

Community Room May Be Reserved
 Triangle Furniture Co. is accepting spring and summer reservations for its community room, available free of charge to civic and religious groups. On the second level of the store at 818 N. Wood-

conditioned, has kitchen facilities, and free parking. Any group desiring to meet there may do so by contacting Mrs. Glenna Vincent at that address. Bargains galore in Want Ads.

BUSINESS BRIEFS

Home Building Drops Sharply in First Quarter of '57

Mortgage Market Blamed

Although Oakland county has shown the least decline in building starts of three Detroit-area counties used as a measuring stick, figures from the area show a pronounced slump in new home construction.

Housing Securities Inc., lists the Detroit area as one of 15 "very slow starting" areas in the first three months of 1957.

The national publication added that, although the mortgage market is easing a bit, land prices are still going up and houses are becoming more expensive and larger, narrowing the consumer market.

NUMBER of residential permits issued in the Detroit region during the first quarter of this year is the lowest of any first quarter total since 1950.

One of the top five residential building communities was Bloomfield township which tied for second in Oakland county with Royal Oak with 113 permits, 48 behind the leader Madison Heights. By comparison, the leader last year, Farmington township had 192 permits to Madison Heights 161 this year.

Bloomfield township and Royal Oak tied for tenth place in the top 10 residential building leaders in the Detroit region.

ACCORDING to the Detroit Metropolitan Area Regional Planning Commission, home building starts in the Detroit area in the first quarter of 1957 totalled 4,330 compared to 8,433 for the same period last year.

Area communities and their building permit totals for the first quarter of 1957 are:

Bingham Farms Village, 4; Birmingham, 20; Bloomfield Hills, 7; Bloomfield township, 113; Franklin Village, 8; Lathrup Village, 9; Southfield township, 70; Troy, 3; and West Bloomfield township, 37.

Oakland county home construction was down 36 per cent from last year's three-month total, while the Detroit region percentage drop was 41 per cent.



NEWLY ELECTED OFFICERS of the Detroit Copy club are Thomas D. Murray (left), 570 South Glenhurst Drive, Birmingham, president, and Wally Ehrlich, vice-president. The club is an organization of Detroit advertising agency copywriters, currently interested in a program designed to bring Michigan college students who show an aptitude for advertising copywriting together with Detroit advertising agencies.

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Let us give you a new permanent and a fashionable coiffure that's most becoming to you. Only professional service can give pleasing results.

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 271 W. Maple MI 4-2666

An outstanding selection of boys' apparel on the lower level

FREE PARKING AT OUR BACK DOOR

Open 9:30 to 5:30 Daily Friday Till 9:00

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Flightweights
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The Convair

Northcool Nylon in the new mid-line styling helps you glide through the hottest day.

Choose: Grey Nylon with Black Calf...
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Wonderful feeling FREEMAN Shoes 100% to 24%

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WABEEK BUILDING BIRMINGHAM

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Also a fine selection of BOYS' SHOES.

ANNOUNCING THE OPENING ABOUT MAY 15th

Birmingham KITCHENS, Inc.

SPECIALIZING EXCLUSIVELY IN CUSTOM DESIGNING AND INSTALLING COMPLETE KITCHENS



Famous MUTSCHLER Hard Maple kitchens for the beauty and warmth of wood and the latest convenience features.

REMODELING . . . NEW HOMES

For The Newest Ideas See Our MUTSCHLER Display Kitchen

245 WEST MAPLE . . . 2 doors west of Kresge's . . . MI 6-8566

Lyon Appoints Sales Manager

Appointment of Ernest H. G. Maron as sales manager of the sink division of Lyon, incorporated, is announced by George A. Lyon, Jr., president of the company.

Maron has been active in the kitchen appliance industry for more than 20 years. He was formerly sales manager of Aeronca manufacturing corporation and was previously connected in similar capacities with the Schable plant of American Standard and the Waste King corp. He is moving from Indian Hill, Ohio (near Cincinnati) to West Bloomfield township with his wife and six children. He had lived in Birmingham from 1944 to 1952.

Gentlemen (and their best friends) prefer Prints!



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IMPORTED **Coronado**

The incomparable Coronado, a blend of Turkish mohair and fine worsteds. Designed to give you the ultimate in a tropic weight suit. Through the press of business it keeps you cool and crisp looking and still retains its superbly tailored lines.

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