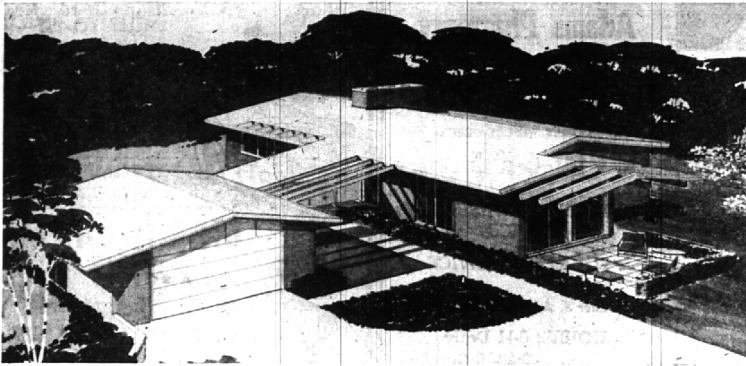


BUSINESS BRIEFS



FEATURING NEW DEVELOPMENTS in architecture and design is the 1957 Builders Show Idea Home, on W. 12-Mile road, one-half mile west of Southfield. Among the most interesting features are the electric heat pump, which heats and air-conditions the home

without fuel; a new built-in central cleaning system; huge family room-kitchen with adjacent laundry and an elaborate lighting and electrical system. The home is open to the public daily from 1 to 9 p.m. and from 10 a.m. to 9 p.m. on Saturdays and Sundays.

February 14, 1957 THE BIRMINGHAM ECCESTRIC 3-D

Attends Detroit AAA Conference

Douglas C. Brown, Automobile Club of Michigan's Birmingham division manager, attended the annual statewide conference of Auto Club officials on Michigan's 1957 motoring and touring problems in Detroit Monday.

Assisting Brown in outlining the needs and problems of Birmingham-area motorists at the meeting were James Moffat and Cramer Wilson, leading membership counselors at the Birmingham office.

The conference included discussions of highway construction, traffic safety, tourist accommodations and attractions. The group was briefed by AAA officials on new aspects of travel by ship, plane, train and bus to tourist objectives all over the globe.

The Michigan club, beginning its 41st year of operation, retained its position as the world's largest auto club last year as membership swelled to 475,000, about 10 per cent of total AAA membership. A membership of 600,000 Michigan motorists is predicted for the club in 1957.

Thorn Kuhl Gets Agency Promotion

Thorn Kuhl, 36, has been promoted to associate public relations director in the Detroit office of Young & Rubicam, Inc., according to Adlai E. Barker, vice president. Thornum Wiant is the agency's Detroit public relations director, as well as account executive on the Parke, Davis & Company accounts. Kuhl joined Young & Rubicam in February, 1955, after spending several years in newspaper, wire service and public relations work at Detroit. A native of Lincoln, Ill., he was graduated from Grinnell (Iowa) college in 1942. He lives at 1955 Holland avenue, Birmingham.

Agency President Names Assistant

Ernest A. Jones, president of MacManus, John & Adams, Inc., Monday named Darrell C. Roberts as his personal assistant.

Roberts, a veteran member of advertising agency's executive group, has been associated with many of the firm's major accounts, and at one time headed the New York office. He resides at 2920 Acorn road, Bloomfield Hills.



THE FORD MOTOR Co. was cited recently for five years' sponsorship of awards in the national 4-H Achievement program. Receiving the 4-H donor merit award is (left) Fred Thompson, public relations manager, Tractor and Implement division of Ford in Birmingham. The presentation was made by G. L. Noble, director, National Committee on Boys and Girls Club Work, Chicago. Awards provided by Ford include college scholarships, educational trips, and medals of honor. Last year more than 2,124,000 4-H Club members from 48 states participated in the Achievement program.

A Preview of

Spring

At Higgins & Frank's Jr. Shop



The Jr. size men of the spring world will be, sporting the new "Campus Look" . . . neat and trim in the Ivy fashion. We are now showing spring styles in our Boy's shop. See what the well dressed young man will be wearing this year.

The same quality and service as our men's shop.

We carry the same fine quality clothing in our Jr. Shop as we do in our men's shop. The same fine service too including meticulous alterations.

- SUITS from 15.95 to 45.00
- SLACKS from 6.95 to 12.95
- SPORTCOATS from 11.95 to 35.00



WABEEK BUILDING — BIRMINGHAM

On the Lower Level

Only One Location — 268 West Maple



"SEW & SAVE" WEEK . . .

FEBRUARY 16-23

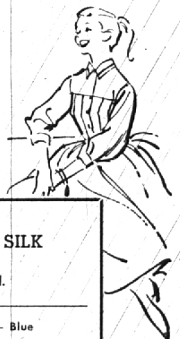
Fabric Event



Hurry in and scoop up the bargains! You'll find yards and yards of new Spring yard goods and savings at our Fabric Event.

Everything you need to make your own Spring Fashion news.

.. And right in time for "Sew and Save Week, too!



| | |
|--|---|
| <p>New Pastel Colors in NYLON SHEERS</p> <p>PINK — WHITE — BLUE \$179 Yd.</p> | <p>Printed RAYON and SILK</p> <p>\$129 Yd.</p> |
| <p>The Wonderful New NYLON LUREX LACE</p> <p>\$129 Yd.</p> | <p>Pink — White — Blue NYLON ORGANDY</p> <p>\$100 Yd.</p> |
| <p>We Have a Complete Selection of Indian Head Percalé Chintz Corduroy Taffeta Net</p> | <p>Just Received! . . . A Shipment of New Spring Patterns in . . . Bates Disciplined Prints and Plain Colors</p> |
| <p>We've Everything You'll Need in SEWING NOTIONS</p> | <p>Plus All the Very Latest PATTERNS by VOGUE McCALL & BUTTERICK</p> |



STORE HOURS:

DAILY
9 A.M.
to 5:30 P.M.



Charge Accounts Welcomed
We Deliver