

Leon Is Happy In Birmingham

After 25 years in Birmingham Leon of Leon's Parisian Hair Dresser shop, 147 Pierce, is a very happy man except for one thing: "I can't get rid of my akont."

Leon came to this country from Paris in 1931 and worked in Detroit and Grosse Pointe until opening his own shop at Woodward and Maple in 1931.

FIVE years ago the new shop opened on Pierce but Leon plans still another move. Construction on his own building will start in June on Brown street, facing the municipal parking lot.

Leon says the Birmingham area offers the best clientele in the country. "In all my travels, I have had no better or reliable clients," Leon said.

Reethof to Speak At Summer Course

Dr. Gerhard Reethof, chief of research section, Vickers, Inc., Birmingham, will lecture in July at a special two-week program on "Recent Development in Fluid Power Control" at the Massachusetts Institute of Technology.

Broadening applications of pneumatic and hydraulic control system and the need to bring together engineers, teachers, and professional personnel interested in this field have prompted M.I.T. to offer this program, according to professor Ernest H. Huntress, director of the M. I. T. summer session.

LEON is married and has a son, 17, who plans to enter the University of Michigan to study dentistry next fall.

Leon describes his experience in this country as a "dream for any foreign born. I just wish I could loose de akont."

BUSINESS BRIEFS

Shain's Marks 50th Year in Birmingham



WILLIAM YOUNGER

Square D Names William Younger

Square D Co. has named William Younger, 2833 Yorkshire, Birmingham, eastern sales manager. Younger has been Square D's merchandise sales and advertising manager.

In his new post, Younger, 31, will be responsible for field office operations in 10 eastern sales regions and serve as chairman of the distributor policy committee.

With headquarters in the Detroit executive offices, he will also supervise recruitment and training of sales personnel and continue to be responsible for the company's advertising and sales promotion programs.

Dr. Rennell Opens Dental Office Here

Dr. F. W. Rennell has moved into his new dental office in the Birmingham Professional building, 1775 E. 14 Mile road, one block east of Woodward avenue.

Dr. Rennell, just completing a two-year tour in the U. S. Air Force, has practiced for 17 years in Detroit.

One of Birmingham's oldest landmarks, Shain's drug store, is celebrating its 50th anniversary this year at the same location, 105 W. Maple.

Charles J. Shain purchased the store from Whitehead & Mitchell in 1906. Shain was given a year's trial in the store. If he didn't like it, Whitehead and Mitchell would take the store back. It has been Shain's ever since.

IN THOSE days paint and crockery were standard items in drug stores.

The first telephone switchboard in Birmingham was located in the middle of Shain's drug store. One of the store's clerks handled the board.

Shain, a native of Birmingham, was active in civic affairs. He died four years ago.

PRESENT owners, Foster Toothaker and Miss Edith Bassett, have been associated with Shain's for many years. Both are registered pharmacists.

Recalling the changes in the business through the years, Toothaker said the biggest difference is in prescription end of the business.

"MOST prescriptions filled today would have been impossible 20 years ago. New drugs have made a big difference in this business," Toothaker said. "Home remedies are just about a thing of the past."

One thing has remained the

Grisinger Named Executive Stylist

Appointment of A. B. Grisinger, 5495 Shadow lane, Bloomfield Hills as executive stylist, advanced styling, in Ford Motor Company's new staff advanced styling studio was announced today by R. H. Maguire, chief stylist in charge of the studio.

The appointment is in line with the program recently announced by George W. Walker, vice president and director of styling, to expand the company's advanced styling facilities.

Grisinger, formerly executive stylist for advanced Mercury styling and special projects, joined Ford in March, 1955, after three years as an independent industrial designer and 20 years as a stylist for other automobile companies.



M. C. IVEY

Ivey Elected Ad Director

M. C. Ivey, 4428 Old Trinity court, Birmingham, has been elected to the board of directors of Clark & Bobertz, Inc.

Ivey joined the Detroit-based national advertising and public relations agency in 1949 as vice president and account executive.

Formerly a vice president of a Milwaukee agency, he has had 24 years of advertising training.



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Hardware Dealers Support Week Here

Four local hardware dealers are taking part in National Retail Hardware week, April 12-21, sponsored by the National Retail Hardware association.

McBride Hardware, Huston Hardware, Birmingham Hardware and Neighborhood Hardware will all carry promotional items during this week.

National Hardware Week is one of the oldest continuous promotions of its kind, currently in its 15th year. This year's week is being in with another widely publicized promotion, "1956, the year to fix," designed to encourage home owners to take pride in their home and property.

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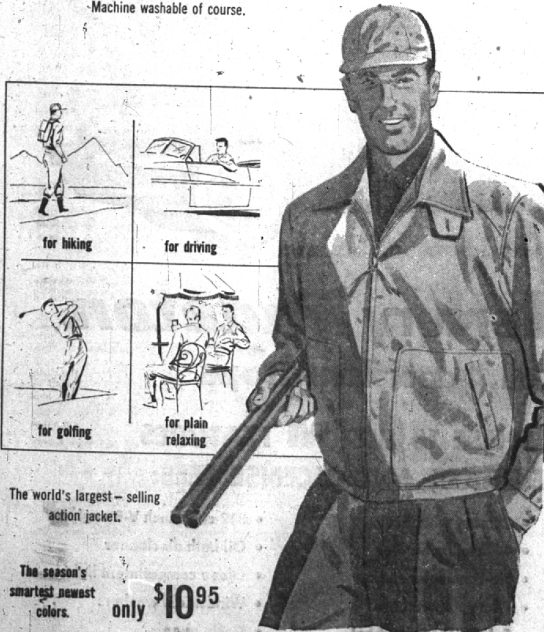
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