



## Michigan Bell's Wage Bill Sets All-Time Record

Michigan Bell Telephone Co. reports that its annual wage bill set an all-time record in 1957.

The total \$12,412,588, the record, passed what was \$10,890,000 employees in 1956, a 14.9 per cent increase operated by the company throughout the state.

The 125 employees in Birmingham the company paid \$688,010 in wages and salaries.

Alvin H. Warner, manager for the company here, pointed out that the increase in demand for telephone service has resulted in a seven per cent increase in the last five years.

"MICHIGAN BELL is the state's largest employer of government employees," Warner said.

"One out of every 100 non-farm Michigan government workers in this state is a Michigan Bell employee."

In the last five years, Michigan Bell added 2,400 new telephone lines, an increase of 10 per cent, and over more than 500 communications.

## Gets Appointment

William L. Hayes, Jr., 45, of Birmingham, has been appointed assistant Detroit-Cleveland district manager for Phillips Petroleum Co. of America.

News copy submitted early is necessarily given preference, so the "early bird" usually gets the space.

## DIAMONDS

Direct from the Cutters

*Clarence E. Knorrp*

Jewelry and Gem Expert  
40 Years Experience

JACKSON BUILDING  
1100 N. Woodward, Birmingham, MI 6780

# BUSINESS BRIEFS



## An Unusual Display

Gwynn custom tailoring, 112 S. Woodward, Birmingham, came up with this novel window display two recent Saturdays. Kero Rosanen, Finland native and Gwynn's master tailor, works on a suit he made completely by hand while working in the window. Rosanen made the suit for fitting the first day, then lined it the second Saturday.

## Derby Is Site Of Lawn Clinic

Experts will answer questions, brief talks on all phases of lawn care, including seeding and weed control, at a free lawn clinic to be held here, including soils, fertilizing, by the Michigan and Border Cities at 8 p.m. April 7 at Derby junior high school.

After their talks, panel members (golf course superintendents associated with the school) will give will go down into the audience to listen.

personally answer questions.

We went to the ends of the earth to bring you

lustrous, cool

IMPORTED  
**Coronado**  
King of Summer Suits

Loudest in Great Britain of prized Turkish Kid Mohair and Australian Worsted, the CORONADO suit is lustrous, bluish-light-in-weight, stays trim and crisp through hot Summer days.

TURKEY  
AUSTRALIA  
GREAT BRITAIN  
AMERICA

Tailored with skill and patience, CORONADO affords you a rare experience in fashion and comfort.

Icy deep-tone solid colors, exclusive patterns. \$65



**Higgins and Frank**

WABEEK BUILDING

BIRMINGHAM  
DETROIT CHICAGO

Easter dresses  
delightfully right for you!



Our new Seas-n-rite Casual  
of no-iron nylon jersey!

The most comfortable, easiest-to-care-for dress on the fashion scene... no take you everywhere now, and right through summer! And with no cares, no wrinkles, no ironing! This zip-in marvel boasts 100% sweep skirt, roomy pockets. Aqua, rose or orchid print, 10-20, 12 1/2-22 1/2.

12.95



*Nelly Den*  
Pastel snowflakes on frosty white... a cool, easy-care fashion in DuPont's drip-dry Dacron® and cotton voile. Requires little ironing. Tab detail highlights a becoming neckline. Pink, green or violet. 8 to 18. 17.95

**Berkshire**

FOR ALL OCCASIONS



walking sheers dress sheers evening sheers

**F Mulholland**  
company  
871 N. Woodward Ave.  
PHONE MI 4-9111 WE DELIVER

## Gets Exec Post With Ad Firm

John P. Babin, 599 Hennetta, Birmingham, has been appointed vice-president and account executive of Garfield Advertising Associates, Detroit.

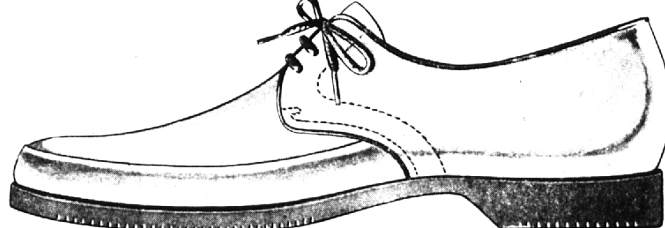
Along with sales as account executive with this prominent mid-west food agency, Babin will also handle the new location of the firm.

RUDDEN HAS 14 years of advertising experience with national agencies and manufacturers. He was in Garfield's office, serving for three years as advertising manager of the firm.

**Town Squires**  
by FREEMAN

a new concept in footwear... Your introduction to the lightest shoes you've ever worn! Pliant full-grain glove leathers, lambskin-lined... light flexible soles... fine-featured styling. Try on a pair—for your own amazement. See our complete selection of new "Town Squires" by Freeman—only \$10.95 to \$15.95

The Weekender—Saddle-lan Calf with Squeeze Sole and Heel \$10.95



Also Complete Selection of Banister Shoes

**Higgins and Frank**

WABEEK BUILDING

BIRMINGHAM