



**Milks Opens New Stereo Room**

Birmingham's Milks Appliances, 1493 South Woodward, now has this new room to house its complete line of stereo and hi-fi equipment. The 60 x 25 foot draped addition is acoustically engineered for proper demonstration.

**B'ham Architects Honored**

A Birmingham architectural firm has won a national award for the design of the new City and Country Elementary School in Bloomfield Hills. Begrow and Brown, architects, 277 N. Bates St., received the citation from the American Association of School Administrators. The hexagonal-shaped school, dedicated two weeks ago, was built at a cost of \$44,000. It is the first unit in a long-range plan which includes new facilities for junior and senior high school students.

**Area Director**  
David J. Underdown, Douglas Cleaners, Birmingham, was elected area director of the Michigan Institute of Drycleaning at the organization's annual convention recently in Detroit. Underdown lives at 1029 Lake Park, Birmingham.

Want ads cannot be accepted after 5 p.m. each Tuesday.

**Plan New Ladies Shoe Store Here**

United Shoe Stores, Inc., has leased the building at 183-191 N. Woodward, Birmingham, from the S. S. Kresge Co. and will open a ladies shoe store there sometime in late February or early March. To be known as The Peacock Room, the store is already being remodeled according to Frank G. Artman, Michigan general manager of United Shoes.

**THEODORE Rogovoy**, Detroit, is the chief architect and the Eastland Store Equipment Co., also of Detroit, will handle the interior decorating.

The present store at the N. Woodward site has been vacant for 18 months.

**Birmingham's William Bird In New Post**

William J. Bird, 1120 Lyonhurst, Birmingham, has been appointed director-Plant Sales, for Chrysler Corp. It was announced by E. C. Quinn, vice president Sales Divisions. Prior to his new position, Bird was assistant general manager of the Dodge division. He is a member of the Detroit Board of Commerce, the Detroit club of Detroit, the Navy League and the Society of Automotive Engineers.

BIRD

**Spencer Named By Detroit Firm**

George T. Spencer, 31850 Brandingham, Franklin, has been appointed to the post of manager for defense products group of Performance Measurements Co., Detroit.

President Henry J. Moses, 4751 E. West Blvd., West Bloomfield Township, made the announcement.

Spencer was formerly factory manager for the Garden City plant of Electro-Mechanical Products Co. Prior to that he held various supervisory positions with Chrysler Corp.

He was retired from the Army Ordnance Dept. ready reserve in 1959 with the rank of Lt. Col. He is a member of American Rocket Society and American Ordnance Society.

SPENCER

**Name Hall VP In Nat'l Institute**

Owen Hall, 3586 Bradford drive, Bloomfield township, was elected a vice president of the National Institute of Real Estate Brokers for 1961 at the recent Dallas (Tex.) convention of the National Real Estate Board.

Hall is the immediate past president of the Birmingham Real Estate Board, a former director of the Michigan Real Estate Association and served a previous term as vice president of the National Institute.

Hall is also a broker member of the Birmingham organization.

HALL

**Chevrolet Names Lathrup Resident**

Promotion of Elmer F. Gormsen, 2861 Sunset, Lathrup, director of purchases, to staff level in the Chevrolet Motor Division, was announced by general manager Edward N. Cole, 1571 Kirkway, Bloomfield Township.

Cole said the promotion was in recognition of the importance of supplier relationships to top quality production, particularly in the modern era of new processes, techniques and materials in the automotive industry.

Under the new assignment, Gormsen will have direction of the operating functions as well as the policies and procedures of Chevrolet purchasing activities. Gormsen has been a Chevrolet employee since 1926 and director of purchases since 1952.

GORMSEN

**Hughes Elected To Assistant VP**

Gerald D. Hughes of Detroit, former office manager of the Oakland County office of the Earl Brink Agency in Birmingham, has been elected assistant vice president of the Michigan Life Insurance Co. and appointed manager of the commercial accident and health department.

Scott E. Lamb, 6301 Sheringham, Bloomfield Township, president, made the announcement. Hughes joined Michigan Life in 1957 from the Brink concern.

**B'field Hills Architects Incorporate**

Peter Tarapata and Charles MacMahon, Jr., architects in Bloomfield Hills, have expanded and incorporated their firm into Tarapata - MacMahon Associates, Inc.

Elected vice president and director is William J. Hayes, 675 Vinewood, Birmingham, in charge of structural engineering and field supervision. Hayes, with Tarapata and MacMahon, is a principal in the firm.

Before coming with the firm in June 1959, Hayes had been with Charles Valentine Associates in Marysville, and with Smith, Hin-

man and Grylla in Detroit. Tarapata lives at 3361, High Meadow Court and MacMahon at 3248 Woodside Court, both in Bloomfield Township.

Also named to a new responsibility is Carl Luckenbach, 424 William, Birmingham, a professional design assistant to Tarapata. The firm currently has projects under contract totaling over \$6,500,000, including several schools, an office building, an apartment and work for the U. S. Army.

**Bell Almanac Ready**

Man's search for faster, more dependable means of communicating with his fellows—from Tom-Toms to telebooks to the dawning of the new era of communication by satellite—is the theme of the 1961 Telephone Almanac now available in all Michigan Bell Telephone Company business offices.

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Side view of Eterna's smart, new recessed crown model

Peak precision is guaranteed because Eterna-Matic's movements are based on a new, technical design... are extremely dependable due to the perfect attachment of their respective parts. The micrometer screw regulator permits adjustments to the finest degree of precision.

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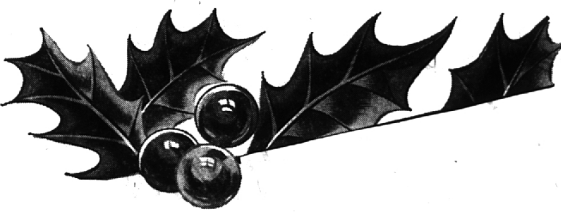
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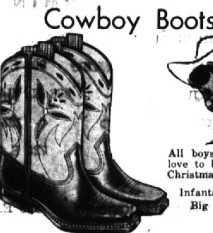
**Daniel Green Comfy Slippers**



**Malibu**  
Soft leather on velvet mule. Good selection.  
\$5 & \$5.50



**Elfin**  
Corduroy in pink, black and light blue.  
\$5



**Cowboy Boots**



All boys and girls will love to have these boots Christmas.  
Infants Tiny 4 to 8  
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