



ADVERTISING'S MISS

ADVERTISING'S prettiest miss is a 21-year-old MacManus, John & Adams assistant time buyer. She is Ann Fiorillo, selected from entrants submitted by 30 major advertising agencies to the Association of Advertising Men and Women, Inc., which chooses an annual winner for beauty, combined with advertising "know-how." Miss Fiorillo works in the New York office of the Bloomfield Hills firm.



Oakland County was one of the greatest wheat producing counties in the United States in the period around 1870, with nearly 80,000 acres planted in that year, reports the Oakland County Planning Commission.



GREETINGS & GIFTS are brought to you from Friends, Neighbors & Civic & Social Welfare Leaders through

WELCOME WAGON

On the occasion of Change of residence Arrivals of Newcomers to Birmingham
MRS. H. WALES PRICE
 Midwest 4-0516
 (No cost or obligation)

Campbell-Ewald Elects Forshew

John H. Forshew, 1539 N. Glenary road, Bloomfield township, has been elected director and senior vice-president of Campbell-Ewald Co., Detroit. Forshew also was re-elected to the executive committee.

Forshew has been serving the national advertising agency as vice-president and director of client services, and a member of the executive committee.



JOHN H. FORSHEW
 statistical control division of the U.S. Army Air Force.

Chiropody Meeting

Dr. Russell H. Saeburger, 32255 Bellvue, Southfield township, attended the Chiropody Association's midwest conference in Chicago last week.

The scientific meetings included lectures on foot surgery, and orthopedic techniques of foot corrections and treatment.

Members of the Retail Merchants Committee of the Birmingham Chamber of Commerce are invited to attend an important retailers meeting in the auditorium of the Baldwin public library, March 29 at 7:30 p.m.

The meeting is being held to discuss plans and activities for the coming year. A movie on the shop-lifting problem will be shown.

DENS—ENTERTAINING AREAS
ADDITIONS—PORCH ENCLOSURES

Floyd A. Robinson

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Flash Bulletin from Mobilgas Economy Run

FORD WINS IN ECONOMY TOO!



V-8 WINS CLASS A

In this year's Mobilgas Economy Run a new Ford V-8, with Fordomatic, was the official victor over every car in its field, with a winning average of 47.7643 ton-miles per gallon. This means that the sturdier, heavier Ford carried more weight, with greater gasoline economy per pound, than any car in its field.

This latest Ford victory was scored over a rough and rigorous 1,468.8-mile route running from Los Angeles to Colorado Springs. The winning Ford threaded its way over the tough and twisting course averaging better than 40 mph. Through the heat of Death Valley and over the chilling height of an 11,000-foot mountain

The "ton-mile" formula is used by contest officials to insure equal chance for all cars in each class regardless of size or weight. Ton-miles per gallon equals the car weight (including passengers) in tons, multiplied by the number of miles traveled, divided by number of gallons of gasoline consumed.

peak . . . through the gas-eating stop-and-go of city traffic and over the straight-line open road . . . Ford proved anew its traditional reputation for economical performance.

The winning Ford was a regular-production model taken right from the assembly line and officially impounded until the starter's gun sounded. It was no different than thousands of '56 Fords you see on the road and in dealers' showrooms. This proves that Ford, the Performance, Style and Safety leader, leads in Economy, too! That adds up to four big reasons why the '56 Ford is worth more when you buy it, while you drive it, and when you sell it, too!

Test Drive the Economy Winner... *'56 Ford*

FORD
ALL-AMERICAN PERFORMANCE
CHAMPION

Top Award Winner for All-Around Stock Car Performance . . .



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 Daytona Beach, Fla.

HAROLD TURNER, Inc.

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