

Ice Cream, Radio Stores Added to Hamilton Row

An ice cream store and a radio electronics service are the latest additions to Birmingham's Hamilton Row.

The ice cream firm is Baskin-Robbins. The company always has 31 different flavors on hand out of the more than 200 they have developed.

About 25 flavors are standards but every month several are changed and a brand new flavor is usually introduced.

SOME OF the more exotic flavors include: licorice, daquiri ice, rocky road, cheesecake, cinnamon and cha-cha-cha.

Tony Ferris and Amer Kadaj are the local dealers at 381 Hamilton Ave.

Lafayette Radio Electronics is located at 315 Hamilton. The store will carry a complete line of hi-fi equipment, radio parts and citizens band equipment.

The store is an associate of Lafayette Electronics, 1326 Broadway, Detroit. Irving Orkin is the manager.

Regional Post Won By Township Man

Roy M. Marshall, vice president of MacManus, John & Adams, Inc. has been elected Regional Chairman of the Public Utilities Advertising Association at the association's St. Louis convention.

Marshall, supervisor of the Michigan Consolidated Gas Company account for M&A, will govern Region Four of the P.U.A.A., comprising Michigan, Illinois, Missouri and Ohio. He lives at 2953 Summerville, Bloomfield Township.

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The Long Rifle

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Sizes 12 1/2 to 2 **\$8.50**

Men's, 6 1/2-13 **\$11.99**



The Wellington

For men, in Black Calif. Sizes 6 1/2 to 13 **\$11.99**

With Wool Lining **\$14.99**

Boys, 3 1/2 to 6 **\$9.99**



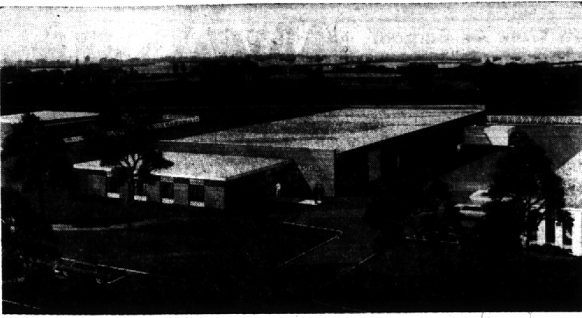
The Slalom

Lightweight Swiss styled 6-inch sport boot for men. Sizes 6 1/2 to 13, B, D, EE widths. **\$12.99**

Open Thurs. & Fri. Evenings



115 West Maple MI 6-8788



First Subdivision Tenant

This is an architect's rendering of the first building in the new Birmingham Airport Subdivision on Coolidge south of Maple. It will house the Valor Enterprises, 2300 Cole, Birmingham, manufacturers of electrical appliances. The building is being constructed by Englehardt, Buettner & Molt and Marr are the architects. Airport Subdivision is being developed by Birmingham residents George Squibb and Sam Walker.

NEWS OF BUSINESS

Time Stoppers



A group of authentic time-keeping devices, dating back to the days when time was a matter of sun, fire, water and sand are being displayed this week at Demery's Birmingham store. The unique parade of watch origins appearing will be on view at Demery's through Sunday, Nov. 17.

Men's, Linen Stores Open in B'field Plaza

Two new stores have opened recently in the Bloomfield Shopping Plaza at Maple and Telegraph roads, Bloomfield Township.

The Argyle Shop, 6530 Telegraph, carries a complete line of men's and teen boys' wear. Eight other clothing stores in the metropolitan area are affiliated with the Argyle Shop.

Eugene Sims, 70 Judy Lane, Bloomfield Township, is president of the store. The Sims' family has been in the clothing business since 1917.

The store is open daily and Saturday until 5:30 p.m. and on Fridays till 9 p.m. The Argyle Shop was designed by Carl Henkert, 883 Southfield, Birmingham.

THE LINEN CLOSET, 6622 Telegraph, features home accents, for bath and bedrooms, linens, table appointments and monogrammed goods.

The shop is owned and operated by Mr. and Mrs. Lee Saltz. The Saltzes were formerly located at Livernois and Seven Mile roads in Detroit.

The store is open from 9:30 a.m. to 5:30 p.m. daily and Saturday and Thursday nights till 9 p.m.

Insurance Firm Hits \$1 Billion Sales Volume

Robert E. Vanderhook, 1200 Lakeside, Birmingham, president of League Life Insurance Co., has announced the firm has become the first life insurance company in Michigan to write \$1 billion of life insurance and expects to hit the \$2 billion mark by the end of 1964.

According to figures released by the Life Insurance Institute, a national trade association, League Life is now writing 10 per cent of all group life insurance in the country—and all in the state of Michigan—and is the state's largest insurance company.

The firm is owned by Michigan's 1,110 credit unions belonging to the Michigan Credit Union League. The company began operation in 1959.

Kuhlman Electric Buys Detroit Firm

Kuhlman Electric Co. has acquired the controlling interest in U. S. Molded Fibre Glass Corp., Detroit, a manufacturer of fiberglass auto body parts and related products.

Kuhlman management elected to office in the newly acquired corporation include G. R. Fluhr, board chairman; H. E. Greenwalt, vice-president; A. Kaufmann, Treasurer; M. M. Rosenberger, secretary; I. E. Strand, assistant secretary and comptroller.

Griffith Joins Detroit Ad Agency

Richard D. Griffith, 2775 Heathfield, Bloomfield Township, has joined the Detroit office staff of Richard N. Meltzer Advertising, Inc.

A graduate of the University of Scranton, Griffith has been with the Polk Co. in its direct mail program, supervising the Chevrolet Truck account and the General Motors American Youth magazine.

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Edison Fetes Renton On 40th Anniversary

William S. T. Renton of Detroit Edison's sales department will be honored by the company this month upon his 40th service anniversary.

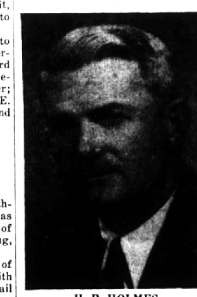
Renton, who joined the Edison Co. in Nov., 1923, was for many years a resident of Ferndale and attended school there. He now lives at 1647 Shipman Boulevard, Birmingham.

Mack Elected

Harry Mack, 27631 Lathrup, Lathrup Village, has been elected secretary treasurer of the land developers division of the Real Estate Board. A former chairman of the board's brokers division, Mack has been a real estate broker since 1925 and a realtor since 1952.

Speaks to Engineers

Leonard A. Batz, vice president of the Michigan Society of Professional Engineers, will be the guest speaker of the group's Oakland County chapter at 7 p.m. tonight at the Rotunda Inn, Pine Lake.



Holmes Elected President of National Group

Hiram P. Holmes, Birmingham realtor, has been elected president of the American Society of Real Estate Counselors.

Holmes, 754 N. Valley Chase, Birmingham, is a member and past president of the Detroit Real Estate Board and is also a past president of the Institute of Real Estate Management.

His election to the ASREC took place at the annual convention of the National Association of Real Estate Boards in New York City.

B'ham Resident Gets New Post At Fisher Body

The appointment of Sam T. Burns as plant director of industrial relations at the Grand Rapids Fisher Body Plant No. 1 has been announced.

Burns, 1019 Knox, Birmingham, replaces R. J. O'Brien who has been transferred to a position on the plant manager's staff.

A Fisher Body employee since 1934, Burns began his career as an employment clerk at the Pontiac plant. After a series of assignments on the plant newspaper, he was made assistant supervisor of labor relations in 1943, a labor relations analyst in 1944, and supervisor of labor relations in 1946.

Harlan Electric Buys Pa. Firm

C. Allen Harlan, chairman, and John M. Harlan, president of Harlan Electric Co., Southfield, have announced the purchase of the Power Piping Division of Haw-Knox Co. in Pittsburgh, Pa.

The plant consists of several acres of land on the Ohio River with a modern facility of 100,000 sq. ft. Over 200 employees work at this plant fabricating pipe which is installed by other employees all over the world.

At present, they have three million dollars of backlog and are fabricating pipe systems in India, Australia, Europe, Asia and Africa.

The Pennsylvania Corp. hearing, the name of Power Piping Co., Pittsburgh, has been chartered and is a wholly owned subsidiary of Harlan Electric Co.

Attend Ind. Seminar

Franklin E. Brien, Philip N. Skillman, John Gens and Alex Clark attended an advanced underwriting seminar recently in South Bend, Ind., devoted to a study of business insurance and insurance for estate conservation, according to Gilbert Morton, manager of the Bloomfield Hills general office of New York Life Insurance Co.

Underdown Named

David S. Underdown, Douglas Cleaners, Birmingham, was elected area director of the Michigan Institute of Drycleaning at the annual convention of that organization held in Grand Rapids, last week.

Behind The Store Fronts

Eleven years ago, Sol and Bob opened their first beauty salon. Last week they opened their Bloomfield Plaza shop next to Michigan Chandelier (Maple and Telegraph). This salon is under the supervision of Dennis Keir, and down Greenfield Rd. way, across from Northland Center, in the new Green-Eight Shopping Center, the partners have gone all out in their new Sol and Bob Hair Stylists Pavilion of Beauty.

In addition to hair styling, the new Greenfield Salon will feature massage, sauna, facials, pedicuring (with a whirlpool foot bath), makeup, skin care and many other personalized services.

Bob's last name is Erdman; he lives at 3845 Peabody Drive, Bloomfield Township. Sol's name is Yales; he lives at 6677 Knollwood Circle, W. Bloomfield Township.

IT NEVER occurred to us some one would eventually get around to inaugurating a "Room of the Month" but it's here—in the showroom at Erb Restruck Lumber Co.'s Eton Rd. Birmingham, branch store.

Complete with carpeting, lamp wall picture, the paneling is changed each month to give visitors an idea how the wall paneling would look in a home-like setting.

In St. Louis

Dr. John W. Phardel, 6751 White Pine, Bloomfield Township, attended the 38th clinical assembly of the American College of Osteopathic Surgeons, recently, at the Chase-Park Plaza hotel in St. Louis.

PAUL KURTH, of Huston Hardware Co., 205 N. Woodward, is ready to help dispel that grey November dreariness that appears to have followed all too quickly on the heels of a benevolent Indian Summer. He has installed a complete fireplace equipment center on the hardware store's lower level. Everything for the fireplace and tools for tending the fire are included.

A few weeks ago we mentioned the old values that Harold Hood (of Olson's Market) was restoring and finishing. What we did not note at the time was that all important backs were made of curled maple, imported from Germany. The maple is estimated to be around 200 years old, according to Harold.

Reservations are still being accepted for the pre-season indoor ski school at the Don Thomas Sportsman's new Bloomfield Plaza store (Maple and Telegraph). Beginners, intermediate and advanced skiers invited. There are also afternoon classes for children.

B'field Man Joins Bendix Research Division Staff

The appointment of Ralph O. McIntosh as technical consultant to the applied physics laboratory of The Bendix Corp's Research Laboratories division has been announced.

He will be associated with the expansion of research and development programs on experimental electron tubes, according to the announcement by Dr. G. A. Rossetol, Churchill Borough, Pa.

Before joining Bendix McIntosh, 5969 Westmoor, Bloomfield Township, was section manager in the applied physics laboratory at the Research and Development Center, Westinghouse Electric Corp., Churchill Borough, Pa.

His 22 years' experience at Westinghouse included supervision of research and development programs in glass blowing, brazing, and materials and techniques leading to the development of new electronic tubes and systems. This also included the training and management of personnel in these fields.

Joins New Firm

John Parrott has been named vice president of Kerbyway-MPO. The appointment was announced by Haford Kerbyway, president of the firm. Parrott, 1585 W. Long Lake Road, Bloomfield Township, has been associated with automotive marketing in Detroit since 1947.

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