



**Chevrolet Names  
Lawrence Averill  
To New Position**

Promotion of Lawrence H. Averill to general sales manager of the Chevrolet Motor Division has been announced by Simon E. Knudsen, general manager.

Averill, a veteran of 33 years with Chevrolet, has been executive assistant general sales manager since May, 1960.

In his new position Averill succeeds K. E. Genee Staley who has been elected vice president of General Motors in charge of distribution staff. The changes are effective September 1.

Averill, 1532 Tottenham, Birmingham, was born on December 14, 1904. He began selling Chevrolets immediately after his graduation from the University of Vermont in 1927.

He started as a retail car salesman and then formed his own company—Averill Chevrolet Co., in E. Hartford, Conn.—where he was president and general manager until early 1929.

IN MARCH, 1929, Averill joined the Chevrolet Sales Department as a field representative in Tarrytown, N. Y.

There followed a series of advancements in the field organization including zone manager posts in Columbia, S. C. in 1937, Jacksonville, Fla., in 1938, Syracuse, N. Y. in 1939, and Pittsburgh in 1940.

He was transferred to Atlanta as assistant regional manager for service and used cars in 1945 and was named assistant regional manager in Washington, D. C. in 1948.

Averill was made manager of the metropolitan city department at Chevrolet's Central Office in Detroit in 1950. Succeeding Central Office appointments were: manager of fleet sales, 1954; Eastern regional manager, 1955; and assistant general sales manager, Western United States, May, 1959.

In September, 1959, Averill was named assistant general sales manager for the Eastern United States and the following May, 1960, was appointed executive assistant general sales manager.

**Heating Association  
To Conduct School  
On Refrigeration**

Richard R. Goodwin, 1830 Mahawk, Beverly Hills, of the Goodwin Service Co., has been asked by the North Woodward Heating Association, to conduct a service school on mechanical refrigeration.

The first class is scheduled to be held Aug. 27, 8 p.m. at the Bryant Manufacturing Co., 31194 Stephenson Hwy., Madison Heights.

The class will be open to any heating or refrigeration contractor or their employees. Subsequent classes will be limited to members of the Association.



**GREETINGS & GIFTS**  
are brought to you from  
Friendly Neighbors  
& Civic & Social Welfare  
Leaders

**WELCOME WAGON**

On the occasion of  
Change of residence  
Arrivals of Newcomers  
to Birmingham

MRS. H. WALES PRICE  
Midwest 4-0516  
(No cost or obligation)



855 Hunter Blvd., Birmingham  
1855 Woodward at 14 Mile Road  
Telegraph & Maple  
Southfield at 13 Mile Road



**STEAk SALE**

What do the words "Prime" and "Choice" mean to you when applied to grades of beef? These words are the official designations of the U.S. government inspectors for the very top grades of quality meats — they are not contrived merely to imply quality. They mean quality. And the famous Blue Ribbon Farms Beef you'll find at your newest Wrigley Supermarket is all prime or choice beef. That's why it'll pay you to buy the delectable, table-trimmed, naturally tender, quality beef here, where you'll find the best at the lowest possible price.

Blue Ribbon Farms Naturally Tender Specially Selected	79¢ lb.
Blue Ribbon Farms Naturally Tender Specially Selected	89¢ lb.
Blue Ribbon Farms Naturally Tender Specially Selected	99¢ lb.
Blue Ribbon Farms Naturally Tender Specially Selected	1 09¢ lb.

**Sliced Bacon** Peschke Brand, Lean Delicious Flavor **59¢ lb.**

**Fish Specials**

Fresh Lake Whitefish Dressed and Sealed **lb. 49¢**

Fancy Shrimp Shrimp Ahoy Brand Breaded—Ready to Cook **1-lb. Pkg. 89¢**

Special Label — Strawberry, Raspberry or Cherry

**Green Giant Sale**

Golden Whole Kernel Corn	Save 17c	6 12-oz. Cans	1 00
Niblets	SAVE 8c	5 303 Cans	1 00
Green Giant Peas	SAVE 13c	6 303 Cans	1 00
Golden Cream Corn	SAVE 17c	5 12-oz. Cans	1 00
Niblets Mexican	SAVE 8c	5 303 Cans	1 00
Cut Green Beans	SAVE 8c	5 303 Cans	1 00

**Royal Gelatin** Economy Size **2 6-oz. Pkgs. 25¢**

SAVE 8c

TexSun Unsweetened

**Orange Juice** **3 46-oz. Cans 89¢**

SAVE 28c

Sliced or Halves Yellow Clings

**Del Monte Peaches** SAVE 19c ON 4 **No. 2 1/2 Can 25¢**

Save 16c — White, Pink, Yellow, Aqua

**Kleenex Tissues** **4 400 Count Boxes 1 00**

Breast O' Chicken — Save 15c

**Chunk Tuna** **3 Flat Cans 89¢**

VALUABLE WRIGLEY COUPON

SAVE 20c WITH THIS COUPON

Sealtest Chocolate Covered Ice Cream

**ROCKET BARS** **Pkg. of 12 49¢** With This Coupon

Coupon good thru Sat., Aug. 25. Limit one coupon per customer.

Mel-O-Crust Farm Style Sliced White

**Bread** **2 16-oz. Loaves 35¢**

Gaylord Pure Creamery

**Butter** **SAVE 6c 1-lb. Print 59¢**

Armour Star or Imperial  
Deep Hickory Smoked, Sugar Cured

**Smoked HAMS**

Shank Portion 5-7-lb. Average **39¢ lb.**

Butt Portion 4 to 6-lb. Avg. **49¢ lb.**

Whole Ham 14 to 17-lb. Avg. **49¢ lb.**

MICHIGAN MILK-FED YOUNG TENDER

**Veal Chops**

Tender, Meaty Center Blade Cuts **59¢ lb.**

Round Bone Cuts **69¢ lb.**

VALUABLE WRIGLEY COUPON

Chase & Sanborn — Reg., Drip or Fine Grind

**COFFEE**

SAVE 10c With This Coupon **1-lb. Can 59¢**

Coupon good thru Sat., Aug. 25. Limit one coupon per customer.

U.S. No. 1 Michigan

**POTATOES** **25¢ -lb. Bag 65¢**

Homegrown Sno White Cauliflower **29¢ ea.**

Fresh Calif. Large, Luscious Strawberries **3 pts. 1 00**

VALUABLE WRIGLEY COUPON

**50 Extra GOLD BELL Stamps**

With This Coupon and Purchase of \$1.00 or More in Fresh Fruits and Vegetables Expires Saturday, August 25

**Garden Center "CLEARANCE SALE"**

Telegraph at Maple

- FERTILIZERS
- WEED KILLERS
- INSECTICIDES
- TOOLS - HOSE
- SPRINKLERS
- SHRUBS

Large Variety of National Brand Fertilizers and Crab Grass Killer at reduced prices

**Up to 50% Off on all Garden Tools**

Patio Slabs **Were 75c ea. 22 (18) (4 colors) Now 75c ea. 22 (18) (4 colors)**

Patio Slabs **Were 75c ea. 16 (16) (4 colors) Now 75c ea. 16 (16) (4 colors)**

GE-440 Gray Stop Tank Sprayers **Were 75c Now 75c**

Tank Sprayers **Were 75c Now 75c**

Garden Carts **Were 75c ea. Now 75c**

Roto Edgers **Were 25c Now 25c**

Garden Carts **Were 65c Now 65c**

Pox Crabgrass Killer **Were 65c Now 65c**

Patio Slabs **Were 89c Now 89c**

Bamboo Rakes **Were 59c Now 59c**

Bamboo Rakes **Were 49c Now 49c**

Covers 2000 sq. ft. **Were 9.95 Now 9.95**

Covers 1000 sq. ft. **Were 5.45 Now 5.45**

18 inch **Were 1.25 Now 1.25**

24 inch **Were 1.75 Now 1.75**

GET FINER GIFTS FASTER WITH GOLD BELL GIFT STAMPS

VALUABLE WRIGLEY COUPON

**150 Extra GOLD BELL Stamps**

With This Coupon and Purchase of a 4 Piece Place Setting or Cutlery Shop

**Dinnerware**

Expires Saturday, August 25

VALUABLE WRIGLEY COUPON

**50 Extra GOLD BELL Stamps**

With This Coupon and Purchase of Any 1-lb. Pkg. or More

**Sliced Luncheon Meat**

Expires Saturday, August 25

VALUABLE WRIGLEY COUPON

**50 Extra GOLD BELL Stamps**

With This Coupon and Purchase of Any 2-lb. Jar

**Peanut Butter**

Expires Saturday, August 25

VALUABLE WRIGLEY COUPON

**50 Extra GOLD BELL Stamps**

With This Coupon and Purchase of 1 1/2 Gal. Any Flavor

**Top Frost Ice Cream**

Expires Saturday, August 25