linn Smith Associates, Inc., 894 South Adams Road, Birmingham, Michigan.

No deposit will be required for each set of plans and specifications, but plans and specifications are to be returned in good condition within ten (10) days of the opening of bids.

Accepted bidders will be required to furnish satisfactory Performance Bond and Labor and Material Bond, each in the amount of 100% of the contract, the total cost of which shall be paid by the accepted bidder.

All proposals submitted shall remain firm for a period of thirty (30) days after official opening of bids.

The Board of Education reserves the right to reject any or all bids in whole or in part, and to waive any informalities therein.

BOARD OF EDUCATION
School District of the City of Birmingham
Birmingham, Michigan
Richard P. Barnard
Secretary



AUGUST ACTION

Obviously there are two things requiring your immediate attention:—

- 1. Crabgrass control.
- 2. Brown dead patches in the lawns.

1. Ideal time to kill crabgrass. Most seeds have germinated but the plants have not dropped their seeds.

Best materials by University research programs:—

NOTT'S SUPER ARTOX—spray

ORTHO'S CRABGRASS KILLER—spray

Best "spray-applied" materials:—

STADLER'S VANISH

VAUGHAN'S K. O.

DO IT NOW!

2. Dead patches are probably due to fungus because of high humidity and cool temperatures, and also high humidity and high temperatures.

If patches are enlarging, or new ones are showing up, all of the area should be sprayed—particularly the good grass.

USE ACTI-DIONE RZ.

If dead areas are stabilized:—

a. Rake out dead stuff.

b. Seed.

c. Rake in seed.

d. Pat down, or roll.

e. Cover with 1/4" peat moss.

f. Water every day, preferably between 10:00 a.m. and 3:00 p.m.

THINGS TO WATCH FOR & TO DO

Cedars—Red Spider

Spray with MALATHION, ISOTOX, McCLELLAN-BALL, or KELTHANE.

Cotoneaster & dogwood—Leaf spot.

Spray with CAPTAN

Delphinium—Leaf spot

Spray with BORDEAUX

Euonymus Alatus—Scale

Spray with SEVIN PLUS MALATHION

Hawthorn—Leaf spot (probably from cedar apple rust)

Spray with ACTI-DIONE RZ

Juniper and cedar—spruce mite.

Spray with MALATHION or KELTHANE.

OPPORTUNITY CORNER

It has spread to other parts of the store as we seek to CLEAR OUT and start again.

The material is excellent, useful, decorative, handsome, very low priced and includes GRILLS, FRENCH TIN, CANDLE LIGHTS, PLACE MATS, LOVELY POTTERY, IRON CACHE POTS, ETC.

"AUGUSTUS"

McCLELLAN-BALL CO.

Everything for the Yard and Garden

850 S. WOODWARD, BIRMINGHAM, MICH. FREE AREA DELIVERY Midwest 4-4133



Ready for Business

Beverly Hills Village President, Marvin B. Cline, snips the ribbon held by store manager Herman Ziolkowski and officially opens the new Wrigley's store at 13 Mile and Southfield. Looking over Cline's shoulder is Robert Alpern, of Levine, Alpern and Associates, architects of the new building. Others pictured are Joel Rosenthal, Wrigley Real Estate Manager, and John A. McLaughlin, Beverly Hills councilman.



Operation Teardown

Richard O. Painter (left), University of Detroit graduate and head of the General Motors Proving Ground Photographic Section, discusses the beginning of a "teardown" of a production car which has just completed a 25,000-mile durability test. With him is Kenneth E. Smith, 22475 Arlington, Birmingham, chairman of the University of Detroit aeronautical engineering department, who attended the GM Conference for Engineering and Science Educators.

Resort Developers Joins Select Group Form Corporation

The group behind Michigan's newest ski and summer resort area, now in major construction at Pine Knob, 22 miles north of Detroit, has incorporated in Michigan under the name of Pine Knob Enterprises Corp.

Financier-sportsman, Leonard W. Jarosz of Birmingham, who played a leading role in acquiring the property, and is personally supervising operations, said the new organization is capitalized for \$1,000,000.

Jarosz, who also is head of Construction Lease Corp., which has built and leased more than 100 industrial structures in 21 states, was elected president of the new organization.

Alex Kachinko, Stanley Jesky, Arthur Rooks and Reno Ministrelli, all partners in A & A Asphalt Co. of Birmingham, are listed as the board of directors, with Kachinko elected secretary and Jesky treasurer.

The pine-studded site under development, which is about 7 miles north of Pontiac, just east of Clarkston, according to Jarosz is being planned to accommodate approximately 2000 skiers at one time.

Wherever you travel, whenever you travel, it's a good idea to carry a washcloth and your own soap. American Airlines says it gives your skin a "home-away-from-home" feeling, even when confronted with water of a different type. Your own skin freshener or astringent also will help pamper your skin through changes in climate, weather and altitude.

President, Michigan Chrome and Chemical Company • Member Oakland County Board of Supervisors • Director Oakland County Branch Children Aid Society • Member Southeastern Michigan Water Authority • Member Executive Committee, St. Francis Home for Boys • Veteran World War II • Graduate of Yale University • Mayor City of Troy.

Ford Division Promotes Two Area Men to Managers

Two area men were appointed department managers by Ford Division of American Motors Corp., according to an announcement by E. B. Barnes, vice president-sales.

Jaque H. Passino, 31650 Westlady, Birmingham was appointed manager of the newly-established special projects department, and Douglas A. Holmes, 1583 Clarendon Road, Bloomfield Hills, was appointed manager of the merchandising plans department, succeeding Passino.

Immediately prior to joining Ford he was vice-president of Willys Overland's export corporation.

HOLMES WAS formerly fleet merchandising manager.

He joined Ford in July, 1949, as a product financial analyst on the company's finance staff. In November, 1952, he became controller of the then Continental Division. In September, 1956, he was named assistant controller of the Lincoln-Mercury Division and held that post until April, 1958, when he came to the Ford Division as manager of the dealer financial analysis department. A year later he was appointed manager of the sales statistics and analysis department and he remained in that post until March, 1961, when he became fleet merchandising manager.

Report Sales Up

Retail sales of Dodge cars and trucks in the first 20 days of July were 22 per cent higher than sales in the same period last year, Dodge General Manager Byron J. Nichols reported today.

Nichols said 11,657 cars and 2,839 trucks were sold from July 1 through July 20, compared with 10,059 cars and 1,801 trucks in the like period a year ago.

RE-ELECT STATE SENATOR ROBERTS Republican

J. Mack Tenney Assumes New Post At Kelvinator

J. Mack Tenney has been named general sales manager for Kelvinator division of American Motors Corp., according to an announcement by E. B. Barnes, vice president-sales.

Tenney of Wood Creek Farm succeeds Barnes who was elected vice president of Kelvinator sales last week following the death of T. L. Travis.

Tenney steps into the general sales position after six years as assistant general sales manager, where his principal responsibilities were with major retail accounts.

Multiple exposure . . . now you can run a Classified Ad 3 times for only \$2.70 (non-business, up to 15 words, cash rate). Dial Midwest 4-1100 now.

Traveling? AAA LEADS THE WAY

WHERE TO GO: Go first to your nearest AAA office. Experienced AAA Travel Counselors will give you accurate, up-to-date, personalized trip planning suggestions suited to your travel time and desires. HOW TO GO: AAA Travel Counselors know the best route to any vacation spot you choose. Reservations for accommodations and transportation can be made in advance for your traveling convenience. WHAT TO SEE: AAA Maps, "Triptiks", Area Guides, and Tour Books are designed for your sight-seeing pleasure. Tour Books also serve as guides to hotels, motels, and resorts that are AAA-inspected and have guaranteed rates. Enjoy a better vacation with Auto Club membership. Join today!

AUTOMOBILE CLUB of Michigan

VISIT OR PHONE YOUR NEAREST OFFICE BIRMINGHAM DIVISION 275 S. Hunter Blvd. PHONE: 646-4400 or 566-4729 Douglas Brown, Manager See first page of local phone books for offices in other cities

ROCKERS! ROCKERS! ROCKERS!

BIG ONES . . . TALL ONES . . . SHORT ONES . . . SMALL ONES

We've Got Rockers All Over the Place — One of Them Is Just Right for You



SEE THE GIANT ROCKER IN OUR FRONT WINDOW

Must you not know if it's the biggest rocker in the world . . . but have you seen a larger one? This rocker is 7 ft. tall and 4 ft. wide across the arms. The seat is more than 4 ft. deep.

COME IN TODAY AND CHOOSE YOUR ROCKER!

PRICED FROM \$19.95

Phone LI 3-1330 Royal Oak Furniture Co. 215 S. WASHINGTON AVE. ROYAL OAK, MICH. "The Store of Friendly Service" Open Thurs., Fri., Sat. Till 9 P.M. Free Parking On All Lots

Reducing Quiz

- 1. Is the tendency to be overweight related to personality? Yes No
- 2. Can skipping meals be harmful when reducing? Yes No
- 3. If overweight shortens life are the chances for a longer life made better by reducing? Yes No

Answers 1. Apparently not. Psychologists at the University of Pennsylvania gave a battery of psychological tests to 18 very fat men and compared the results with identical tests given to 18 men of normal weight. No personality differences showed up. 2. Yes. For proper health and vigor, the body needs adequate nutrition, best supplied by eating normally three times a day. 3. Yes. The best evidence that this is true was gathered by two doctors associated with a large insurance company. Among men and women who were overweight, the mortality rate was considerably less after weight reduction than for persons who remained heavy. While this can't be considered absolute proof, the findings are very significant and suggest that weight control is the best approach so far to the problem of preventing or retarding major degenerative diseases of middle and later life.

Questions submitted by readers are appreciated and answers to those of general interest will be included in these columns when possible. Please direct your questions to Science Editors, P.O. Box 1124, Louisville 1, Kentucky.

MILLS PHARMACY 1710 W. Maple at Chesterfield MI 4-5060 ALWAYS A PLACE TO PARK

Advertisement

Vote August 7th

ROBERT J. HUBER

Republican

FOR STATE SENATOR

- NO STATE INCOME TAX
- NO CITY INCOME TAX ON NON-RESIDENTS
- A BALANCED BUDGET
- REDUCED EXPENDITURES

President, Michigan Chrome and Chemical Company • Member Oakland County Board of Supervisors • Director Oakland County Branch Children Aid Society • Member Southeastern Michigan

Water Authority • Member Executive Committee, St. Francis Home for Boys • Veteran World War II • Graduate of Yale University • Mayor City of Troy.

