

**BUSINESS BRIEFS**

**3 DAYS ONLY—Thurs.-Fri.-Sat.**

**KRESGE'S  
BIG BUY Special**

**SAVE 33%**

**Reg. 4 prs. \$7.00**

**MEN'S COOL  
MESH SOCKS**

**This Sale  
Only...**

**4 PRS.  
67¢**



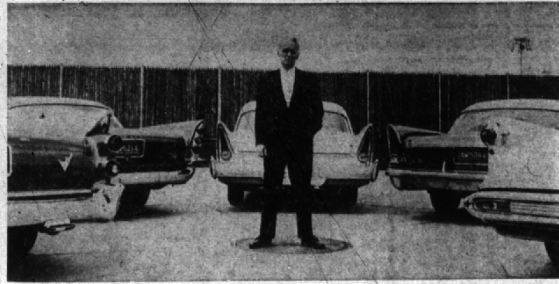
**SUMMER SALE SENSATION!**

Get a whole drawerful of these first quality, soft, absorbent socks at this wonderful saving! Fine soft-spun cotton with nylon reinforced heels and toes. Summer white and pastels. 10 1/2-12.

**Just a 3-day sale... so hurry!**

W. MAPLE AT HENRIETTA

S. S. KRESGE COMPANY



**VIRGIL M. EXNER**, 1036 Westwood, Birmingham, is encircled by the line of 1957 Chrysler cars he and his staff designed. Industrial Designers' Institute made the annual award to the designers at a luncheon in Chicago. Another award went to Carl Sundberg, 360 Martell drive, Bloomfield Hills.

**Local Men Receive National Awards**

A local automobile producer and an independent industrial design consulting firm were recipients of two annual awards made recently in Chicago by the Industrial Designers' Institute.

The producer is Virgil M. Exner, 1036 Westwood, Birmingham, who received an award for the design of the 1957 Plymouth, Dodge, De Soto, Chrysler and Imperial cars. Sharing honors with Exner were five members of his design staff.

THESE CHRYSLER stylists were honored for "establishing continuity of design in the company's five lines of 1957 cars while maintaining separate design identity for each individual line." Another award was presented to Sundberg-Ferar, an industrial design consulting firm of Royal Oak, for its new "electronic brain" computer providing storage for five-million business facts in a complex machine that can be installed in a standard 20 by 20 foot office bay.

**Name New Manager Of Square D Plant In Cedar Rapids**

Paul R. Shawver, 6735 Whysall, Bloomfield township, has been named manager of Square D company's Cedar Rapids, Iowa, manufacturing plant, it was announced today by Gordon Patterson, president.

Shawver has been assistant to the vice president of Square D's distribution equipment division with headquarters in Detroit. Effective July 15, he succeeds G. Howard Brittenham at Cedar Rapids, who has resigned to become vice president of Yuba Consolidated Gold Fields, San Francisco.

Shawver joined Square D in 1950 as personnel manager of the Peru, Indiana, plant and for the past five years has held various administrative assignments in the Detroit facility, including personnel director.

HEADING THE Royal Oak firm is Carl Sundberg, 360 Martell drive, Bloomfield Hills, one of the founders.

One of Sundberg's designers who received a gold medal award was Richard W. Figgins, 4090 Walnut Hill drive, Troy township.



CHARLES G. THOM

**Appoint Thom Ad Director**

Alfred J. Mayer Jr., president, Gregory, Mayer & Thom company, one of Michigan's oldest and largest office outfitters, announces the appointment of Charles G. Thom, 2081 E. Maple, Birmingham, as advertising director.

Thom will coordinate advertising with sales and promotion, Mayer said. Also, Thom will administer the merchandising activities of the new furniture galleries located on the second floor of the downtown Detroit store.

Other GM&T stores are in Birmingham and Lansing, Michigan. Thom is the grandson of C. A. H. Thom, one of the founders of the firm.

**Appoint Sales Promotion Mgr.**

John E. Parrott, 1217 Washington, Birmingham, has been appointed manager of merchandising and sales promotion activities for Wilding-Henderson, Inc. Detroit national sales promotion and training organization.

The new position was established to expand and expedite the company's program planning and merchandising services.

PRIOR TO HIS present connection with the Wilding-Henderson organization, Parrott was employed by the Ford Motor company for 11 years, six of which he spent in various executive positions in the sales department of the Ford division, most recently as car sales promotion manager.

He joined Ford in 1946 upon his release from the United States Navy in which he served as Lt. Commander in the South Pacific area.

**Oakland County Sportsmen's Club**

Two hundred and twenty seven outdoorsmen were listed this week as members of the Oakland County Sportsmen's club of Waterford, following up a membership drive. Ed Spicer, 4049 Reduth, Bloomfield township, holds the position of first president in the club. He also serves on the executive committee, and heads up the very important Michigan United Conservation clubs committee and the By-Laws committee.

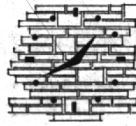
OTHER RESIDENTS of the Birmingham area serving on the Board of Directors are Roy T. Lewis, 16980 Klaraux, Southfield township, and Bob Gubbins, 16249 Buckingham, Southfield township.

Booklets — YES

Three Detroit Salesmen . . . TR 5-2629 . . . Plant MI 6-2000

The AVERILL PRESS INC. of Birmingham  
A COMPLETE PRINTING SERVICE—FROM TYPESETTING TO MAILING

FORMERLY THE BIRMINGHAM ECCENTRIC PRINTING DEPARTMENT



**Extra Banking Hours**

Our Bloomfield Hills Office is open

Mondays — Tuesdays and Thursdays from 10 to 3

Wednesdays 10 to 12 Noon . . . Fridays 10 to 8 and Saturdays

9 to 12 Noon Enjoy these extra hours for

Modern banking — Park and bank with Community

where Thousands Save Millions



Bloomfield Hills Office

West Long Lake Near Woodward Ave.  
Member F.D.I.C.

**Community National Bank OF PORTIA**

Branch Offices at W. Haven at Tilden — N. Perry at Glenwood — Kego Harbor — Walld Lake — Union Lake — Milford and Bloomfield Hills.

We Invite You to See a Most Distinguished Collection of Contemporary Solid Maple . . . . .

**Sequence**

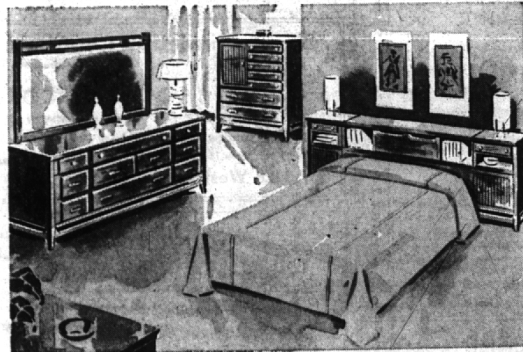
CORRELATED PIECES

**Room Groups**

FROM \$169.95

Double Dresser & Bed

The skill of a topflight designer . . . the expert knowledge and craftsmanship of a factory noted for the quality of its furniture . . . all have gone into this group which is so perfect for homes of TODAY, with unusual recessed drawer pulls and touches of gleaming brass. MAKE UP YOUR OWN GROUP from a magnificent collection of related pieces.



**Select the Pieces You Like and Need From This List:**

- |                             |                                  |                      |
|-----------------------------|----------------------------------|----------------------|
| 60" Triple Dresser \$169.95 | Brass Trimmed Poster Bed \$39.95 | High Chest \$109.95  |
| 48" Dresser Desk \$79.95    | Practical Bookcase Bed \$54.95   | Corner Desk \$59.95  |
| 24" Batchelor Chest \$59.95 | 34" 3-Drawer Chest \$69.95       | Panel Bed \$29.95    |
| Millyd's Vanity \$37.95     | 54" Double Dresser \$139.95      | Vanity Bench \$14.95 |

HERE IS JUST ONE OF MANY GROUPS FOR EVERY ROOM IN YOUR HOME



FREE PARKING FOR 1000 CARS

**UNITED OUTFITTING CO.**

Open Daily 9 to 9—Sun. 11 to 6

FURNITURE AND CARPETS

KE 4-2080

Dealers of Name Brand Merchandise

NORTHWESTERN CORNER OF TELEGRAPH (with Epp's)

Now you can have

**SOFT WATER**

Automatically with the

**REYNOLDS Automatic WATER SOFTENER**

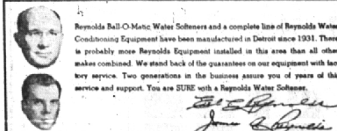
The greatest water softener ever built!

1. Adjustable to almost any type of problem water. Does a better job on all hard waters. Will do things you never dreamed could be done with any water softener.
2. Will soften water containing up to 100 grains of hardness per gallon (5 times as hard as the average).
3. Will remove up to 10 parts per million of iron.
4. Contains 1 1/2 cu. ft. of Dowex saving high capacity and adequate flow rate of zero-soft, soft-free water at all flow rates at the same time.
5. Brine under pressure is closed tank instead of in unightly open type brine tank. No more leaky float valves and bad appearance. More dependable regeneration.
6. Automatic bypass permits use of water during regeneration.
7. No troublesome top screen to clean.
8. Operates on any home water pressure, high or low.
9. Fibre glass insulation prevents sweating.
10. Time clock or switch operation.
11. Made in Detroit—factory service.

There is no other water softener like it, or that even compares with it. It is fully guaranteed and covered by patent.

At only \$399.00, it is the greatest value in the water conditioning industry. Larger sizes also available.

"YOU CAN'T BEAT THE BEST"



Reynolds Ball-O-Matic Water Softeners and a complete line of Reynolds Water Conditioning Equipment have been manufactured in Detroit since 1931. There is probably more Reynolds Equipment installed in the area than all other makes combined. We stand back of the guarantee on our equipment with factory service. Two generations in the business assure you of years of this service and support. You are SURE with a Reynolds Water Softener.



An allowance will be made on standard and make softeners in good condition.

**REYNOLDS WATER CONDITIONING CO.**

(Formerly Reynolds-Stuffer Co.)

12100 CLOVERDALE AVENUE

DETROIT 4, MICHIGAN