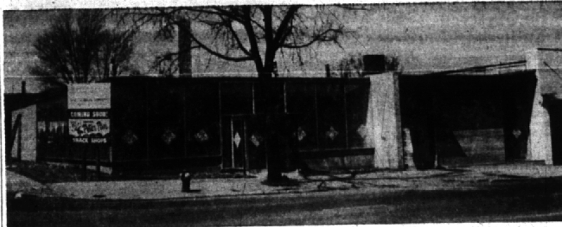
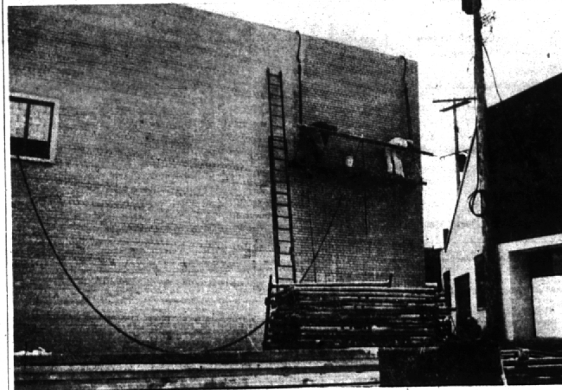


BUSINESS BRIEF

Poskitt Appointed Research Manager
 Promotion of Ralph L. Poskitt, 1825 Maryland, Birmingham, to research and development manager of the adhesives and coatings division has been announced by Minnesota Mining and Manufacturing Co. Poskitt will be responsible for all research and product development undertaken by the division, which is headquartered in Detroit. Poskitt joined 3M in 1948 as a group leader in the product development laboratory. He had five years previous experience as a research chemist. For the past year Poskitt has been in charge of technical planning for special projects in the adhesives and coatings division.



EXTERIOR WORK on two new stores at the northwest corner of Woodward and Willis, Birmingham, is near completion. The corner store will house a restaurant and the second building is expected to be used as a women's beauty parlor. The two stores are located on the south side of Jacobson's home decorative shop which is also expanding to the north.



TWO WORKMEN finishing the exterior masonry work on the rear addition of the new Jacobson's store at the southwest corner of Woodward and Willis, Birmingham. The addition extends from the former automobile agency on the corner which is being remodeled. When completed the new store will feature children's apparel.

Ford Tractor Shows Film On Road Problem

Civic leaders and representatives of traffic safety and highway improvement organizations from southern Oakland County will attend a luncheon and special showing today of Ford Motor Company's new film, "Freedom of the American Road." The meeting will be held at Forest Lake Country club under sponsorship of Ford's Birmingham Community Relations Committee headed by M. D. Hill, assistant general manager, Tractor and Implement division. The 27-minute motion picture documents five case histories of community accomplishments in solving highway problems. It is based on Ford's recently published book by the same name, which presents in "town hall" style the ways in which individual communities have helped improve the nation's highway network, reduced traffic injuries and deaths, and eliminated urban traffic bottlenecks.

HENRY FORD II, in announcing publication of the 120-page book, said: "We do not consider ourselves experts on the subject, and this book is not intended to be an authority. Rather it is the story of what actually has been done, how it was done, and who did it. We think the successful experience of one community may well serve as an example of what we, the people, can duplicate in other areas." Sequences in the "Freedom of

the American Road" movie include improvement of the Bay Shore Highway at Palo Alto, Calif.; the suburban-connecting highway around Boston; how Pittsburgh solved its traffic jam; how St. Joseph, Mo., won the nation's top safety award; and how North Carolina's secondary road system became one of the best in the United States.

Mrs. Reilly Visits Liner in Montreal

Mrs. Grace Reilly of the Birmingham Travel Service was a recent guest of the Canadian Pacific Co. in Montreal for inspection of the latest ship in the company's fleet, "New Empress of Britain."



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**Mother's Day
 Buttercream Layer**
 Friday and Saturday Only

This fine-textured yellow butter layer cake is filled and frosted with luscious buttercream. Its dainty, floral decoration makes it an appropriate remembrance for Mother on her day-of-days.

\$2.25



**Special
 Mother's Day
 Assortment**

There are chocolate-coated fruits, nuts and creams—with both dark and milk chocolate coatings. Floral-decorated fudge cups, rose-shaped crystallized creams, and an old-fashioned chocolate mint with a floral decoration and the inscription "Mother".

\$1.35 1 lb. \$2.65 2 lbs. \$3.95 3 lbs.

Devilsfood Buttercream Single Layer

Here's a favorite Sanders cake in a special Mother's Day version. It's a single layer of chocolate devilfood, topped with ribbons of buttercream, frosted all over with chocolate icing, and beautifully decorated to fit this important occasion.

\$1.30



31 NATIONAL SUPER MARKETS

MOTHER'S DAY IS SUNDAY, MAY 13th

O'Neill Appointed By Ford Tractor

Appointment of E. R. O'Neill, Jr., 1732 Bivens, Southfield township, to the new position of Manager, Tractor Product Planning department, Tractor and Implement division, Ford Motor Company, is announced by E. S. Romby, Manager of the Product Planning and Programming Office.

O'Neill, a native of Schenectady, New York, and a graduate of West Virginia University, had been Manager of the Implement Product Planning department since October, 1956, and is a member of the American Society of Agricultural Engineers.

HE JOINED Ford Motor Company as a personnel representative in 1947, following five years of service with the U. S. Army Air Force during World War II, including service as a Major in the European Theater. He currently holds an Air Force Reserve rank of Lieutenant Colonel. From 1949 to 1954, Mr. O'Neill was with Ford Division of Ford Motor Company in the Merchandising and Product Planning Office, serving as section supervisor before joining the Tractor and Implement Division in July, 1954, as Manager of the Competitive Analysis department.

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