



## In 'Who's Who', Other Doings

Miss Susan Paula Cole, daughter of Mr. and Mrs. William R. Cole of 5550 Warrington, Bloomfield Hills, was a recent participant from Hillsdale college at the Michigan Intercollegiate Speech League Froze Interpretation festival at Calvin college, Grand Rapids.

Miss Cole, a senior at Hillsdale, is affiliated with Chi Omega, social sorority, is a member of the Towler players, and serves as Secretary of Alpha Phi Omega, honorary fraternity for outstanding students in dramatics.

In 1958 and 1959 she was elected to be listed in Who's Who in American Colleges and Universities.

## Engineer Now APN

Thomas N. Hitchman, Jr., a University of Michigan engineering senior, was recently affiliated with Alpha Phi Nu, industrial engineering, honor society. Hitchman lives at 1822 Cedar, Birmingham.

## 'Clickity Clack Clack...' and She's a Champ

Dazzling manipulation of a typewriter keyboard won the 1959 College Typing championship for Margaret Kern, daughter of Mr. and Mrs. Walter Kern, 1324 Haynes, Birmingham.

A freshman at Detroit Commercial college, Miss Kern clicked-out 74 words per minute with two errors, to defeat 17 other contenders for the honor.

A championship trophy was presented at the school's commencement exercises last week.

## Still Going Strong

Thomas Chope, a 1958 Birmingham high school grad and varsity letterman in football and track, has won an Allston college track letter. The son of Mr. and Mrs. Joseph E. Chope, 1981 Crosswick road, Bloomfield township, he took shotput and track. Tom is an ATO pledge.

## Tapped By "Blade"

Scabbard and Blade, military honorary at the University of Michigan, recently tapped Donald Laird, son of Mr. and Mrs. Edward H. Laird, 1220 Redding, Birmingham. A political science major, Laird will be a senior next semester.

## Salute!

ROTC training paid off for one area man, last week. James H. Serragen, son of Mr. and Mrs. Robert Serragen, 360 Tilbury road, Bloomfield Village, was commissioned a second lieutenant in the U.S. army. He is a history major at the University of Michigan.

## Sororited

Sally Schlacter, daughter of Mr. and Mrs. Henry T. Schlacter, 929 Yarnmouth road, was initiated into Theta Phi Alpha, national panhellenic Catholic sorority, at the University of Detroit. Miss Schlacter is an arts junior.

The Soviet Union is now manufacturing an auto called the "Zil," replacing the old "Zis." The "Z" in Zis stood for Stalin, while the "Zil" means "plant named for."

## Opens Own Office

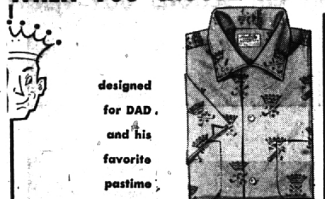
Alva A. Togsen, 18357 Riverside, Southfield township, vice-president, marketing, for the Bulldog Electric products division of I-T-E Circuit Breaker company, has resigned his position to initiate his own business as an electrical manufacturer's representative effective July 1st.

Togsen was originally retained by Bulldog to train its engineers and sales representatives in the proper application of the company's products for large industrial installations. He was later made Detroit city sales manager and successively assistant sales manager, sales manager, vice president in charge of sales, and in 1954, vice president-marketing. Togsen's office will be located at 310 Stephenson Building, 6560 Cass Avenue, Detroit.



# A GREAT DAY FOR DAD

WHEN YOU CHOOSE HIS Father's Day Gift at MULHOLLAND'S



designed for DAD and his favorite pastime



## MANSMOOTH® SPORT SHIRTS

of 100% cotton... need no ironing!

Does he golf, fish, bowl... or all three? Choose his favorite in a sport shirt that loves the summer because of its coolness... loves the washing machine because it's Manmooth. It dries quickly to a wrinkle-free appearance, NEEDS NO IRONING. Novelty cuff treatment, too!

\$4.00 to \$5.95

KNIT SPORT SHIRTS

\$3.00 to \$5.00

Jantzen

## SWIM SUITS

Created for men of action. Shown is Jantzen's famous "Coat of Arms" trunks, a very popular snug, action-fitted number at \$4.95. Many other Jantzen models to please dad priced

\$3.95 to \$5.95

Give Him the Famous DRIZZLER

JACKET by McGREGOR

The jacket of champions... now with new TRI-SWING PLEAT for full shoulder throw, free swinging action. Water-repellent finish! Wash and drip dry! Hugger waist, flat collar! Great new colors!

\$10.95



Open Friday Evenings Till 9

## WE FEATURE SUCH FAMOUS

BRANDS AS:

McGREGOR — MANHATTAN  
ARROW — HICKOK — JANTZEN  
DICKIE — GULF STREAM  
PLYMOUTH — JOCKEY — LEVI  
YORK STREET



233 N. Woodward Ave.  
Charge Accounts Welcomed  
We Deliver

## Check this list for suggestions:

White Shirts	4.00 and 5.95
Ties	1.50 and 2.50
Boxer Shorts	1.00 to 2.50
Handkerchiefs	39c to 2.50
Cuff Links	1.50 to 10.00
Tie Bars	1.50 to 10.00
Billfolds	3.50 to 45.00
Socks	75c to 1.75
Pajamas	4.00 to 5.95
Belts	1.50 to 5.00
Bermudas	3.98 and up
Bath Robes	5.98 to 19.98
T-Shirts	89c to 1.50
Rainwear	to 25.00

# BUSINESS BRIEFS

## Local Retail Volume Continues Upswing

NEW YORK, June 18.—Prosperity is again on the march in Birmingham, with families earning more and spending more than those in most sections of the United States.

The resiliency of the local economy, after a year of strong recession, is to be seen in the final figures for 1958, now in.

THE UPWARD climb in the last quarter of the year brought the retail sales volume for 1958 up to \$76,606,000, not far behind the previous year's \$78,389,000.

The data is revealed in Sales Management's new, copyrighted Survey of Buying Power, covering every part of the nation.

It shows that the volume of business done by the local stores was more than should have been expected for a community of its size. On the basis of population, local retail activity should have been only 0.145 percent of the national. Instead, it amounted to 0.381 percent.

THE CREDIT for the recovery is given to consumer confidence and optimism, bolstered by continued good earnings.

The survey shows that Birmingham families had a net income in the year, after deduction of personal taxes, of \$71,205,000.

Per household, it was equivalent to \$9,015, an average obtained by dividing total income by number of households.

This was more than was earned on the average in the United States, \$6,005 per household. It was \$6,825 in the East North Central States.

WITH RETAIL sales greater than income locally, it is apparent that the city is a trading center for people in other areas.

Business was much better in some parts of the country than in others. This is brought out in the survey through an "index of sales activity," which takes into account such factors as population and per capita retail sales.

For Birmingham, the index rating is 263, or 163 percent above the national average.

All signs point to the fact that the way back from recession is in full swing. Gains in business, registered in the first quarter of this year, are being surpassed in the present quarter.

It is being fed by a record personal income that makes possible long-delayed big purchases, such as new homes, cars, boats and travel.

Economists are now forecasting that 1959 will top all previous years.

## Travel Bureau Lists Aquarama

Birmingham Travel Bureau, 379 Hamilton, has been appointed as an Aquarama agency for 1959. It was announced today by Col. Bill Proctor, general manager of the Michigan-Ohio Navigation Co., Detroit.

This office will handle all ticket sales in this area for Aquarama cruises out of Detroit including group and family trips. Mrs. Grace Reilly, travel manager said.

The giant luxury liner begins its Detroit to Cleveland cruise season June 25. Thursday through Saturday each week until September 5, it will leave for Cleveland at 9:30 a.m. from its Detroit dock at the foot of West Grand Blvd.

## Moorecroft Attends Regional Convention

James H. Moorecroft, 32915 Norchester, Southfield township, will appear on the program of a regional convention of the Midland Mutual life insurance company at Culver Inn, Culver, Indiana, June 18-20. He will participate in a discussion of "Personal Insurance Merchandising."

Moorecroft, with offices at 20211 Greenfield Road, is general agent for Midland Mutual life in the Detroit area. Other members of the Moorecroft agency scheduled to attend the regional convention are associate general agent Louis H. Gauthier and Henry L. Crouch, both of Detroit.

## Elect Canever Vice-President

Appointment of Victor W. Canever, 929 Harmon, Birmingham, as a senior vice president and member of the executive committee of D. P. Brother & company was announced today by D. P. Brother, president of the national advertising firm.

Canever, who will serve as supervisor of the AC Spark Plug account, has been account executive for the last three years.

Canever, a graduate of the University of Michigan in 1958, followed a career in advertising and allied fields prior to joining D. P. Brother & company in May, 1957. He was named a vice president of the agency in January, 1957.

Getting ready to sell your car? Advertise it in the Classified Ads.



AT DBC

Fred W. O'Brien, 624 Cherry Court, Birmingham, has been appointed assistant manager of the Detroit Boat Club. O'Brien was formerly assistant manager of the Detroit Club.

# TELEFUNKEN

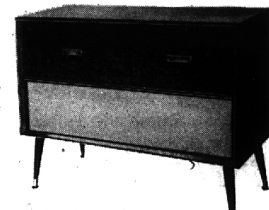
STEREOPHONIC HI FIDELITY

50 years experience in sound reproduction

Trade-Ins Accepted

• AM  
• FM  
• Shortwave  
• Automatic Phonograph  
• Available in many decorator-designed styles

• Guaranteed service by European Factory Trained Technicians



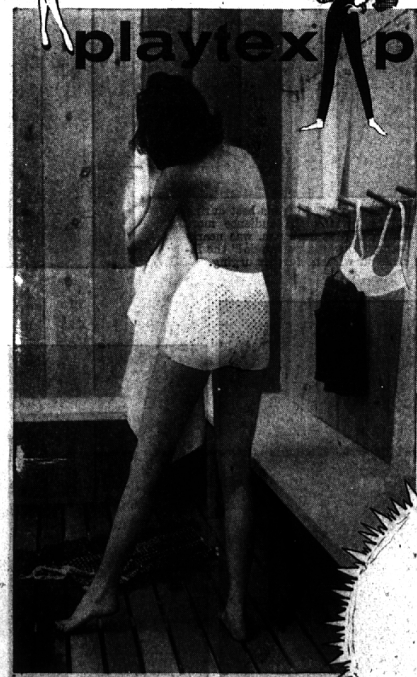
# UNIVERSAL MUSIC

Importers — Sales — Service

1600 S. Woodward (West Side), 1 Block N. of 10 Mile  
ROYAL OAK Open Daily 'til 9 p. m. LI 8-5135



for an eye-stopping figure under slacks... shorts... swimsuits...



as seen on TV

# playtex panty-briefs

FR like a second skin for invisible control under your most form-fitting slacks, shorts, swimsuits. Make you the girl with the slim waist, smooth hips, flat tummy. Fabulous little Playtex panty briefs go in and out of the water as easily as your bathing suit. Dry in a wink. playtex living® panty brief \$4.95. playtex magic controller® panty brief — with magic "finger" panels for extra tummy control, and waist-whittling non-roll top \$4.95. XS, S, M, L White or pink.

AT NO EXTRA CHARGE WE WILL GIVE YOU A playtex swim cap (reg. \$1.29) when you buy a playtex panty brief!

OPEN FRIDAY EVENINGS



233 N. Woodward Ave.  
Charge Accounts Welcomed  
We Deliver