

"Dear Dad

--We Love You!"

When Dad's Day arrives the kind of gift you give your Father will speak volumes! Make certain yours says: "We love you!" For Father's Day is a day apart. It's the day of all the year that is his special occasion. It's a day when your assurance of love will take on special significance, when your gift will be looked upon with the kind of quiet gratefulness characteristically deep in the heart of one who—all through the year—does so much for others, with little thought of self.

You will find at LaBelles the kind of special men's gifts which, with silent yet strong eloquence, will truly say: "Dear Dad—We Love You." We sincerely believe they are the kind of gifts appreciated not only at first sight, but more and more as they are used. And above all, remember that "His Day" will be here before you know it. This year it comes on:

June 17th

Gifts At Prices to Meet all Budgets

Special attention will be given to children desiring to make their purchases here. Everything will be wrapped as a gift.

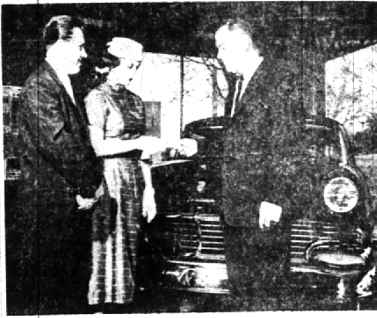
La Belles

137 WEST MAPLE

Birmingham's Shop of Books, Stationery and Gifts

Comfortably Air Conditioned

BUSINESS BRIEFS



JACK REYNOLDS, (right), sales manager of Munsingwear's women's hosiery division, presents a gold key for a 1956 Tudor Ford Victoria to Mrs. Robert Wegener, while her husband who won the division's sales contest, looks on. Presentation was made at the Harold Turner, Inc., Ford dealership, Birmingham.

Ethyl Corp. Honors Two Local Men

THE ETHYL corporation honored two local men, Herbert F. Green and Earl Bartholomew, who have completed 25 years and 20 years, respectively, of service.

The two Ethyl employees were given recognition at a banquet held recently at the Park Shelton.

Bartholomew is director of the Laboratories' technical staff group, which makes special studies of new developments in the petroleum, automotive, and chemical industries.

In previous Ethyl assignments, he has served as director of engineering research, as general manager of the laboratories, and as assistant to Ethyl's vice president of research and engineering.

HERBERT F. GREEN, 18411 Devonshire, Southfield Township, was inducted into Ethyl Corporation's twenty-five year club at a

banquet held in the Park Shelton on May 28.

Green is in charge of gasoline knock factors in the cylinder engine. His previous assignment with Ethyl has included service at the company's gasoline-testing laboratories in Yonkers, New York, and Tulsa, Oklahoma.

OTHER BIRMINGHAM area members of Ethyl's Twenty-Five Year Club include Harold J. Clark, 220 Big Bay, Clifton T. Leacock 1745, Kisses, Robert F. Green, 18411 Devonshire; Durward E. Rossman, 211 Larchmont; John B. Taylor, 404 1/2 Astor; Cleveland Wagnon, 414 1/2 Eaton; and John S. Whitehead of Blossom Lane, Bloomfield Hills.



JAX KAR WASH, new automatic car wash now under construction at the southwest corner of Forest and Hunter. The colonial style building will be fronted by large revolving sign containing a clock and thermometer. Automatic wash will take about three minutes. Polishing and cleaning service will be available seven days a week from 8 a.m. to 12 mid-night.

New Automatic Car Wash for B'ham

Construction of the metropolitan area's most modern automatic car wash has started in Birmingham. The colonial style building will be located at the corner of Forest and Hunter and will cost approximately \$50,000, according to John A. Pous, local real estate agent. This will be the second location for Jax Kar Wash, a Detroit concern which specializes in automatic car washes. The wash line will be able to handle ten automobiles at one time also be available to customers.

Elected Secretary Charles A. Erdmann

The Detroit chapter of the National Association of Cost Accountants has elected Charles A. Erdmann, 7455 West Greenwich, Birmingham, secretary for the 1956-1957 term. Erdmann is assistant controller and Hunter and will cost approximately \$50,000, according to John A. Pous, local real estate agent. This will be the second location for Jax Kar Wash, a Detroit concern which specializes in automatic car washes. The wash line will be able to handle ten automobiles at one time also be available to customers.

silk...

for formal wear with an opulent air!

Silk means luxury in fabric, but imported Italian Gino Saba means silk at its peak of opulence. That's why our new After Six men's formal is your first experience of good taste.

\$65

After Six

Father's Day June 17

YOUNG'S OF BIRMINGHAM
203 Pierce Street

FRENCH SHRINER
MEN'S Extra Quality SHOES

KEYED TO COMFORT

Step out in the sleek shoes of all French Shiner Nylon. Every shoe in this line is expertly made and hand-finished in popular colors. For the most comfortable walk in your life, try them on today. French Shiner Nylon sets the highest standard. They're cool as a cucumber, comfortable as slip-ons. Be sure you see our wonderful selection of these extra quality shoes.

Black or Brown **\$19.50**

YOUNG'S OF BIRMINGHAM
203 PIERCE STREET

Look Ahead Miss Bride-to-be!

LAKE JEWELERS

SELECT AND REGISTER YOUR **Gorham PATTERN!**

Here are three reasons why this is such a good idea:

First, our Bridal Registry Department will keep a record of your choice so friends and relatives can easily buy gifts in your chosen Gorham pattern (no duplications).

Then, too, the earlier you make your choice and register it... the more sterling you'll have by your wedding date... Gorham Sterling—with the exclusive one-piece knife handle.

CELESTE \$35.00 WILLOW \$35.00 THINEA \$35.00

GREENBRIER \$29.75 CAMELLIA \$32.50 RONDO \$32.50

CHAMPELLE \$32.50 BUTTERFLY \$32.50 STARBUCKING \$35.00

And finally, of course, you'll want Gorham because no other name is so cherished, no other sterling so lovely, no other offers so many exquisite patterns. Select and register your Gorham pattern today. Start with a single teaspoon—from \$3.75 or a single six-piece place-setting from \$29.75—Federal Tax included.

LAKE JEWELERS
"The Sterling Store of Birmingham"

69 W. Maple Rd. MI 4-5315

HERBERT F. GREEN

EARL BARTHOLOMEW

The Welcome Wagon Hostess

Will Knock on Your Door with Gifts & Greetings from Friendly Business Neighbors and Your Civic and Social Welfare Leaders

On the occasion of Change of residence Arrivals of Newcomers to Birmingham

MRS. H. WALES PRICE
Midwest 4-0516
(No cost or obligation)

MAN, there's nothing like MILK

Fresh from the farm!

JUNE IS DAIRY MONTH!

ENJOY MORE MILK... For Health and Vigor the Thrifty Way Drink 3 Glasses Every Day!

MILK starts the day right!

MILK builds energy quickly!

MILK helps you sleep at night!

When you buy delicious, refreshing milk you receive double your money's worth in food value. The average homemaker spends fifteen per cent of her food budget for milk and milk products. But she is actually buying thirty per cent of her family's nutritional needs.

This unsurpassed bargain in good living is one of nature's bountiful gifts, assured in large measure by your dairy farmer. During June, recognized as the kind as Dairy Month, pure, wholesome milk is in abundant supply. Add to your pleasure and health by making fresh milk you drink, this month and every month.

MICHIGAN MILK PRODUCERS ASSOCIATION
A cooperative owned and operated by 17,000 Michigan Dairy Farmers
406 Stephenson Bldg. Detroit 2, Michigan