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WHEN you consider carefully, business gifts are hardly different than personal gifts. To be successful gifts, they must receive care in the choosing; they must be appropriate and personally useful; they must reflect thoughtfulness; must be "timed" well, and should always be nesting in appropriate wrappings.

They are invariably appreciated the more, also, when they have come from a Shop known over the years for the consistently fine quality of the gifts it purveys.

Alas, many businessmen relegate this important matter of business gifts; too busy to bother, it would seem; sometimes too the lure of gifts-in-quantity-at-huge-discounts has its impact and so, without adequate thought of recipient-reactions, the decision is made.

As quality gift purveyors for more than thirty years and with all the market cognizance and gift-experiences these years have brought us, we staunchly believe that more and more men, could they but be aware of those important recipient-reactions, would join the careful businessmen who invariably depend on a Shop like ours when it comes to selections so significant as A Gift from One Businessman to Another!

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Here Are The True Facts About Genuine Hi-Fi STEREO

- MUCH has been said and written about STEREO — the new magic of high fidelity reproduced music for your home — and, by the same token, there is now considerable confusion.
- As a company of long standing in the field of high fidelity components we feel well qualified, and honor-bound to lay the TRUE facts before you.
- Genuine STEREO Hi-Fi is possible with Hi-Fi Components—and here at K. L. A. Laboratories we have virtually all of the leading makes for those who demand TRUE stereophonic reproduction.
- In the confusion surrounding Hi-Fi Stereo you may have been led to believe that TRUE Stereo is possible with certain "package" units and console models. This is NOT so. Genuine Hi-Fi STEREO requires COMPONENTS — stereo record players — amplifiers — tape playing units and separate loudspeakers.
- For convincing proof of this claim just listen comparatively to a Component Stereo Music System and a so-called Package Stereo Unit.
- Before you make a choice in a Stereo Music System for your home, visit one of our Showrooms and hear an actual demonstration. You'll hear Nationally Known High Fidelity Components —

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- Garrard Stereo Record Players
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Students Smoke Out Clarkston Rival

Eldo, a "member of the Clarkston high football team" gets a sample hot foot from Bloomfield Hills high students. The dummy, burned in effigy at a bonfire pep rally Thursday night before the homecoming clash, was hung in the school corridor last week to symbolize BHHS attitude toward the rivalry. Enjoying the pre-game antics are

Baron gridders and pals (left to right standing) Ken Tregenza, Dick Rogowski, Co-captain Don Hays, Bill Laughlin, Dick Stier, Jim Ford, Co-captain Dale Moneriff, Jack Keltner and Ann Sherwood. Barbara Van Dyk, homecoming candidate, starts "dying on the cover" for only \$3.50 extra (seniors free), but only if you subscribe before Thanksgiving!

THE BILLBOARD

BLOOMFIELD
HILLS
HIGH



By
Tom
Manhard

Barons Victors at Homecoming Game

At approximately 5:27 last Friday afternoon, the students in the Bloomfield bleachers went wild. The gun had signaled the end of Bloomfield-Clarkston game and the Barons emerged victorious, beating the Wolves 13-7. The cheerleaders along with the Pep Club and the students, swarmed onto the field and engulfed the Bloomfield team, shouting like Indians—the 1958 Homecoming was a smashing success!

All week long the Pep club had worked toward their goal of a great homecoming, and needless to say, they achieved it. The school was hung with blue and white streamers on Wednesday, posters were appearing all the time, and finally, a pseudo-Clarkston player, battered and bruised, was chained to a post near the student lounge!

As another phase of this year's homecoming, the three classes constructed floats to enter in the pre-game competition. All were very well done, but the Seniors, with a Clarkston wolf chained to a silver rocket and the legend: Orbit 'M' took the award, an engraved silver cup.

After all this activity though, the climax of the week was the Homecoming dance given by the Pep club, honoring the new homecoming queen, Kay Lee. The gym was decorated in blue and white, with a giant blue and white crown hanging over the queen's throne. The music had just stopped from the last dance when the band gave out a royal trumpet introduction, heralding the arrival of the court. Everyone crowded around the throne and awaited the queen's entrance. The members of the court, Diane Allmon, Marty Cole, Jayne Ryan, Colleen Sharako, Sue Swan and Barb Van Dyk, preceded Miss Lee up the aisle, and then, with great applause, Kay Lee mounted to the throne. All the girls were

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'Contribution Recognition' Sets Cranbrook Traditions

By ANN BUCHANAN
Special Writer

One of the basic concepts of private school education is "recognition of contribution. This statement of Carleton McLain, Cranbrook alumni secretary, explains the reason for Cranbrook's many traditional awards and honors. In narrowing down the list, McLain came up with three of the most honored awards.

ON AWARDS Night, the eve of commencement, scholarship awards are made. The principal one of these goes to the boy who has maintained the highest academic average in high, junior and senior years.

A Citizenship award goes to the boy who has made the greatest general contribution to school life. Being chosen head prefect is considered a great honor. The choice is made through student-faculty election and headmaster's appointment.

Cranbrook has a unique way of presenting boys their class rings. Each junior asks a senior to present his ring to him. The rings are

then given individually during intermission at the Commencement Ball.

The Christmas pageant, begun in 1927 when Cranbrook opened, is an outstanding and impressive ritual. The candlelight service, consisting of three principal parts, is highlighted by placing the Yule Log in the fire, bringing in the Roast of the season, the plum pudding which signifies dessert. The Glee club provides music and the entire group sings carols between courses.

HOMEcoming has brought about many traditions. Most outstanding is the interhouse display competition. Patterned after homecoming at the University of Michigan, the displays are judged and a little brown jug presented to the winning house.

The Homecoming festivities are opened with a pep rally bonfire on the Friday night before the big weekend.

Amateur night in May provides students and faculty with a chance to display their talents. A cup is presented to the best single and group acts.

IN ADDITION to the Commencement dance, other traditionally popular dances are the C-club dance in late fall, the get-acquainted dance the first week of school and the re-get-acquainted dance in the winter.

Cranbrook participates in the World Affairs seminar with Kings-

wood and also conducts science and religion seminars.

As does Kingswood, Cranbrook publishes an annual literary magazine. The Opus features prize-winning writings of Cranbrook boys.

CRANBROOK has not one, but as many as six senior dinners. Varying in number every year, each dinner highlights a speaker from a professional field.

Headmaster's Holiday is eagerly awaited each winter. Harry Hoey, headmaster, declares one day each winter as a free day for the boys.

APPARENTLY a superstitious group at heart, the boys always throw coins into the quadrangle fountain on their way to exams. They never step on the Gateway of Friendship plaque. Even some of the master's dogs walk around the plaque.

THE NAMES of each year's graduates are traditionally carved in the court columns. Awards Night is conducted in this court. "Aim High," the Cranbrook motto, shown in the school crest probably best signifies the most important tradition of Cranbrook. All that is done at Cranbrook is done with this goal in mind.

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