

BUSINESS BRIEFS

Jones Speaks To Ad Group

Ernest A. Jones, 990 Crombrook road, Bloomfield Hills, president of McManus, John and Adams, Inc., spoke before the annual meeting of the East Central Region of the American Association of Advertising Agencies in Detroit last week.

Jones, a director and operations committee-member of the AAAA, called for greater attention to creativity to meet competitive demands in the near future when "fifty per cent more advertising will be directed at seventeen per cent more people."

Name Kerr Director Of Randall Sales

Elton R. Kerr, 4427 Derry road, Bloomfield township, has been appointed director of sales and assistant to the general manager at the Fred M. Randall company, Detroit, a division of Textron, Inc.

Randall is a supplier of trim and functional roll sections and stampings to the automotive and appliance industries.

Kerr was Randall automotive sales manager in Detroit.

B'hm Restaurants Mentioned by Hines

Four Birmingham, eating and lodging establishments will receive recognition in two new 1961 editions of the Duncan Hines travel books coming out this month.

Carrie Lee's Chinese Tea Room, 856 N. Woodward; Greenfield's Restaurant, 725 S. Hunter; and Machus Restaurant and Pastry Shoppe, 160 W. Maple, are listed in Duncan Hines' "Adventures in Good Eating."

Birmingham Motel House is listed in the publication, "Lodging for a Night."

New Headquarters

Roland D. Benscoter, 30005 Lahser road, Beverly Hills, general agent for the state, announces that the Provident Mutual Life Insurance company's Michigan headquarters have moved to 14745 W. Eight-Mile road, Detroit.



The Unusual Will Be Featured

Here are a few of the unusual gifts which will be stressed at Devon Crafts (In the Red Barn), a new gifts-services shop, staging its grand opening Friday and Saturday at 1135 W. Long Lake road in Bloomfield township. Co-owners Phyllis Paule, of Bloomfield Hills, and Sally Walsh, of the township, have converted and remodeled an old barn to fit the needs of their shop. They'll fea-

ture, among other things, imported gifts, antiques, hand-painted objects d'art, wall paper, and Deacon benches. In addition, a service for custom-making refurnishing furniture will be provided. A pot-bellied stove will stand in the center of the remodeled barn, and a botique shop and coffee shop will help to make the atmosphere a relaxing one.

BRIGHTEN YOUR HOME FOR THE HOLIDAYS, AND SAVE TOO!

FLOOR SAMPLE SALE

CUSTOM MADE
**SOFAS AND CHAIRS
LAMP AND TABLES**

We Need The Space For Our New Pieces Coming From Our Workroom

ELLIOTT'S of Waterford
Fine Furniture and Quality Carpeting since 1924

5400 DIXIE HIGHWAY OR 3-1225

Daily 9 to 9:30
Monday and Friday Even Till 9
Other Evenings By Appt.

"No matter where I serve my guests... they seem to like my kitchen best."

LOOKING FORWARD TO HOLIDAY ENTERTAINING?

... Need a new floor—counter top—wallpaper?

We have complete selections of materials. Dial LI 4-3300 for an estimate, no obligation of course

T. E. HOGAN CO.
2865 WOODWARD AVE.
3 Blocks S. of 12 Mile LI 4-3300

AMPLE PARKING OPEN FRI. TILL 9:00 P.M.

Conservatory of Music Moves to New Site

Cultured expansion occurred in the city last week when the Birmingham Conservatory of Music moved into its new two-building quarters at 815 and 831 E. Maple.

At the same time, director Walter Schrott, 943 E. Maple, announced plans to establish two Conservatory branches in the area shortly. Their sites were not announced.

The Conservatory, which teaches vocal and instrumental music as well as classical ballet and modern creative dancing, has been located in one building at 943 E. Maple since January 1950.

THE LARGER sites were necessitated by the organization's growing list of students, Schrott, professor of music at Detroit's Marygrove College, said.

The new buildings will increase

the Conservatory's number of studios from six to 10. The Conservatory presently employs 18 teachers.

New Officers

John R. Taylor, 2351 Yorkshire, Birmingham, and H. Montgomery Snyder, 4578 Kirkcaldy, Bloomfield township, have been elected president and treasurer, respectively, of the Beta Club, an association of young men active in the municipal bond business in Detroit.

GIVE LUGGAGE FOR CHRISTMAS

AMERICAN TOURISTER

THIS LIGHTEST OF LUGGAGE

Light is just once. You'll marvel at its lightness. The miracle blending of Fiberglas and plastics offers comparatively ounce for ounce, the strongest yet lightest luggage available.

Choose from our complete assortment of leather accessories: wallets, jewel cases, manicuring sets, cigarette cases, attache cases and brief cases.

Your Name In Gold Free With Leather Purchase

HARRISON'S
LUGGAGE AND LEATHER GOODS

New Located 5 doors East of former location

303 E. MAPLE—BIRMINGHAM MI 6-8088

Greater
All over Detroit you can save the AMERICAN way

3 1/2%

To build for your future with confidence, save "the American Way." Visit your nearby American Savings branch to learn about the dozens of ways in which it can be helpful to you and your family. There is a conveniently located American Savings branch near you where genuinely friendly service makes your visit pleasant as well as profitable.

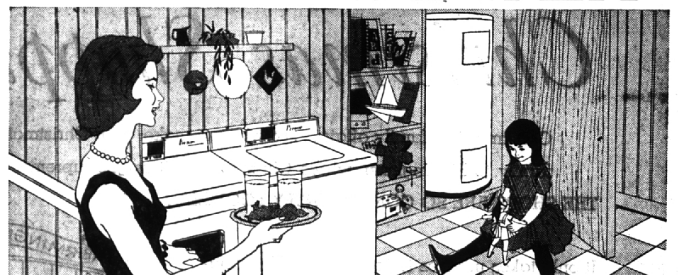
All Savings Insured to \$10,000 by an Agency of the United States Gov't.

AMERICAN SAVINGS

TELEGRAPH AT MAPLE, Bloomfield Shopping Center

Main Office: Woodward at Congress Dexter at Cortland W. 9 Mile near Coolidge
14 Mile near Crooks Rd. in Clawson Livernois at W. 7 Mile
Fort Street at Military Telegraph at Schoolcraft Van Dyke at E. 7 Mile

why there's no water heater like an ELECTRIC WATER HEATER



YOU CAN PUT IT ANYWHERE—even in an air-tight closet. Because there's no flame, an electric water heater doesn't need air flow to support combustion, or a vent to carry off fumes. There's even a table-top model you

can put under the counter in the kitchen or utility room. Here's the only heater you can always place close to point of greatest hot water use.



PLENTY OF HOT WATER ROUND THE CLOCK. For dishes, laundry, baths, there's always plenty of hot water available. Electric water heaters have two heating units: one for normal use, the other for those occasions when there's an extra demand for hot water.



HOTTER HOT WATER WHENEVER YOU NEED IT. Some laundering requires very hot water to get clothes really clean. Dishwashers, too, need water that's very hot. Remember, an electric water heater can keep on and on, delivering the extra-hot water needed without burning out.

OPERATING COSTS ARE AMAZINGLY LOW. The popular 50-gallon heater will meet the needs of 8 out of 10 families. Using estimated operating costs for this size unit, a plentiful supply of hot water for all family needs should cost you less than 15¢ a day!



see your plumber, electric appliance dealer or
DETROIT EDISON

MAIL COUPON FOR MORE INFORMATION

DETROIT EDISON, ROOM 350, 2000 SECOND AVENUE
DETROIT 26, MICHIGAN

I would like more information about electric water heaters.

NAME _____ (please print)
ADDRESS _____
CITY _____ PHONE _____