

**Men Take a Look At Fashion Show**  
 Special style show of women's sportswear was held especially for the male members of the family at Mortimer's men's wear shop last Friday evening. Two lovely models displayed a variety of swim wear and casual clothes in order that the men would have a better idea of what to buy mother for mother's day. Comments and suggestions were made during the show by Mrs. Roy Brown who emphasized the attractiveness of men's and women's matched summer sportswear.

**BUSINESS BRIEFS**



**Insurance Magazine Carries Article By H. W. Bates**

Recent issue of Rough Notes, an insurance publication, carried an article by Albert W. Bates, 922 Mohegan, dealing with survey insurance selling. In his article, Bates declared that insurance agents could give more complete service to clients and increase their own earning power through the use of insurance analysis and planning. This method would apply for the requirements of any individual, business, firm or institution, he said.

**BATES ENTERED** the insurance business in 1938 after graduating from Holy Cross. He became special agent and superintendent of agents with the Aetna Casualty and Surety company prior to becoming a partner of Bosquet & Co. He is a director of the Detroit association of insurance agents and well known locally for his activity in Little League baseball.

**Million in Sales Registered by Insurance Men**

Among those recently notified that their 1955 sales of life insurance qualify them for membership in the 1956 million dollar round table were two local residents. They are Frank M. Minninger, 1955 Crosswick Road, Bloomfield township and H. Hen Ruhl, 963 Puritan, Birmingham. Minninger is with Connecticut General life insurance and H. Hen Ruhl is connected with Northwestern Mutual life insurance. The round table is an international organization of leading life insurance producers who have sold a million dollars or more of insurance in the previous year or who are life members through having sold a million a year for three consecutive years.

**Kelvinator Ups G. Fitzgerald**  
 Kelvinator announced expansion of its regional sales organization today with the appointment of Gerald G. Fitzgerald, 477 Westchester, Birmingham, as manager of the new central region. Homer L. Travis, general sales manager, made the announcement. Fitzgerald, former sales manager for the Oakland, Calif., zone has had extensive field contact and merchandising experience. Joining Kelvinator at Oakland in 1945 he moved from comptroller to the sales department, and to Detroit headquarters in May of last year. During the past year, he has been responsible for the Kelvinator dealer development program in the

Retail Marketing division. A native of Santa Cruz, Calif., he was graduated from San Jose State College with a degree in business education. He was an Army major during World War II.

**Cosmetic Firm Appoints Keene**  
 Jack H. Keene, 23061 Sagor Ct., Bingham Farms, has been appointed sales representative in Michigan for Dorothy Gray, Ltd., cosmetics firm. Keene previously was Michigan and Indiana sales representative for Jules Montener, Inc.

**R. G. Morrison Attend Leather Course**

Richard G. Morrison of Port Huron was graduated from the Second National Institute of Drycleaning, Silver Springs, Md., on May 11.

Morrison is the manager of a laundry in Port Huron. He is the son of Mr. and Mrs. William C. Morrison of 1220 Bird street, Birmingham, Michigan and

is married to the former Miss Mildred S. Lowe, daughter of Mr. and Mrs. H. D. Lowe of Northlawn, Birmingham.

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