

# Behind The Store Fronts

With  
ANGUS  
McKELLAR



This is of particular importance to anyone who may have cashed a check at Mills Pharmacy Feb. 22 or Feb. 23. As previously reported, the pharmacy was well guarded, safe early in the morning of Feb. 22. Owner Tom Mills has requested your cooperation in stopping payment on any checks which he may have cashed for you on the above dates. The store should also be notified, of course, as checks were protected, as the checks were all stamped "deposit to Mills Pharmacy account."

State police found the safe Feb. 23 on an ice-covered creek. Suspects in the robbery are being held.

Bill Mellage of Patterson Chevrolet, 1000 S. Woodward, invites all boys who are interested in building a Soap Box Derby racing car to attend a free clinic at 7 p.m. Wednesday. Expert advice on designing and building a racing car will be provided, as well guidance on racing techniques. Soap Box Derby color movies and slides will be presented and refreshments served. Parents are invited also.

All boys 11 through 15 as of Aug. 1, 1963 are eligible to enter the Soap Box Derby. Before starting work on his race, each boy should study carefully the official 1963 rule book, now available free at Patterson Chevrolet, 1000 S. Woodward. The clinic will be held at 7 p.m. Wednesday, March 27, at the Suburban Motor City Soap Box Derby will be held Saturday, July 26, at Detroit Derby Hall.

Charles (Chip) Ashton is the new

sales representative at Bob Horst Lincoln Mercury, Inc., 479 S. Woodward.

Meritt Olsen of Olsen's Market on Brown St. is the proud recipient of a collection of N. Woodward photographs taken in 1924 in the vicinity of St. Elizabeth's Home (Woodward and Long Lake Rd. area, then known as Bloomfield town. The photographs were a gift from Mrs. H. G. Walter, whose father, W. T. Harbison, was a prominent resident of the area.

Fred Sherman of Sherman's Shoes, 115 W. Maple, back after work after a month's vacation in Miami Beach, where he also visited his son, Larry. Area customers will recall Larry, who was formerly associated with his father in business here.

Also back home is Mrs. del Gaudio of del Gaudio's on Pierce street, who returned from a winter trip to Florida where he enjoyed three weeks of bright sunshine.

Jim Sappington of Birmingham Paint & Glass Co., 335 E. Maple, is back from a motor trip to Florida where he enjoyed three weeks of bright sunshine.

And the many friend of Al La Belle, of La Belle's (at 137 W. Maple) will be glad to know that their friend is back again and feeling fine following a 10-day general check up at Ford Hospital.

## Moulding Firm Appoints Two Area Agents

Jules F. Gits, president of J. P. Gits Moulding Co., of Chicago, announces the appointment of Daniel D. Bosta and John F. Kolar as manufacturers' representatives in Michigan. They maintain their office in the Stevens Building, Birmingham.

Brata, formerly with Ford Styling, has been in the plastics business for the past five years. Kolar, of 421 Wimpleton Drive, Birmingham, was formerly with Fisher Body, Purchasing Division, of General Motors Corp. He represents several ornamentation companies to the automobile industry.

KOLAR is currently teaching a course to manufacturer's agents at the University of Detroit and is writing an original work, entitled "Handbook for Manufacturer's Reps" in conjunction with Dr. C. T. Hardwick of the university.

J. P. Gits Moulding Co. is the oldest injection molding company in the country. They hold original patents on the second surface painting and plating process in the plastics industry.

Currently, the founder, Jules F. Gits, has patented a process encompassing multiple color molding in controlled areas; also a non-toxic-released product called "Injection Molded Cloth," in multiple fabric patterns for the automotive industry.

The John R. Chapman Co., of Detroit, has been appointed advertising and public relations agent for Roy Smith Co., leading Hobart welder distributor and supply firm with headquarters in Detroit.



AT THE NEW Connolly's Jewelers, 162 N. Woodward, Birmingham, sterling silver tableware is examined by Norman L. Pattison, owner, and Faye Bennett, Manager.

## REA Express Retires Norton

Francis S. Norton, 2338 Radnor Drive, Birmingham, assistant vice president, sales of R E A Express, with headquarters in Detroit, will retire March 15.

Norton joined Railway Express Agency, now known as R E A Express, on Feb. 1, 1960, as assistant vice president, traffic and subsequently became assistant vice president, sales on July 1, 1962. Before joining R E A, he had a long career in the traffic and transportation field.

## Accountants Set Technical Sessions

The Oakland County Chapter of the National Association of Accountants is holding technical sessions March 14 at Devon Gables. Meetings will be scheduled from 5 p.m. to 9:30 p.m. with dinner between sessions.

Topics will cover forecasting and profits planning, financial and general accounting, analyses and reporting, and cost control and reduction.

The discussion leaders for "Financial and General Accounting—Accounting for Transportation Expense" include John Johnson, 1539 Cole, Birmingham, who is a C.P.A.

## Promotion Men Confer In Detroit

Several of the nation's leading sales promotion executives have accepted invitations to participate in the 1963 Sales Promotion Executives Association sixth annual conference to be held at the Sheraton-Cadillac Hotel in Detroit May 13, 14 and 15.

Six chapters are joining as hosts in presenting the conference under the chairmanship of Richard L. Stueger, Jr., of J. Walter Thompson Co., Detroit. SPEA Midwest vice president. He lives at 18201 W. 14 Mile Road, Birmingham.

Host chapters are Chicago, Dallas, Milwaukee, St. Louis, Minneapolis-St. Paul and Detroit. Theme for the 1963 Conference is "Planned Promotion Produces Profit."

THE CONFERENCE, expected to attract up to 350 registrants from all parts of the country and another 10 or more from Europe, will feature several "case history" type presentations by leading authorities in the sales promotion field.

The sessions will be climaxed in the annual presentation of the SPEA Man-of-the-Year in the May 15 final session.

## Connolly's Third Store Open in B'ham

A Birmingham branch of Connolly's Jewelers, which has its main store in Pontiac and another branch at Miracle Mile, opened Feb. 22 at 162 N. Woodward.

The exterior is colonial, and the interior has a color scheme of off-white with antique gold. Connolly's Jewelers has been owned for the last 17 years by Norman L. Pattison, 3401 Devon Brook Drive, Bloomfield Hills. Manager of the new store is Faye Bennett of 2665 Derby Road, Birmingham.

THE LINE of merchandise, says Mrs. Bennett, includes watches, diamonds, clocks, fine jewelry, charms, rings, sterling, crystal, hollow ware, men's jewelry and gifts.

There is a department for complete service on watches, clocks and jewelry, plus custom designing and setting of diamonds. Store hours are 9:30 a.m. to 5:30 p.m. Monday through Saturday.

## Resident Qualifies For Membership in President's Club

Donald F. Lau of the Detroit-Howland general agency of the Massachusetts Mutual Life Insurance Co. has qualified for membership in the company's President's Club.

Lau, 6025 E. Surrey, Birmingham, sold over \$2 million of individual life insurance for Massachusetts Mutual last year. He will receive a commendation and special certificate from the president, recognizing his membership in this group which is made up of the company's leading associates.

## Chevrolet Fetes 25-Year Employees

Two Chevrolet executives who are residents of Birmingham will be honored for 25 years of service with the company at a recognition meeting Tuesday at the Statter-Hilton Hotel, Detroit.

They are Jack Izard, 2531 Cheswick Drive, Chevrolet advertising manager, and H. G. Messer, 1398 Chesterfield, North Central regional manager.

## THE PHAM ECCENTRIC March 7, 1963

Page 3-E  
The Detroit Chapter of the National Association of Accountants will hold its monthly meeting at 5:45 p.m., March 14, in the Pick-Fort Shelby Hotel, Detroit.

Lynn A. Townsend, president, Chrysler Corp., will speak on "Accounting, Costs and Profits." Townsend lives at 5991 Orchard Bend, Birmingham.

**BIRMINGHAM  
FINANCE CO.**  
114 S. Woodward  
Room 1, Second Floor  
Quick, Friendly Service  
**LOANS \$25 to \$500**  
MI 6-3350

**EDWARD J. HALEY**  
Funeral Director  
24525 Northwestern Highway  
(At 10-Mile Rd.)

**"WISHING won't  
get you a raise ....  
Speedwriting will!"**  
**SHORTHAND in WEEKS**  
**Speedwriting**  
No Strange Symbols, No Machines, Use ABC's  
TYPING AVAILABLE  
It's no easy feat to learn SPEEDWRITING. Short-hand, and step out of a dull, routine job without a future into that higher-paying position you've always wanted. In only weeks you can be in the job in your choice of glamorous positions—TV, Fashion, etc. with SPEEDWRITING. Successful with symbol systems. Used everywhere. Thousands graduates have proved it. You can, too!  
FREE NATIONWIDE LIFETIME PRIVILEGES  
• Free Brush-up • Free Transfer  
Next New Class March 11  
(Day School or Evening Division)  
(VISIT FIRST LESSON FREE)  
**Pontiac Business Institute**  
18 W. Lawrence St. Federal 3-7028  
Call in Person or Phone for Bulletin

## Frank Prucha Retires Early From Cadillac

Frank M. Prucha, general superintendent-manufacturing process at Cadillac Motor Car Division, will retire April 1 under provisions of the General Motors retirement program.

The early retirement of Prucha brings to a close a career of 41 years with Cadillac in the field of manufacturing processes. He will be 63 years of age in October.

## Bank and Trust Declares Dividend

The Board of Directors of The Detroit Bank and Trust Co., at a meeting held Feb. 26, declared a quarterly dividend of 35 cents a share on the \$10 par value Common Capital Stock of the bank, payable Mar. 25 or upon the order of shareholders of record Mar. 8.

The announcement was made by Raymond T. Ferring, chairman, of 545 Yarbrough, Bloomfield Hills, and Charles H. Hewitt, president, of the bank.

## Elect B'ham Man Director of Bank In Allen Park

Michael Karfarski, 315 N. Eton, Birmingham, has been elected to the Board of Directors of the First National Bank of Allen Park. He is also a director of the bank at Chemical Processing Inc., Detroit Magnetic Inspection Co., and K.M.H. Inc.

A graduate of Cass Technical High School, Detroit, he attended the University of Detroit and American University of Shikhan in England, majoring in business finance.

## Principal Speaker

Ruben Gold, general agent, Massachusetts Mutual Life, was the principal speaker at the South Oakland County Life Underwriters Association luncheon meeting Feb. 28. Gold, chairman of the North-West Branch of the Detroit Life Underwriters, gave a talk on "Don't Be an Order Taker."

## BRIGGS BUILDING

Heart of Birmingham

Modern, Air Conditioned  
Offices, Elevator,  
Unlimited Parking  
Suites \$99.50 up.

MI 4-8040

## NEWS OF BUSINESS

## Birmingham Families Increase Insurance

Special to The Eccentric

NEW YORK—The average Birmingham family had more protection in the form of life insurance at the close of 1962 than ever before.

For the community as a whole, life insurance holdings totaled \$198,706,000. Data on the amount of insurance in force and on its distribution throughout the country is given for each of the states in the Life Insurance Fact Book.

It shows that the American people, despite the financial safeguards they have been accumulating under Social Security, have been adding to their private coverage, in many cases as a way of providing money for particular future objectives.

AT PRESENT they hold over \$655 billion of such insurance, or nearly \$80 billion more than in the prior year.

Some \$27,739,000,000 of it is in force in the State of Michigan, the figures show.

Examination of the distribution within the state indicates that life insurance ownership is roughly proportional to income. The amount that the average family has is equal to its entire income, after taxes, covering a period of 21.0 months.

On this basis, applying the average to Birmingham, where the net income per household is approximately \$1,163 per month, according to the latest Sales Management figures, life insurance holdings in-

## CITY OF BLOOMFIELD HILLS

THE BOARD OF REVIEW ON TAXATION OF THE CITY OF BLOOMFIELD HILLS, MICHIGAN, WILL MEET IN THE CITY HALL ON EAST LONG LAKE ROAD ON SATURDAY, MARCH 9, 1963, AND SATURDAY, MARCH 16, 1963, FROM 9:00 A.M. TO 12:00 O'CLOCK NOON AND LONGER IF NECESSARY, FOR THE PURPOSE OF REVIEWING THE VALUATION ON TAXABLE PROPERTY SET BY THE CITY OF BLOOMFIELD HILLS ASSESSOR.

VALUATION SET AT THIS TIME WILL APPLY TO CITY, COUNTY AND SCHOOL TAXES.

CITY ASSESSOR  
ELMER KEPHART

Phone: 354-9235  
21000 Northwestern Hwy.  
Southfield (Northland), Mich.  
Solicitors Appointments

## VILLAGE OF BINGHAM FARMS VILLAGE ELECTION

To the Qualified Electors:

NOTICE IS HEREBY GIVEN, That an Annual Village Election will be held in the

Village of Bingham Farms,  
State of Michigan

AT  
OUTLAND'S STABLES

within said Village on

Monday, March 11, 1963

FOR THE PURPOSE OF VOTING FOR THE ELECTION OF THE FOLLOWING OFFICERS, VIZ:

One Village President  
One Village Clerk  
One Village Treasurer

Three Trustees for Two Years  
One Assessor

Notice Relative to Opening and Closing of the Polls

ELECTION LAW, ACT 116, P. A. 1954

SECTION 720. On the day of any election, the polls shall be opened at 7 o'clock in the forenoon, and shall be continuously open until 8 o'clock in the afternoon and no longer. Every qualified elector present and in line at the polls at the hour prescribed for the closing thereof shall be allowed to vote.

THE POLLS of said election will be open at 7 o'clock a.m. and will remain open until 8 o'clock p.m. of said day of election.

Evelyn Whybrow, Village Clerk

**INTERIOR SHUTTERS**  
ADD THAT EXTRA TOUCH THAT MAKES SUCH A DIFFERENCE

7x20	1.29
7x24	1.59
9x20	1.59
9x24	1.89
11x20	1.95
11x24	2.29
12x20	2.10

Other sizes in stock  
**SAVE 15% Now**  
On Any Stock Size.

**FIR PLYWOOD SPECIALS**

1/4-4x8 Sanded One Side	\$2.79
3/4-4x8 Sanded One Side	4.35
1/2-4x8 Sanded One Side	5.65
3/4-4x8 Sanded One Side	6.40
1/2-4x8 Sanded One Side	7.25

**EXTERIOR**

1/4-4x8 Sanded One Side	3.47
3/4-4x8 Sanded One Side	4.80
1/2-4x8 Sanded One Side	6.15
3/4-4x8 Sanded One Side	6.98
1/2-4x8 Sanded One Side	7.95

**PLYSCORD**

3/4-4x8 C D Sheathing	2.99
1/2-4x8 C D Sheathing	3.95
3/4-4x8 C D Sheathing	4.59

**FINISH IT  
Yourself**  
**CHEST**  
3 DRAWER CHESTS Low as \$13.25  
4 DRAWER CHESTS Low as \$19.95  
Many to choose from  
**FOLDING STAIRWAY**

**SHELVING**  
1 x 12 #3 Pine  
6 Ft. and 8 Ft. Lengths only  
**10 1/2" Ft.**

**HARDBOARD**  
1/2" - 4 x 8' Standard  
**\$1.69** Sheet

**Coupon**  
SAVE \$6.00 WITH THIS COUPON ON COSCO - DELUXE STEP STOOL  
Handmade designed with the new hour glass shape, with swivel casters that stay in place. Also a useful, padded seat and back.  
This coupon good through March 11, 1963.  
Reg. \$15.95 **SAVE NOW \$9.95**

**ERB-RESTRICK Lumber Company**  
803 SO. MAIN ST. OAK U. 4-4002  
425 ETON RD. BIRMINGHAM MI 4-5300