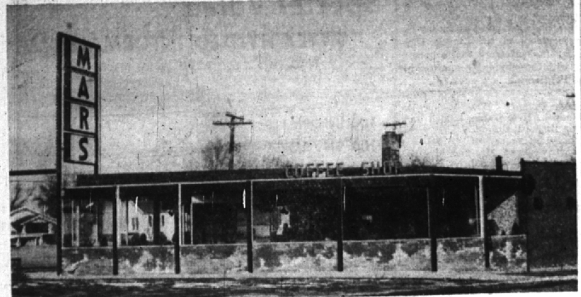


BIRMINGHAM BUSINESS BRIEFS

More than 94 per cent of all coal used in electric utility plants is consumed East of the Mississippi River. A million new homes are being built in our land each year, compared with 600,000 ten years or so ago.



THE NEW MARS DRIVE-IN restaurant at 1393 S. Woodward will celebrate its grand opening on Thursday, Feb. 17. Owned by Peter Nick, 1564 Penistone, and Fred Hanna, 4839 Mayflower Ct., Bloomfield, the drive-in has 25 phono-tray stalls for customers who eat in their cars and a seating capacity for 125 persons inside. The modern phono-tray service allows the customer to phone in his food order as soon as he parks the car. An automatic phonograph system then pipes music to each car. The restaurant will serve sandwiches and light dinners and will be open from 7:30 a.m. until 2 a.m. through the week and until 3 a.m. on the weekends. Nick, who has been in the restaurant business for seven years, also owns the Bel-Aire Drive-In in Royal Oak. Hanna is the owner of the Birmingham Tool and Supply company. (Eccentric Photo)



FRANK MACDONNELL CHARLES E. MARTIN MAYNARD E. BEUKEMA

Wrigley Stores Promote Three Men

The creation of a new department and expansion of Wrigley's Supermarkets' personnel department resulted in the promotion of three Birmingham men, and two other executives in the chain.

Maynard E. Beukema, 18240 Devonshire, Heverly Hills, has been named to the new post of purchasing director; Charles E. Martin, 1885 Henrietta, succeeds Beukema as personnel director and Frank MacDonnell, 3976 Oak Hills drive, Bloomfield township, moves up from assistant public relations director to public relations manager.

The other Wrigley promotions

announced were that of Robert Hillier, Detroit, to the position of employment manager, and Lee Howard, Oak Park, as the new employee relations manager.

IN ANNOUNCING the appointments, President John E. Lurie reported that major realignment of personnel responsibilities has been effected to ready the local chain for operations in the addition of 10 new supermarkets in Michigan in 1955.

Construction will begin about Feb. 1 on the new Birmingham store which will be located at the corner of Huber Blvd. and Web-

ster street. The 23,000 square foot market will have 10 check-out stands, two entrances, magic-eye doors and an adjoining parking lot for 500 cars.

Beukema, who has been personnel director for Wrigley's for the past eight years, will be responsible for purchasing all materials not for resale, including office equipment, store fixtures, trucks and supplies.

A GRADUATE of the University of Michigan, he holds a master's degree in business administration and is a member of Alpha Kappa Psi, national business fraternity.

Before joining Wrigley's, he was a director of the food division of the Office of Price Administration in Michigan for five years.

Martin was formerly public relations director for Wrigley's and has been with the chain since 1952. Martin is a graduate of the University of Michigan and did graduate work at Wayne University.

Prior to coming to Wrigley's as assistant personnel director, Martin worked with a national food chain, the Michigan Employment Security Commission and in Ford Motor Company personnel.

AS PERSONNEL director he will supervise employment, public relations and employee training.

MacDonnell was formerly assistant to Martin. MacDonnell is a graduate of the University of Detroit. In his new position, he will assume charge of the company house organ, community and employee activities, the safety program and civic activities.

Remodeled Store To Have Opening On February 16

An extensive remodeling of A & P Food Store's super market in downtown Birmingham will be completed in time for a grand reopening program Feb. 16, vice president Frank H. Bucher has announced.

Bucher, who heads the Detroit Unit operating company stores in the metropolitan area, said the program has been arranged to mark modernization of the super market.

A number of company officials including vice president Bucher and sales manager Clyde Taylor, 763 Wallace, are expected to attend the re-opening.

One of the major features of the remodeling has been installation of a new type, self-service meat department.

Key to the new operation is a refrigerated production line along which meat passes from the cutting room. The low-temperature line eliminates the need for special preparation rooms where employees formerly had to wear protective clothing in their work.

VIRTUALLY ALL departments of the store have been modernized and relocated in the remodeling. Modern refrigeration equipment also has been installed in the frozen foods and produce departments.

The store's appearance has been improved by installation of modern strip lighting, widening of aisles and modernization of checkout stands.

A new office also has been provided for James (Jim) Tunk, manager of the store. Tunk, who has been manager here more than a decade, will observe his 25th anniversary with the company this year.

Wilson GMC Firm Ready To Open

Wilson GMC company's new sales and service facilities at 675 Oakland, Pontiac, are expected to be opened later this month, according to Edward E. Wilson, president of the firm that includes the Wilson-Pontiac-Cadillac, Inc. 1350 N. Woodward.

Covering seven acres of land with a building containing 14,000 square feet of floor space, the GMC truck sales and service will offer the latest facilities to its customers.

Auto Club Manager Attends Meeting

Douglas Brown, Automobile Club of Michigan's Birmingham division manager, will go to Detroit Monday (February 7) for the annual statewide conference of Auto Club officials on 1955 Michigan motoring and touring activities. Assistants who will accompany him include Cramer Wilson and James Moffat.

Other Club managers will hear him outline needs and problems of Birmingham motorists. AAA officials will brief him on highway construction, accommodations and touring attractions. Brown will get a complete outline of AAA tours by ship, plane, train and bus to tourist objectives all over the globe.



DR. PAUL L. CONNOLLY, 5888 E. Millway, Bloomfield township, and his father, Dr. James K. Connolly, have opened optometric offices at 1148 S. Woodward, Royal Oak. This office will be maintained in addition to their Detroit practice. Dr. Paul Connolly is a Cranbrook school graduate and attended Pennsylvania State College of Optometry. He studied at the London Refraction hospital in England and the University of Zurich in Switzerland. He is chairman of the Section on Orthoptics of the American Academy of Optometry and sub-national vision consultant to the Michigan State Department of Social Welfare. Services to the Blind Division.

New Edison Hours

Four months' operation under a new system of "open hours" for Detroit Edison offices is proving the popularity of this convenience, according to Claude Morrow, manager of the Birmingham branch. Twenty-six offices in major shopping centers and around Detroit, including the office at 220 E. Merrill, are open Friday evenings until 8 p.m.

Attends Course

Charles M. Savage, 607 W. Frank, was one of 15 men from the state selected to attend a specialized course in Estate Planning Jan. 20-Feb. 3. The course is conducted by the Equitable Life Assurance Society of the United States. Savage is a representative of the Equitable Life Assurance Society of the United States, and his office is in Ferndale.

Sweet Meeting

Leon Ricelli of Ricelli Candies, 195 West Maple, attended the annual mid-state merchandising and production conference last week of the Associated Retail Confectioners in New York city.

Sales Training

Robert Faulkner, manager of the Birmingham Grinnell Bros. store, 115 S. Woodward, attended a week-long sales training course at the headquarters of Steinway & Sons, New York city, piano manufacturing firm.

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Doctors agree that proper amounts of water are an absolute necessity, if your kidneys and bladder are to function properly. To be healthy you need at least 8 glasses of good, pure water a day. Try delicious Mountain Valley Water TODAY. No chlorine—no salt. Proves to yourself that better health can be in the water you drink, especially Mountain Valley Water. Try Mountain Valley Mineral Water for 30 days...

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*Home Delivery

We Heard It Said By: MRS. GEORGE PETERS, 16947 Birwood: "When we heard the fire siren the other night, we were worried. But when we realized next day that it was simply a small fire, we had another idea. We now are happy we were awakened. In event of an air raid, we can depend on hearing it and not sleeping through some emergency. With the war threat that hangs over us with the world situation, it's a security to know we'll have that warning of raids."

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"Time on my Hands"

Instead of laundering the shirts... light a fire... romp with the children... or just sit in a chair. Consider this:

5 Shirts Beautifully Done \$1.15 (Cash and Carry)

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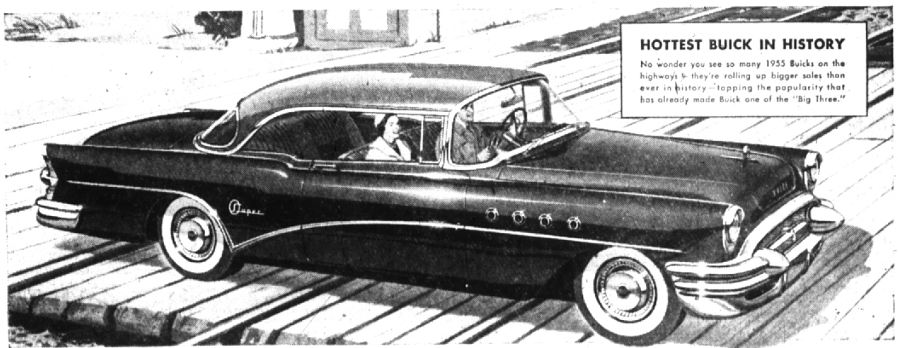
Then, compare... set your standards high... and get your shirts laundered the "QUEEN'S WAY."

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Even the bumps are smoother in the '55 Buick ride



HOTTEST BUICK IN HISTORY
No wonder you see so many 1955 Buicks on the highways—they're rolling up bigger sales than ever in history—topping the popularity that has already made Buick one of the "Big Three."

To be completely honest—there are some bumps which *nothing* will level out completely.

Yet even the real rough ones turn out a lot smoother when you take them in a 1955 Buick.

And that's not just our say-so. New owners of these bright new beauties keep telling us that.

So you may wonder—how come? What's different about the Buick ride that makes it such a marvel? The answer is—plenty.

Most cars drive through the rear springs. Buick drives through a torque-tube that takes up all driving thrust, wipes out rear-wheel wiggle and wag, steadies your going to a sure and solid track.

And no other car in all America has these great comfort extras plus the backbone of a massive X-braced frame plus both direct and lever-type shock absorbers to snub after-bounce plus a special front-end geometry to stabilize "cornering" plus tubeless tires on front wheels only. Buick has them all around—and this year they're newly calibrated for even deeper smothering of jounce and jar. So here your ride is balanced, buoyant, level, serenely smooth.

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extra-wide rims for softer riding and greater stability. Surely, you owe it to yourself to try this great Buick travel, just to judge things for yourself. You'll find it the nearest thing to velvet on wheels—and made even more so by the silkiness of record-high V8 power and the absolute smoothness of new Variable Pitch Dynalloy. Come visit this week—for sure.

*Durable. Buick is standard on Buick's approval of extra-strength metal series.

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