

Perring Heads JA Committee

Raymond T. Perring, Yarbors road, Bloomfield Hills, president of the Detroit Bank, will head a committee of top-flight business leaders who will plan the seventh annual "Future Unlimited" celebration of the Junior Achievement of Southeastern Michigan, Inc.

Perring, a member of Junior Achievement's Advisory Council, will act as general chairman for the annual affair to be held May 10 at the Detroit Masonic Temple.

The announcement was made by Don E. Ahrens, Haverhill road, Bloomfield Hills, general manager of the Cadillac division of General Motors and president of the Junior Achievement board.

AHRENS also named himself and ten other business leaders who will serve on Perring's arrangements committee. Included are Ernest R. Breech, Ford Motor Co. board chairman; L. L. Colbert, Chrysler Corp. president; Selden B. Dauns, Detroit Wabook Bank & Trust Co. president; Charles T. Fisher, National Bank of Detroit president; Roy Ershauf, Fruehauf Trailer Co. president.

Also named were Edward R. Grace, vice-president and chairman, Grant Advertising, Inc.; Henry G. Little, president, Campbell-Ewald Co.; John L. McQuigg, vice president, J. Walter Thompson Co.; George Ramsey, Vaughan road, Bloomfield Hills, American Motors president; Ross Roy, president, Ross Roy, Inc.

"Future Unlimited" will bring together teen-aged Achievers, their parents and the businessmen who sponsor the Junior Achievement program, to celebrate the end of operations for 274 miniature business corporations.

BUSINESS BRIEFS



—TWENTY-FIVE STUDENTS from the Michigan State School of Journalism participated in an all-day field trip last week to MacManus, John & Adams, Inc., Bloomfield Hills advertising agency. Above, the students are grouped around Ernest A. Jones, agency president; Fred J. Hatch, vice-president and general manager; Richard Monley, account executive; and John Marston, associate professor of Journalism at MSU.

MSU Journalists Visit MacManus, John & Adams

Twenty-five seniors from Michigan State University School of Journalism were given a working picture of an advertising agency last week when they visited the Bloomfield Hills headquarters of MacManus, John & Adams, Inc.

Accompanied by Professor John Marston, the students spent a full day at the agency listening to a "seminar" on the function and operation of a modern advertising agency by various members and department heads.

INCLUDED in the agenda was a tour of the agency during which the students were allowed to observe various departments under actual working conditions. Talks and discussions were held on copy, art, research, production and media. Question and answer periods were held at the end of each.

The highlight of the day was the showing of a full-color film, "THE J.M.A. MAKEUP," which illustrates how MacManus, John & Adams approaches the task of advertising Pontiac automobiles.

RICHARD P. MONLEY, MacManus, John & Adams account executive who served as agency host for the day, reports the students were extremely enthusiastic and asked many intelligent and provocative questions.

Professor Marston, in thanking agency personnel for the tour said, "This was the students' first trip to an advertising agency and it was both interesting and informative. This type of field trip contributes practical knowledge that can be gained in no other way. We couldn't have chosen a better advertising agency for our trip."

Schedule Three Street Pavings

With payment of 75 per cent of no property owners' share assured this season, Birmingham city commission has approved three streets for inclusion in the city's initial 1956 paving contract.

The streets are Grant, Catalpa to 14 Mile; Field, Edgewood to Pierce; and Edgewood, 14 Mile to Bird and Catalpa to Lincoln.

Park Paving Report To Be Ready May 7

Paving of Park Street, from Oakland to Euclid, is planned for reconstruction along with the block to the south, according to City Manager D. C. Ebert. Special assessment hearings must be prepared first, and an engineering report is due for commission consideration May 7, he added.

Hills' Committee Will Study Grove's Problem

A six-man parents' committee will be appointed by the Bloomfield Hills school board to study mutual problems of the Bloomfield Hills and Hickory Grove school districts.

Both school boards have held preliminary discussions of Hickory Grove's troubles which primarily concern finding a place for Grove high school students in the fall.

Hickory Grove, with no high school students to Birmingham but that will be discontinued in the fall.

FOR SOME time Hickory Grove school district immediately north of Bloomfield Hills has been considering the possibility of joining the southern district but the proposition did not come up at the joint meeting.

14 Mile Widening

May 7 is the hearing date for confirmation of assessments involved in Birmingham's share of widening 14 Mile from Greenfield to the east city limits.

No action will be taken by the Bloomfield Hills school board until the parents' committee reports in about 30 days.

Choose your gifts and greeting cards carefully for Mother's Day!

SUNDAY, MAY 13

Be certain yours are worthy Gifts, and that your Greeting Card is particularly appropriate. For of all the year's occasions, Mother's Day is one when there should be no "slip up"; when, indeed, your expression of Love should be marked with the depth of your true feeling. You'll discover that LaBelle Gifts for Mother's Day are, invariably successful Gifts!

La Belles

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WAYNE KLEIN

Young & Rubicam Appoints Klein

Wayne Klein, 25292 Orchard Grove road, Southfield township, with United Press in Detroit more than three years, has joined the publicity staff of Young & Rubicam, Inc.

Aldis P. Butler, vice president in charge of the agency's Detroit office, said Klein would be assigned to the Parke, Davis & Co. account under supervision of Thornburn Wiant, account executive and Detroit public relations director.

Klein worked for the Detroit News, the Pacific edition of Stars & Stripes, and an Army radio station on Grand before his employment by United Press.

IT'S WATCH INSPECTION TIME

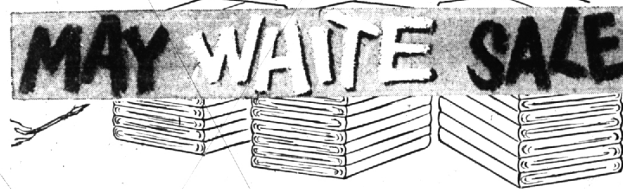


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81 by 108	\$3.99	\$3.49
90 by 108	\$4.49	\$3.99
72 by 117½	\$3.99	\$3.49
81 by 117½	\$4.49	\$3.99
90 by 117½	\$4.99	\$4.49

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81 by 108 \$4.49 \$3.99

PILLOW CASES

38½ by 42 In. \$1.19 \$1.08

SOLID COLOR SHEETS

72 by 108 \$3.99 \$3.49
81 by 108 \$4.49 \$3.99

PILLOW CASES

38½ by 42 In. \$1.09 99c

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