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## at Federal Hardware and Supply Inc

### Lower Prices - Bigger Selection - Courteous Service

**Shopmate**  
1/4 inch  
**ELECTRIC DRILL**  
Powerful motor . . .  
Jacobs chuck . . .  
cool running . . .  
extra special only



**8 88**

Genuine  
**EVEREADY PRESTONE**  
Reg. 3.25  
list **1.69** gal.  
none add to dealers limit 4 gals.  
Fresh 1964 Stock



**20 Gallon Garbage Can**  
with perfect fitting lid . . . rust resistant galvanized . . . passes all city codes

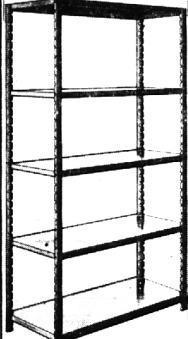


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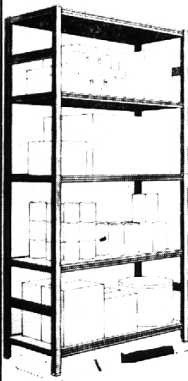
# MAC-O-LAC

## Hirshline Steel Shelves

**Economy model**  
4 Shelf  
D 424 24 x 10 x 48 4.88  
D 445 30 x 12 x 60 5.55  
5 Shelf  
D 566 36 x 12 x 72 7.77  
D 586 36 x 18 x 72 9.88  
Arrange to suit your purpose.

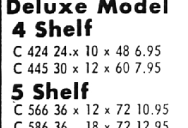


**Deluxe Model**  
4 Shelf  
C 424 24 x 10 x 48 6.95  
C 445 30 x 12 x 60 7.95  
5 Shelf  
C 566 36 x 12 x 72 10.95  
C 586 36 x 18 x 72 12.95



Absolutely sway proof . . . no ugly criss cross bars . . . shelves adjustable at 1 1/2" intervals . . . can't scratch floor . . . no steel touches the floor . . . shelves in upside down position form perfect trays for storing small items . . .

**PEG BOARD**  
2 x 4 ft. with 50 assorted size and style hooks



all for only **99¢**



## SAVE PAINT SALE!!

**MAC-O-LAC**  
WEATHERTESTED  
**ONE COAT HOUSE PAINT**  
NON-CHALKING WHITE



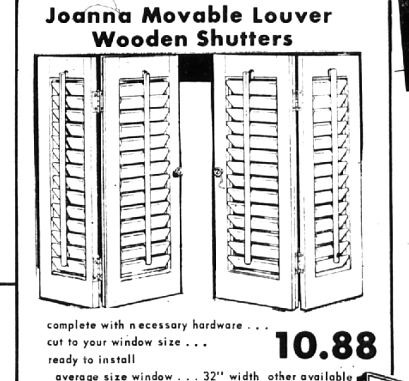
**SAVE \$2 PER GAL.**  
REGULAR 7.95  
**NOW \$5.95**  
No blister  
No peel  
No 2nd coat

**FORMULA 99 PAINT**  
Specially Trained Sales Staff Will Assist You With Your Paint Problems



**SAVE \$2 PER GAL.**  
Paint in the Rain over 1500 colors  
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**NOW \$5.95** GAL.

**Joanna Movable Louver Wooden Shutters**



complete with necessary hardware . . . cut to your window size . . . ready to install  
average size window . . . 32" width other available

**10.88**

**Gibbons Quality Rock Wool Insulation**  
98¢ bag  
WILL INSULATE 30 SQ. FT. 3" DEEP.



**Semi Gloss**  
DRIES TO A HARD LUSTER FINISH . . . WASHES LIKE TILE  
**NOW 6 95** GAL.



**Miracle Plastic**  
DRIES IN 20 MINUTES  
WASHABLE ODORLESS  
1 COAT COVERS \$4 99  
Reg. \$6.95



**Top Quality PAINT THINNER** 59¢ gal.

**FREE!** 2.56 worth of top quality Tools

**LOOK WHAT YOU GET FREE**

- LARGE METAL PAINT PAN
- LAMBS WOOL PAINT ROLLER
- 9x12 PLASTIC DROP CLOTH
- A NEW IMME FOAM RUBBER PAINT BRUSH . . . all yours FREE . . . act quickly as offer is for limited time only.

OPEN THURS . . . FRIDAY TIL 9 P.M. SUNDAYS 10 TO 4  
Southfield at 12 Mile Road



## Writers Seek Help And an 'Easy' Way

By RUTH VOGT  
Special Writer

Back in pioneer days, way before "Writers' Conferences," our ancestors (those who believed they had something to say via the written word), either sweated it out in a hot attic like Hawthorne did or they ran off to a lake, mountain or isolated hut (Thoreau) in order to wrestle with their thoughts.

Thanks to our streamlined method of doing things more efficiently and quickly, today we hold Writers' Conferences where hundreds of men and women gather around tables and during noon-day lunch to find out how one does get thoughts or ideas out of the head and onto nice clean white sheets of paper.

"You don't need a lake, a lonely mountain or even a New England hut to create," is usually the encouraging theme running through the speeches gobbled up so eagerly each year these conferences are attended.

"No, all you need," the assured and smartly-dressed speaker replies is a room full of silent dedicated listeners, "is the know-how of how good writing emerges."

Those stubborn conference people are the ones that will cause grave competition for the very speakers who are trying to unveil the tricks of their trade, and every year we all swarm up to Oakland to be stimulated once again.

After all, this method is a lot cheaper and less bother than buying your own hut or renting an unused mountain top.

"I DON'T CARE if it takes years and years; I don't care if not one manuscript ever sees the light of printed pages; I'll type on those clean white papers until these 10 fingers feel no life except the pain of arthritis. I just have to write because I've gotta write!"

WITH THE TINGLE of excitement running right from the head down to the toes, the listener drinks in each word the professional sees fit to let drop.

"I'll give them hamburgers tonight and potato chips," the listener thinks. "The minute the few dishes are washed I'll bury myself in those keys until midnight or until I have something finished for tomorrow's mail!" is the declaration made while the toes are still tingling from encouragement.

Does this mean that the speakers chosen to address the all-day conference on writing tend to misrepresent the business they're in? Indeed they do not.

Instead, they go to great lengths in order to give the "true picture" of what it takes to get things sold.

The great gap emerges when these speakers, for all the books or articles they've authored, are still unable to describe adequately the hard work, frustrations, sweat and some times tears that are poured into this writing business.

LET'S JUST pretend one speaker or did have the ability to "pour out" vividly some of his experiences to his listeners. Before he reach the end of his discussion maybe half his audience would have crept out the back door with the mental notation:

"Be sure and not sign up for his lecture period next year! Ugh. He would discourage slinkers!"

Neither are they able to put into words the intangible characteristics which a would-be-writer must possess if he expects to make good at this game:

Things like believing in yourself even when the whole family might be rolling on the floor in laughter at the stuff you've pulled out in agony; or being able to accept a rejection slip which will take its place along side of hundreds of others in the bottom drawer.

"Someday they'll bite their fingernails off thinking about all the treasures they turned down," is about the only consolation that makes a dejected writer put on his "typing shoes" again. These inter-

## Local Residents Play Lead Roles In United Fund

Seven residents of the Birmingham-Bloomfield area have accepted leadership roles in the petroleum industry's drive to raise nearly \$125,000 for the Detroit-area United Foundation.

Heading the petroleum group is Harry L. Knapp, 868 N. Adams, regional manager for Marathon Oil Co. Other area residents serving as team captains are F. A. Smith, 6864 Woodside Tr., R. Reynolds, 6755 Halcyon Rd., C. J. Barby, 923 North Reading Rd., W. E. Jarvi, 2943 Middlebury Ln. and J. H. Lloyd, 6420 Sheringham Rd.

**COUNSELING** The oilmen in his official capacity as group chairman in the U.P.'s General Manufacturing Unit is Walter A. Guthrie, 751 Oakleigh Dr., regional manager for Mobil Oil Co.

Guthrie served as captain of the petroleum division during the 1963 Torch Drive when the industry raised 108 per cent of it's quota.

The oil industry launched its drive Tuesday at a luncheon attended by representatives of some 33 major petroleum firms operating in the greater Detroit area.

American motorists currently hold about 55 million oil company credit cards.

**STETSON HATS IN THE NEWS!**

Young, alert and fashionable . . . as the name implies! And this superb center-crease style was designed for men of all ages! The trim tapered crown and narrow brim will mark you as a man who appreciates style.

From \$12.95 to \$25.00



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