

Birmingham's \$100,000 Auto Club Branch Opens Today

The 7,000 Automobile Club of Michigan members in the Birmingham area will begin inspection of their beautiful new club division at 275 South Hunter Boulevard this morning (Thursday).

Following an official ceremony, all motorists in the area are invited by Birmingham Division Manager Douglas Brown to "Come in, look around, get acquainted with the staff, and see the services performed by the club."

The new colonial structure will be opened by the cutting of a ribbon at 11 a.m. Wielding the scissors will be Mayor Charles Renfrew and Automobile Club of Michigan's president Clarence E. Otter, of Bloomfield Hills. Secretary of State Owen J. Cleary will assist.

City officials and civic leaders taking part in the ceremonies will be: members of the city commission, City Manager Donald C. Egbert, Chief of Police Ralph W. Moxley, Chamber of Commerce Secretary Charles Mortensen and others.

Eight Birmingham-area residents who have been club members almost since the club's founding in 1916 will participate in the opening ceremonies.

ALL HOLDING membership numbers under No. 500, they are: Walter J. Bemb of Sleepy Hollow; John A. Anderson, 690 N. Glenhurst; G. C. Wainwright of E. Pleasant; C. P. Klingensmith, 813 Southfield; R. E. Helfrich, 700 Pleasant; Walter C. Morley, 615 N. Woodward; Gould Allen, 417 Southfield; and J. J. Thompson, 4848 Keithdale, Bloomfield Hills.

Providing 3,600 feet of floor space for member-servicing, the new club division office contains a wide travel-counseling counter, lounge facilities for members, reservations department, license department and complete facilities for the Detroit Automobile Inter-Insurance Exchange.

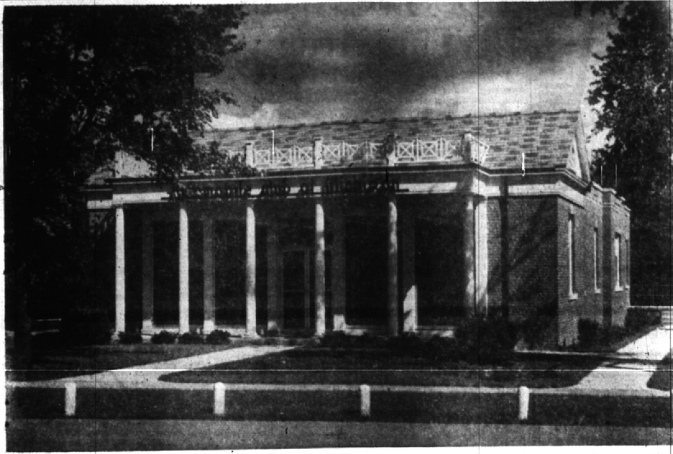
In line with its campaign for more off-street parking, Auto Club has provided a parking area at the side of the building to accommodate the cars of 20 or more members while they are being served.

A LARGE switchboard will accommodate calls from as many as 20 members at once. The new Birmingham division brings to 41 the number of club divisions in Michigan.

Services include special road condition reports from all over the east and midwest; auto licenses during the rush period; hunting and fishing leases; travel routings; auto insurance, auto title transfers, notary public services; reservations and many others. Emergency road service will be handled up before—by direct call from the member to the area's 13 AAA stations.

COMING FROM Auto Club headquarters in Detroit for the

Completely unmindful of mankind's laws and rules, Nature is going about her annual operations in changing green foliage into the customary autumn variety of colors. If mankind were as faithful to law as Nature is, how wonderful this earth would be!



BIRMINGHAM'S NEW \$100,000 COLONIAL DESIGN, AUTO CLUB BRANCH, WHICH OPENS TODAY
At the northeast corner of Hunter and Forest, site includes 20-car parking facility

567 Boys and Girls Perform Safety Duty

Out-of-school hours are golden to active youngsters. Why, then, are 567 Birmingham-area safety patrol boys and girls giving up 100 or more hours of their play time this year to guard school corners as AAA safety patrolers?

The answer is that they like being on a lifesaving team.

Actions by patrol boys prevent an unknown number of school-child fatalities in this area every day of the school year. These day-by-day acts by unsung patrol heroes go by unnoticed.

SEVERAL ORGANIZATIONS, besides Automobile Club of Michigan cooperate in giving help to the school safety patrolers, but most important of all is the guidance of patrol teacher-sponsors in each school.

"Top generalissimo" of the 423,900 AAA safety patrolers in Michigan is Ernest P. Davis, safety and traffic director of Auto Club. The distribution of sam browne belts, rain capes, books and other patrol equipment is up to him and his department.

A staff of safety supervisors visit each school regularly to assist in training and organization.

"The youngsters are doing a magnificent job in Birmingham and in the state as a whole," says Davis. "In 1933, for example, there were 131 Michigan children killed in school-child accidents. Last year, with traffic volumes greatly increased, only 58 were killed—and none of them at school corners under safety patrol supervision."

STUDENT CAPTAINS, who command the patrols in their schools, are picked from the most loyal and trustworthy boys in their schools.

Each spring for the past 20 years, Auto Club has taken the 100 captains whose patrols have the best safety records in the State on a four-day trip to Washington, D. C., as a reward for their services. In Washington, an annual AAA Safety Patrol Rally is held in which 25,000 patrolers from all over the nation take part.

The Birmingham-area safety patroler who was awarded a Washington trip this year was John Horner of Adams school.

Club President, 3 Directors Are Local Men

Birmingham is well represented on Automobile Club of Michigan's Board of Directors. Four Birmingham residents serve on Auto Club's policy making group.

They are Clarence E. Otter of Bloomfield Hills, John A. Brown, 1289 Fairfax; Roy M. Hood, 18889 Riverside drive; and Frank J. Howlett, 1160 Hillside drive.

A fifth Birminghamite, James Vernon of 4805 N. Harsdale Road, Bloomfield Hills, served on Auto Club board of directors until the time of his death last July.

Otter, Auto Club's president, is a big man who does big things. Emanating from a strapping 6'2" frame is a vital energy which has made Otter one of the top men in his profession, a civic leader and one of the most well-versed men on travel information in Michigan. Otter, president of the William E. Hamilton Company, has been an Auto Club director since 1945. His elevation to club president last December is the most recent of a list of posts in which he has served the motoring public. He also serves as a director of the American Automobile Association.

HE WON national recognition during World War II by organizing in Detroit an emergency ambulance service for the Office of Civilian Defense. His plans were later adopted on a nationwide scale. He has served on Bloomfield Hills' city commission since its inception in 1932. Otter's other civic

duties have included serving two years as mayor and as road, police and fire commissioner.

The Auto Club president has motored through virtually all parts of Europe, Africa, the Azores, Canada, Central and South America. He attended Cornell University and University of Michigan where he studied in the medical college.

During World War I, he served two years in France as a medical corpsman. Upon his discharge from service, he went to work for the Hamilton company. In 1922, he was elected its president.

Otter is a member of Birmingham Rotary club, Cornell and Michigan Alumni associations, Detroit Athletic Club and is past president of the Detroit Boat Club.

John A. Brown, 14 years as a director of Auto Club has included two terms as president. His ten-

ure management of T. R. Rayl's two main interests now lie in his livestock farm and in Auto Club. Brown is a native of Detroit and was graduated from Western High School.

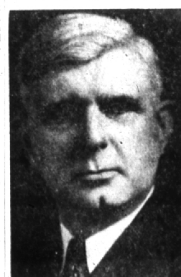
In 1899, he began working for the Rayl Company as a shipper, book errand boy and became its general manager in 1915. Brown was elected president of the company in 1923, a post which he held until his retirement in 1931.

Among his varied civic and charitable interests are the Florence Crittenton Hospital and the Arnold Old Folks Home.

ROY M. HOOD has been associated with the automobile industry since 1910. He was one of the



CLARENCE E. OTTER



JOHN A. BROWN



ROY M. HOOD



FRANK J. HOWLETT

CONGRATULATIONS



on the opening of your new BIRMINGHAM office

In addition to your outstanding motoring services the AAA members of Birmingham and environs will have an easily reached and very fine building equipped and staffed to service their every request. Your services to communities as a whole are equally appreciated, and their roads are safer as a result. May the AAA Club of Michigan continue to prosper in the years to come.

SCHUTZ

Motors, Inc.

DE SOTO - PLYMOUTH

912 S. Woodward

MI 4-7811

Best Wishes



Your new building is a handsome addition to the Birmingham scene. May the convenience of your new office and outstanding service to motorist needs bring continued success and growth.

The North Chevrolet Company

1000 S. Woodward

MI 4-2735