

BIRMINGHAM BUSINESS BRIEFS



NEW SELF-SERVE HARDWARE
Located On Southfield Just North Of 12 Mile

Hardware Inaugurates Self-Service

A device which many supermarkets use, but which most other businesses have not adopted—self-service—will be incorporated in the new Wolverine Hardware Company store, Southfield and Twelve Mile.

According to the owner, James Leikert, the new store is the first of its kind to employ this type of service for its customers. The modern, single-story building will have 10,500 square feet of floor space devoted to merchandise displays, said Leikert, who aided in the building's design.

"THE STORE was designed with a view to making it easier for the individual to buy hardware, paint and building materials in the same manner as they might buy groceries," said Leikert.

The contemporary store, to be managed by Leikert's brother, George, is the third in the Leikert chain. Other locations are in Telegraph at Northwestern Highway and in Detroit.

"We designed the store to stay in step with the rapid growth and development of the community in which it is located," Leikert added.

New Rudgate Development Under Way

Sales in Rudgate Number 1, a new 39-parcel addition to the Rudgate development on Lone Pine road in Bloomfield Hills, will start immediately, according to Max Brook, Inc., Birmingham realtors.

The original Rudgate had been, up until two years ago, the last large parcel of undeveloped acreage within the corporate limits. For 25 years previous the land had served as one of the best-producing orchards in the state.

Two years ago Max Brook, Inc. conceived the possibility of an outstanding residential development for what later became known as Rudgate, and interested a number of local investors in the project.

THEN FOLLOWED an intensive study of the best land use and development, road layout, restriction requirements, and site size and planning of the 105 acres of original 109-acre tract.

Of the first 69 parcels, 55 were sold within the first 15 months. Ten additional homes are planned for construction this summer and 14 others are now under way.

According to Fred M. Brook and Fred C. Pew, Brook, Inc. principals, "the remarkable success of the original project has led to the development of the remaining 55 acres."

Troy Executive Elected to YPO

The Young Presidents' Organization, a nationwide society, has elected Alfred J. Fisher Jr., of Grosse Pointe, to its membership. Fisher, 35, heads Fisher Industries, Inc., 1625 W. Maple, Troy Township, a metal stamping and assembly plant.

YPO, open to top executives under 39 whose corporation grosses \$1,000,000 or more per year, provides exchange of ideas on modern management methods and members seek to improve the capitalistic system by improving themselves through chapter meetings and annual conventions.

THE NEWEST YPO member is a Cornell University graduate, Navy veteran and has worked in General Motors Research Laboratories and at two Toledo firms before organizing his own manufacturing concern in 1947.

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Dr. L. A. Stoll Attends Forum

Dr. Lawrence A. Stoll, optometrist, of 148 Perce, attended a three-day forum last week on Vision Problems in Schools, in Cleveland.

The forum, sponsored by the American Optometric Association, was attended by about 200 optometrists and more than 1200 teachers.

Discussion centered on vision in relation to reading. Clinic sessions were held to study methods of examining the vision of school children and correcting it with lenses and visual training.

Turner Wins Ford Dealership Award

The "Four-Letter Award" presented by Ford Division of Ford Motor Company to a select group of dealers with outstanding records in business and service, has been won by Harold Turner, Inc., Ford Dealer at Birmingham.

The division's policy is to make the award to dealers with "outstanding performance" on the basis of sound fitness, efficient management, competitive spirit and modern facilities.

T. C. Thompson Tops Sales Field

Timothy C. Thompson of Latham road, will receive an award for top sales and service achievements with Investors Diversified Services, Inc., during 1954.

Thompson also won membership in the I.D.S. President's Club, an annual honor roll of the company's leading salesmen, in competition with more than 2,000 other representatives.

Village Store Featured in March Issue of Magazine

Mademoiselle's March issue has an interesting story on one of Birmingham's unusual businesses, the Village Store.

The article, on page 107, traces the store's brief history, and pictures Mrs. Jane Watters and Mrs. Julie Higbie, the store's president and vice president, seated next to a shining pot-bellied stove. "I'm a generation skipper" and smart business know-how seem to account for the Store's increasing success, according to Mademoiselle, in its short but well-presented account.

Y's Men's Club Officers Selected

Ernest J. Robinson was nominated as president of the Birmingham Y's Men's Club last week when a slate of officers was presented for the coming year.

Others chosen were: Roland E. Erickson, vice president; Albert C. Madison, secretary; David R. Hubbs, treasurer; and Robert W. Lotz, C. Morgan Barstow, Walter Allison, John Nelli, Duncan Hudson, and Sargent J. "Bob" Curtis, as board of directors.

Elections will be held at the next club meeting on March 14.

LAST WEEK'S meeting featured a discussion of the recreation problems of Birmingham youth and the solutions that are available through Y activities for young people.

More on this subject will be considered at Monday's meeting at the Birmingham YMCA when representatives of the Birmingham Police department and the Oakland County juvenile court will address the membership. The public is in-

We Heard It Said By: MRS. WILLIAM E. ESSERY, 247 W. Merrill

"I think it is a bad mistake for the city to move an existing park with existing planting. I disapprove of moving Shain park a block because the present site is an excellent place from the standpoint of view."

Young men in the Birmingham area are invited to consider membership in the Y's Men's Club, a service organization.



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the city planning proposition. It is attractive, it bounded on both ends by city buildings and is on a street with other public buildings. It's a logical place for a public park and a very pleasing one. Moved only a block away, it would lose the feeling of a green or commons that the designer had in mind when he laid out the park years ago. Even if I did not live in a home, which we rent, on the block where the park is to be moved, I still would think it was a mistake."

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