

## BUSINESS BRIEFS

### Optometrist Elect Dr. Larry Stoll

Birmingham optometrist, Dr. Larry Stoll of 4125 Orchard Way, Excelsior, was recently elected secretary-treasurer of the Oakland County Optometric Society.

Dr. Lynn Allen of Pontiac was named president.

### Ad Executives To Select Winner

A distinguished jury of advertising leaders will journey to Detroit December 1-6 to select the recipient of the professor's greatest individual honor: the Printers' Ink Annual Advertising Awards.

Meeting in the Midwest for the first time since the award's founding in 1924, the visitors will be guests of James R. Adams, president of MacMarinus, John & Adams, Inc., Bloomfield Hills, chairman of the jury this year.

MEETING at the Detroit Athletic Club with Chairman Adams will be J. H. S. Ellis, president, Kuhn Agency Inc.; Walter C. Kurz, advertising manager, The Chicago Tribune; William B. Lewis, president, Kenyon & Eckhardt, Inc.; Wesley I. Nunn, advertising manager, Standard Oil Company (Indiana); C. S. Samuelson, advertising manager, General Mills, Inc.; Henry Schaefer, advertising vice president, Lever Brothers Company; and Albert R. Stevens, advertising manager, The American Tobacco Company.

THE GOLD Medal Award will be made during Advertising Week, February 19-25, to the individual selected by the jury on the basis of services rendered to advertising and to the raising of the standards of the advertising business.

### Felix E. Mock Jr. Wins Ins. Campaign

Felix E. Mock, Jr., 1721 Lochry, Beverly Hills, of the New York Life insurance company led the agents of the Detroit branch in a recent seven-week sales campaign.

The sales campaign was climaxed by a meeting of the company's four Michigan branches. Speakers at the meeting included Dudley Dowell, executive vice-president of New York Life and Harvey Campbell, executive vice-president of the Detroit board of commerce.



JOHN W. GAFILEL

### Gafill Joins Max Broock, Inc.

Ferd M. Broock, president of Max Broock, Inc., Birmingham realtors, has announced the appointment of John Whitehead Gafill as a member of the organization.

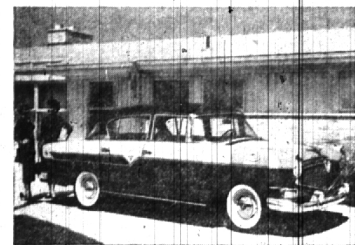
Gafill, who lives at 201 Park street, comes from a family whose roots are deeply imbedded in the business and social life of Birmingham.

His great uncle, Almon Whitehead, was co-founder of the Birmingham Eccentric, First National Bank and other local enterprises. Gafill has been active in the civic and business life of Birmingham and was associate Justice of the Peace for 10 years and has been active in the Birmingham Village Players.

His previous business experience was with the Pontiac Daily Press and the Detroit News and with the Jam Handy organization, a married and has 3 children. While he will follow a general real estate practice, Mr. Gafill is expected to specialize in downtown Birmingham commercial real estate.



THE NEW front of the Kay Cooley Shop, 150 W. Maple, Birmingham, which has been remodeled inside and out. A 2 1/2 by 60' addition was added to the old store along with new fixtures, lighting and carpeting in both the old and new sections of the shop. This is Kay Cooley's 14th year in Birmingham.



THE 1956 Hudson Wasp is available with the Hi-Torque 58-cylinder, 14-hp engine developing 129 horsepower as standard equipment and the optional Hi-Torque engine with "Twin H-Power" developing 139 horsepower.

### Dentist Attends Defense Course

Dr. Edwin W. Deer, 1982 Midland, Birmingham, Representative of Michigan State dental society committee on Civil Defense, with headquarters at Lansing, Michigan, attended a special civil defense course for dentists and nurses at the Federal Civil Defense Administration staff college in Battle Creek, Mich., November 16-18.

The special course—the first one given for nurses and the third for dentists—emphasized the roles of dentists and nurses in caring for casualties resulting from natural and man-made disasters. In such emergencies, dentists and nurses would assume many of the duties of medical doctors.

More than 80 persons attended the special course.

### Cost Accountants Appoint Purdy

The Detroit Chapter of the National Association of Cost Accountants has appointed Clarence Purdy, 636 H. Lincoln, Birmingham, a team captain for the third consecutive year.

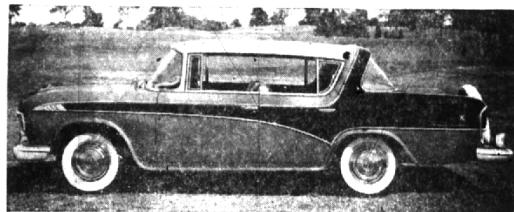
In this capacity, Purdy is responsible for the activities of approximately 35 members of the National Association of Cost Accountants, which, with over 35,000 total membership, is the world's and largest accounting association.

The Detroit chapter is the nation's second largest, with over 1,300 members.

Purdy is an audit supervisor with the Detroit office of Scovell, Wellington & Company.



THIS NEW 1956 Hudson Hornet custom four-door sedan illustrates the V-line styling prevalent throughout the new Hudson series. The new line also includes a custom two-door Hollywood hardtop Hornet V-3; a super and custom four-door and custom two-door Hollywood hardtop in the Hornet "Six".



ROOMIER INSIDE and more compact outside, the 1956 Rambler has been redesigned and restyled. Trunk space is increased 25 per cent and window 30 per cent. The line includes a sedan, hardtop convertible (shown here), station wagon and a hardtop convertible station wagon. Models go on display in dealer showrooms, December 15.

TREES BOUGHS

ROPING WREATHS DECORATIONS

GRAVE BLANKETS

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Just the Right Gift

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- Brodie Dress Plaid \$19.95
- Solid Color Flannel Robes \$14.95 (Charcoal Grey Navy)

Mon., Dec. 5th 7-10 P.M.

MEN'S NIGHT in Birmingham

A robe is such a warming gift! Choose from our collection of fine Botany robes and you're sure to win the warmest appreciation from the man in your Christmas.

**PECK'S MEN'S WEAR**  
108 S. Woodward MI 4-7724



The Edward W. Sparrow Hospital, Lansing



Past President of the Michigan Hospital Association, member of the American College of Hospital Administrators, and Director of the Edward W. Sparrow Hospital, Mr. Glen Finney knows the importance of hospital protection that keeps the cost of today's hospital care down. It was Blue Cross protection that made it possible for him to see why more than half of our patients have it.

"When you're running a hospital, as I am, you can really see the value of Blue Cross..."

## Blue Cross protects you in terms of today's hospital costs!

says Mr. Glen Finney, Director, Edward W. Sparrow Hospital, Lansing

"If you have the same hospitalization coverage you had, let us say, five years ago, and you are paying the same rates, you have something that will not do a job for you in our hospital. I don't know of a hospital where it will do a real job for you.

"You see, our costs have gone up more than 75 per cent during the past five years. The first requirement of realistic hospitalization coverage is that it keep up with hospital costs.

"This is why we are for Blue Cross. Blue Cross benefits always keep up with the times. They give you protection in terms of today's hospital costs and the requirements of today's hospital practice.

"Most people have learned to appreciate this fact. More than half of our patients have Blue Cross-Blue Shield."

ultimate in elegance

... STRIKING! DIFFERENT! it would take a dictionary full of adjectives to describe the new

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