

Shroyer Attends Sales Institute

Lynnan Shroyer, 510 Argyle, Birmingham, sales manager of Michigan Lead Co. of Detroit, has just returned from a one-week sales management institute held in Winston-Salem, North Carolina. The institute, cosponsored by Wake Forest College and the

Dr. Betty J. Hall
announces the opening of her office
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What? A NEW
Garment Bag That
Gives NEW Life to
Furs and Fabrics?



Yes, and Its Name Is

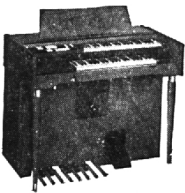
Vac-Pak
THE DOUBLE MIRACLE
GARMET BAG

- ★ **DOUBLES OVER** To Let Garments Breathe
Creates air pockets that circulate air. Freshens fabrics, lifts nap, revitalizes furs.
 - ★ **DOUBLES OVER** For Electro-Static Action
Breeds surface textures of fabric and furs. Magnetically picks up lint.
 - ★ **DOUBLES OVER** For Double Protection
Guards for creases, fur stains, discolor, moths and lint. Wash and press again months, last and moisture. Lasts many months.
- 3 Sizes: 42" \$2.75 54" \$2.98 62" \$3.49

Vac-Pak Garment Bags on Sale at
BIRMINGHAM HEAD
1220 S. Woodward
DEMERY'S, Detroit
Noton Department

HUDSON'S DOWNTOWN
HUDSON'S NORTHLAND
HUDSON'S EASTLAND
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BUSINESS BRIEFS



WILLIAM H. BINNS

Binns Joins Detroit Ad Agency

William H. Binns, 404 Linden, Birmingham, has joined the Detroit advertising firm of Dodge, Taylor and Bruske, Inc., as vice-president of creative services. It was announced by Paul W. Bruske, agency president.

Bruske added that, "Mr. Binns' position is a new one in the agency which has an extensive air background to make him ideal for the job."

Binns, former advertising manager of Ford's Tractor division, also has an extensive air background to make him ideal for the job. He will be a member of the agency's plans board and will also serve as account executive on accounts involving dealer organizations.

Prior to joining the Bruske agency, Binns was associated with the Ford Franchiser Art Studios in the New Center Bldg., Detroit. Before that, he spent 14 years with the Tractor and Implement division of Ford Motor Co. and Harry Ferguson, Inc.

His other experience includes advertising posts with Reynolds Metals' subsidiary, Richmond Radiator Co. and The Daily News Standard at Uniontown, Pa. He attended Princeton University and the Art Institute at Chicago.

Daniels to Attend Woodmen's Meeting

Mr. and Mrs. M. E. Daniels, Pontiac, will attend a four-day meeting of the top ranking agents of Modern Woodmen of America, which begins May 2, at the Hotel Seville, Miami Beach, Fla.

Daniels is the life insurance society's district manager in the Pontiac area, and is one of 100 agents in the United States who qualified for the all-expense trip by record new business and premium income production.

Two freight cars of different railroads but with identical numbers, arrived recently in a Virginia town on the same morning and were spotted end-to-end on a siding in a once-in-a-million happenstance.

Elect Four Area Men YPO Group

Frank S. Day, 3870 W. Maple, Birmingham and president of the Birmingham Bell Telephone Company, May 1 with more than 38 years of service.

Customer information manager for the company for the past six years, Smith was responsible for coordinating customer relations activities within the various telephone offices throughout the state.

A NATIVE OF Jamestown, N.Y., Smith was graduated from the University of Michigan in 1919 and joined Michigan Bell the following year as clerk in the commercial department.

Michigan Bell Area Employees Earn \$712.730

Michigan Bell Telephone Company reported today that its wage bill of \$130,521,000 was shared by 24,291 employees throughout the state in 1958.

To its 130 employees in Birmingham, Troy and Mayfair exchange the Company paid \$712,730 in wages and salaries, according to Albert H. Warner, manager here for the company.

MICHIGAN Bell, the state's fourth largest non-government employer, operates 298 exchanges throughout the state, spread over more than 300 communities.

"In addition to Michigan Bell's payroll," Warner said, "Western Electric company, the manufacturing and supply arm of the Bell System, paid out \$8,500,000 to its employees who work in Michigan. While AT&T local employees received \$1,332,000.

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958 Malabar Bldg. W. 12-11-55-1
1211 York Street, Detroit

Paul Smith Retires From Bell

Paul T. Smith, 3237 Greentree, Bloomfield Township, retires from Michigan Bell Telephone Company May 1 with more than 38 years of service.

Customer information manager for the company for the past six years, Smith was responsible for coordinating customer relations activities within the various telephone offices throughout the state.

A NATIVE OF Jamestown, N.Y., Smith was graduated from the University of Michigan in 1919 and

joined Michigan Bell the following year as clerk in the commercial department. A wide variety of assignments kept him in Detroit, except for the years from 1929 to 1937 when he was named district commercial superintendent, first, in Kalamazoo, and then in Grand Rapids.

Transferred to the public relations department in 1945, he was general information manager in charge of public and employee information, for five years. He was

appointed to his last post in 1953.

HE IS A member of the Civitan and the Adcraft Clubs of Detroit and the Detroit Chamber of Commerce, and past president of the Birmingham Hi-12 Club. He is also a member of the Telephone Pioneers of America.

Smith's immediate plans call for a two-month tour of Europe by his wife and himself. Upon their return, they will go to their summer home on Grand Traverse Bay at Eastport.



PAUL T. SMITH

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to earn 3%
on your
savings

ONE WAY

ANOTHER WAY

NBD SPECIAL SAVINGS ACCOUNT—
A passbook account which may be opened with \$500 or more. Deposits left 90 days or longer earn 3% annual interest, computed on a quarterly basis and credited to your account semi-annually, provided a minimum balance of \$500 is maintained throughout a quarter. Funds are available 30 days after notice of withdrawal.

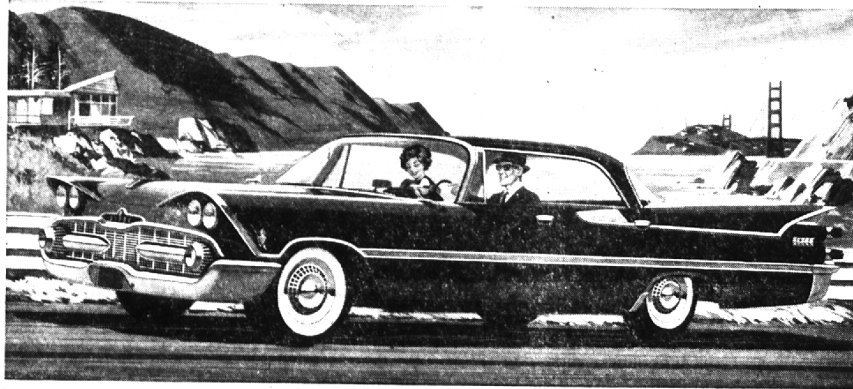
NBD THRIFT-TIME SAVINGS ACCOUNTS —

In Passbook or Certificate form, for deposits of \$100 or more. Funds deposited 6 months or longer earn interest from date of deposit at the 3% annual rate right up to date of withdrawal, if 6 month prior notice of withdrawal is given. Interest is paid to you every 6 months by check or credited to your regular savings or checking account. You may have all of your deposits entered in one convenient passbook or you may receive a separate Savings Certificate for each deposit.

AND—effective May 1 NBD Regular Savings Accounts earn 2%. Ask about these savings plans at any of our 64 convenient offices.

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MOBILGAS ECONOMY RUN VICTORY IS CLINCHING PROOF—

IT PAYS TO OWN A DODGE

Dodge V-8 sets 21.74-m.p.g. pace in Mobilgas Economy Run—finishes 1-2 in low-medium price field . . . beats all other cars from the low-price V-8 class on up!

When a car cleans up on its class in the economy run by a healthy 2.1 m.p.g., that's not all. When a big, luxurious medium-price V-8 actually beats low-price V-8 models at their own game—that's an engineering breakthrough.

Here are the facts. A 1959 Dodge Coronet, V-8, fully equipped with power steering, power brakes, and automatic transmission, scored a sweeping upset in this year's Mobil-

gas Economy Run. Dodge not only finished 1-2 in the low-medium price field—it actually beat all other cars from the low-price V-8 class on up.

Compare the amazing economy record of '59 Dodge—over 21.74 miles to the gallon. Compare it against the other cars in the run—against the car you're now driving. You'll find another good reason why "It Pays to Own a Dodge."

• **DODGE COSTS LESS TO BUY**—Check the official Manufacturers' Suggested Retail Prices. You'll find Dodge prices are lower than other medium-priced cars.

• **DODGE COSTS LESS TO DRIVE**—Not only is gas economy, but in time-ups, brake reining, spark plug replacement—your money takes you farther in Dodge.

• **DODGE GIVES YOU MORE FOR YOUR MONEY**—More room, more comfort and more features. too. Features like Torston-Aire Ride, Total-Contact Brakes that are standard on every model.

IT PAYS TO OWN A '59 DODGE

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