

No matter what you have to sell, Birmingham Eccentric classified ads will do the best job for you. The cost is low, they are easily prepared and usually bring desired results.

Simmons Appointed
Jack Simmons has been appointed national account sales representative for Bradley Moving and Storage Co., 1445 Astell Rd., Birmingham.

BUSINESS NEWS

Walsh, Lambert Merge Companies

Two veteran Birmingham real estate agents have merged their companies.
Jack Walsh, 931 N. Adams, and Robert M. Lambert, 456 E. Lincoln, have combined their operations.
The new company, to be known as Walsh-Lambert Inc., will specialize in general brokerage, residential, commercial and land developments. It will be located at 451 E. Lincoln.

Behind The Store Fronts

A continually growing interest in the behind the scenes affairs of the American economic life by the "average man in the street" is evidenced by his desire to learn more about the stock market, and its application to every day living.
For instance, a basic stock market class has just been completed in the offices of Goodbody and Co., in Birmingham. Some 75 employees of one of the largest companies in the area attended the four-week course, which was presented by John D. Sizem, of Carriage Rd., Bloomfield Hills. Courses of this type are available to company employees and civic groups.
Mr. R. L. Chapin, director of the Pontiac Business Institute, (PBI) tells us that Bob Hope will serve as one of the judges of the second international contest to select Miss Nancy Taylor, Secretary in American and Canada.
More than 25,000 students of the Nancy Taylor Secretarial and Finishing Courses given in business schools, including PBI, in over 300 cities in the United States and Canada will vie for the honor.
All students of the Nancy Taylor course have been invited to participate in the local contest which began Jan. 19. The Pontiac winner, to be announced March 15, will then be eligible for the regional finals to be held April 15. The final international winner will be selected in New York City May 1, by a board of judges headed by Hope.

With ANGUS MCKELLAR



Beverly Hills Man Elected by Cross

Herbert M. Shilton has been elected vice president and treasurer of the Cross Co.
Shilton, 32380 Ingleside, Beverly Hills, has been with Cross for 17 years. He has been a director since 1954, and has held the positions of comptroller and assistant secretary.

Area Radiologist Honored by Group

Dr. William R. Eyer, 18347 Bedford, Birmingham was among the more than 100 radiologists made a fellow of the American College of Radiology at the group's annual meeting in New York last week.
The degree of fellow is granted by the College to certified radiologists who have given distinguished

service to their specialty over a period of years. Fewer than 1000 of the College's approximately 5000 members hold the degree of fellow.
Dr. Eyer was graduated from the Harvard Medical School, Boston, in 1946. He is a member of the staff of Henry Ford Hospital, Detroit.

SAVINGS STACK UP FASTER HERE!

SAVINGS IN BY THE 10th OF THE MONTH EARN FROM THE 1st AT... 4% CURRENT RATE

Compounded and Paid Quarterly... or you can purchase

4 1/2% CURRENT RATE

IF HELD TO MATURITY AVAILABLE IN UNITS OF \$50.00 PER SHARE. "Established in 1909—Never missed paying a dividend. Over 72 years of sound management—your assurance of security. Assets now over seventy million dollars."

CAPITOL SAVINGS & LOAN ASSOCIATION
27215 Southfield Rd at 11 Mile Rd.
KE 7-6125 EL 6-7770

"Home Office—Lansing, Mich." Member Federal Home Loan Bank System

Food News BIGELOW
from

Constant Comment
it's special and so delicious... because it's flavored for you with Oranges & Sweet Spice.

Zowie
Meat, fish and poultry seasoning, buy a stick, it makes food taste so good.

Tea with Garden Mint
a specialty one and refreshing flavor in tea.

ALL NOW available at... ALEXANDER & HORNING
Northland Center D 5 Southfield

Home Building On Upgrade Expert Says

Donald H. Mitzel, president of the Detroit Mortgage Bankers Association, predicts that 1962 will be a banner year for home building.
Mitzel, 1222 Torrey, Birmingham, told a gathering of area appraisers "people are in a buyin' mood which means a better year for home building."
He predicted the gain in home starts would be approximately six per cent over last year, with consequent greater demand for mortgage money which, he said, appeared to be in adequate supply.

Fred Cruse Named By Wall Colmonoy

Fred R. Cruse, 4329 Charing Way, Bloomfield Township, has been named general manager of the stainless processing division of Wall Colmonoy Corp.
Stainless operates five stainless steel brazing and processing plants in Michigan and surrounding states. They also manufacture brazing alloys.

MITZEL, who is chairman of DMA's mortgage marketing committee, has made comprehensive studies of lending problems in the metropolitan area, where approximately three-quarters of a billion dollars was loaned last year for financing of all types of industrial, commercial and residential projects.
Conventional loans are providing increased competition for FHA and VA insured financing, Mitzel pointed out.
He said government-insured lending would continue to play an important role in home financing, with interest rates remaining at approximately the same level as they are today in the first half of 1962.
There may be upward pressures later in the year, Mitzel predicted.
Mitzel, vice president of Haman Real Estate Exchange, spoke at the monthly meeting of the Greater Detroit Chapter of the Society of Residential Appraisers.

Vickers Promotes B'field Resident

E. I. Brown has been made vice president and general manager of the Mobile Hydraulics Div. of Vickers Inc.
Brown, a Bloomfield Hills resident, brings extensive experience in the field of fluid power to his new position. He joined Vickers as chief engineer of the Torrance, California, aero hydraulics facility, and after five years was appointed director of engineering, machinery hydraulics division, in which capacity he directed the design and development of products for both the marine and ordnance and industrial products departments.

Why a Complete Research Department...

It seems that a research department is almost always thought of in connection with a large corporation. You hear of the many companies that are constantly checking the pulse of dealers and consumers and are searching for better things, so that you may have a better life in the years to come.

Through our New York correspondent, Baker, Weeks and Company we receive specialized research services from a staff of experts covering all investment categories. Here at Manley, Bennett we also have a well staffed Research Department, that analyzes and evaluates the many stocks and the companies behind them. By having these departments we are better able to serve you in planning your investment portfolio to meet your needs for a better investment future. Remember our Research Departments are always ready to serve you, naturally without obligation.

MANLEY, BENNETT & CO.
MEMBERS NEW YORK STOCK EXCHANGE

Buhl Building, Detroit 26 Woodward-5-1122 Enterprise 6209 (Dial "0")

Bloomfield Hills, Mich. Jordan 6-4650 Midwest 7-0900

Listen to WCAR—6:10 P.M.—Monday through Friday—
For the latest Market News—1130 on your dial

Tuesday wasn't a real payday. But the money was. It was the first dividend check from an investment program this man started just a few months back.

The man isn't rich. He isn't a stock expert. But he is an investor, one of 12,000,000 who are sharing in the nation's industrial growth through investments.

Most of them are in the \$5,000 to \$10,000 income bracket, and many of them systematically set aside a portion of their regular paychecks to invest in income producing securities. The result: extra paydays... regularly throughout the year.

The Day PAYDAY CAME ON TUESDAY

Watling, Lerchen & Co.
Members New York Stock Exchange
CRESON BLDG., W. MAPLE & CRANBROOK RD., BIRMINGHAM, MICHIGAN • PHONE: MI 6-9100

Please send free booklet "Dividends Over The Years".
NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

If you would like to know how to introduce extra paydays into your future, now is the time to discuss an investment program with a Watling, Lerchen & Co. representative. Call or visit us today.

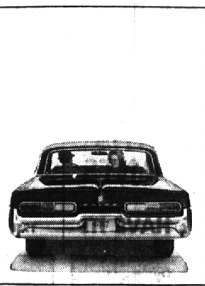
Life Insurance In Force GROWTH

1941 \$28,021,742
1946 \$33,508,839
1951 \$66,793,152
1956 \$244,326,114
1962 \$521,888,877

MICHIGAN LIFE INSURANCE CO.
Woodward Avenue Royal Oak, Mich.

Represented Locally By R. C. GARRISON ASSOCIATES
27340 Southfield, Lathrup Village EL 6-8888

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No stammer in the take-off....with Turbine Drive Buick!
The smoothest, hottest automatic transmission (Turbine Drive) is standard equipment on every Buick LeSabre. That's one reason LeSabre is the year's best power value. LeSabre also gives you the exclusive "go" of Advanced Thrust, a big Wildcat engine, fitted aluminum front brakes—all at no extra cost. Note: LeSabre costs you less than many "low-price" car models. See it!
Buick LeSabre is the buy.