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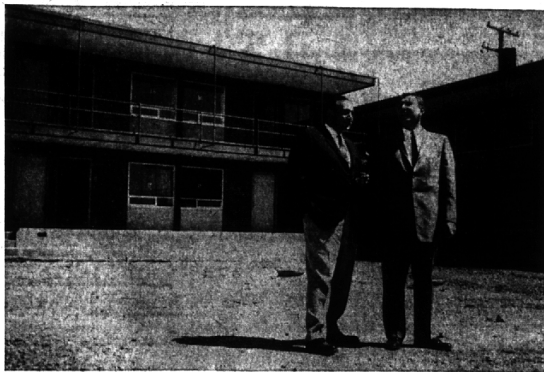


Page 1-B BHAM ECCENTRIC  
Thursday, May 21, 1959

**BUSINESS  
BRIEFS**

**Miss Prekel  
Manager at Kalt**

Bee Kalt Travel Service, 286 N. Hunter, Birmingham announces the affiliation of Miss Emily Prekel as manager. Emily Prekel was formerly Eastland manager for Elliott Travel Bureau. She was with Elliott for nine years, having joined them as reservation clerk.



Stanley L. Aaron (left) and Asher N. Tlichin, of Tlichin-Aaron & Associates, inspect the completed portion of the Birmingham Motel, Maple and Hunter roads, that will be opened May 29. The \$750,000 motel, Birmingham's first, will offer the latest in contemporary design and is considered to be in the luxury class in both design and service.

**First Motel Holds  
Grand Opening May 29**

The luxurious Birmingham Motel, when more than half of the 58 tel. Maple and Hunter roads, will rooms will be opened to the public its grand opening May 29 lic.

Built at a cost of nearly \$750,000, the other units will be opened within several weeks.

STANLEY L. Aaron and Asher N. Tlichin, of Tlichin-Aaron & Associates head the syndicate that started the plans for Birmingham's first motel.

Negotiations for the motel were first started in February of 1958 and city planner Herb Herzberg was credited with formulating the new zoning law.

Birmingham's first motel building code was planned by Herzberg and the most stringent rules were set by the planner.

SOME of the luxury features in the motel include valet service, complete room service, complimentary breakfast delivered to the room, television, high-fidelity record players and 24-hour telephone service.

All of the electronic devices can be controlled from one panel located near the bed. Furniture for the individual rooms was designed by Werbe and Lowe of Ferradio and the showers feature sliding glass panel doors.

GENERAL contractor for the project was Perron Construction company and 15 sub-contractors worked on the motel.

The syndicate has also built the Cranbrook House Motel at Eight mile and James Couzens and is planning another motel in Detroit's new Civic Center.

**Predict 35%  
Increase In  
Auto Sales**

A Ford vice president this week predicted automobile sales in the next two quarters will be 35 to 40 per cent ahead of a corresponding period last year and that fourth-quarter sales should be "significantly better" than any fourth quarter since the industry's banner year of 1955.

In a speech before the Massachusetts State Dealers Association in Boston, C. R. Earham, 459 N. Glengarry, Birmingham, Ford Motor company vice president and Ford division assistant general manager, presented this industry outlook for the near term and the "Golden 1960's".

Industry sales in the second quarter will be 35 per cent above the second quarter last year and higher than the corresponding period for 1957.

Sales in the third quarter will be 40 per cent higher than 1958 and will approximate 1957.

FOURTH QUARTER sales will be significantly better than either 1957 or 1958, especially if the 1960 offerings live up to expectations.

**Schutz Motors  
Joins 'Sellathon'**

Because of greatly increased spring interest in new car buying, all Detroit De Soto dealers remain open "round-the-clock for the next few days to accommodate previously delaying prospective buyers. It was announced by E. J. Roberts, De Soto regional manager, today. Participating in the unique 24-hour-a-day event, which begins at 9 a.m. Wednesday and continues through midnight Saturday will be Schutz Motors, Inc., 912 S. Woodward Avenue, Birmingham.

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