



Fashion Award To Pontiac

Accepting the annual International Fashion Council award for the outstanding design of the 1960 Pontiac from Jann Ayres, right, is S. E. Knudsen, of Bingham Farms, GM vice president and Pontiac Motor division general manager. The presentation was made Wednesday during a closed television broadcast to Pontiac dealers throughout the country.

Former B'ham Resident Partner In New Firm

Eugene Hez, former Birmingham resident, is a principal of Harris & Co., a new brokerage firm in Detroit. Hez, an economist and former mutual fund manager for A. M. Kidder & Co., is a general partner in the firm which observed its grand opening Feb. 8. Other general partners are Emanuel J. Harris, president of the Book Building and director of the Michigan Bank and Myron D. Stein, resident manager. Stein was formerly vice president and resident manager of A. M. Kidder Co.

HARRIS & CO. is a member of the New York stock exchange and is the first Detroit brokerage to acquire the valuable New York stock at the very outset of its business career. It is one of only five Detroit-owned firms which hold New York Stock Exchange memberships. A number of unusual features are incorporated in Harris & Co.'s new office in the Book Bldg., designed by architect Theodore Bonner. Picture windows lining the entire front will permit viewing of the action heard from the Book Bldg. lobby.

A CLOSED CIRCUIT television hookup—first of its kind in Michigan—will telecast the New York Stock Exchange talks into four private conference rooms. Hez is the author of two books and numerous articles on economic subjects and consultant on foreign trade to major automotive corporations.

Area Man In School
Robert S. Perry, 1772 Torry, merchandising salesman for Shell Oil company's Michigan division, is attending a leadership training workshop in Detroit this week.

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Local Resident Opens New Plant

Business Communication, Inc., a public relations consulting firm, has opened offices at 16418 W. McNichols road, Detroit. According to J. Benjamin Bennett, 2667 Manchester, vice president, the firm also will have offices in New York City. Bennett formerly served as public relations director of LaRue, Cleveland, Inc., Detroit marketing agency, with which the new firm is affiliated.

Engineering Firm Announces Opening

Herm Pravel, 1725 Robison, Bloomfield Township, announces the opening of Pravel Eng. Co. This company will specialize in the complete engineering service of resistance welding equipment and automotive body assembly tooling. Pravel was formerly Chief Engineer of Inelar Electric Co. of Royal Oak. Prior to that he was vice president and chief engineer of Atco Engineering Inc. of St. Clair Shores. The new company has offices in Madison Hts. at 1035 W. 12 Mile Road.

Moving Firm Opens New Branch Office

The Detroit Storage Co., exclusive agents for the Aero Mayflow Transit company, announces the opening of a new branch office in Pontiac.

"The new branch will afford better service for those customers in the Birmingham, Bloomfield Hills area," said Clarence R. Beauchamp, branch manager. This is the second shop, a branch of the main store located in Grosse Pointe Farms. Mrs. Paddock has been in the business for the past ten years.

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Michigan history is footnoted with thrilling tales of the burly lumbering days... the boisterous era which gave rise to the legendary exploits of our folklore hero, Paul Bunyan... and which revealed in tales of tremendous feats of strength by our brawny lumberjacks.

B'ham Residents Achieve Honors

Two local men, J. Paldi, 21600 14 Mile road, an Addressograph account representative, and J. C. Roster, Sr., 17560 Sunnybrook drive, Lathrup Village, have achieved national prominence in the business machine field. They were honored by membership in the Addressograph Multi-graph corporation's Hundred Club. The men attended a meeting of the club at the Greenbrier in White Sulphur Springs, W. Va.

New Shop Open In Birmingham

Young Clothes Inc., 116 S. Woodward, opened for business March 1st, specializing in clothes for infants, boys and girls and sub-teens. The owner, Mrs. Thomas Paddock, said the shop will carry a complete line of distinctive clothes, carefully selected, at moderate prices. This is the second shop, a branch of the main store located in Grosse Pointe Farms. Mrs. Paddock has been in the business for the past ten years.

WHEN THE FIRST white man arrived, forests covered nearly all of Michigan, but for a few small prairie patches in the southern part of the state. Of the 36,854,000 acres of land in our state, 35,200,000 acres were originally timberland.

Expands Coverage

William D. Conklin, 17250 Dorset, Southfield, of the Conklin Insurance Agency, Lathrup Village, will expand his general and casualty insurance operations to include life, accident and health, and group insurance, to be written with the Michigan Life Insurance Co. Conklin has had 24 years of experience in the general insurance business.

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lumber production from the days of the Civil War to 1890. It was in that era that Michigan provided the pine and hardwoods which built many of the cities of America. Saginaw then called itself the "Lumber Capital of the World" and Muskegon had a reputation as the home, in 1888, of 47 sawmills and 40 millionaires.

AT THAT TIME, Muskegon sawmills were cutting 800 million board feet of lumber a year; it was during that period that Muskegon became known, during the height of a 50-year lumber boom, as "the city that cut the lumber to build Chicago" and later rebuilt it after Chicago's disastrous fire in 1871. Value of the 160 billion board feet of sawed pine coming from Michigan mills over a 60-year period at the height of our timber fame was estimated at \$2,225,000,000 — a billion dollars more than the value of California gold in the same period.

But the trees couldn't and didn't withstand the rigging blows of the woodman's axe. Lumbering inevitably began to decline toward the end of the 19th century, hastened in some sections of the state by catastrophic forest fires, particularly in 1871 and 1881... which raged across several counties at a time.

EVEN SO, the industry did not disappear. While our yearly cut of lumber is only one-sixth of what it was a half-century ago, our production of woodship has increased fourfold in the same period.

We produce between a third and a half of all the timber marketed in the Great Lakes states... with two-thirds of it coming from our upper peninsula.

OUR LUMBER industry made Grand Rapids the furniture capital of the nation, and Michigan

also ranks among the leading states in the country in production of paper and paperboard. Our lumber, wood products, furniture and paper industries furnish employment for some 60,000 Michigan workers, with an annual payroll of nearly \$175 million.

Among the 12 major industrial states, Michigan ranks sixth in number of sawmills and planing mills... and among the same states Michigan's wood products industry ranks fourth in value added by manufacture.

TRAVELERS from other states, visiting Michigan for the first time, find it hard to believe that with all our industrial greatness and our tremendous agricultural production we still have a vast acreage of majestic forests.

Of our 36,484,000-acre land area,

more than half of it—some 19,300,000 acres—is forested. Our 23 state forests cover 3,763,494 acres of state-owned land—second highest state forest acreage in the nation.

THE FIVE national forests in Michigan—the Ottawa, Hiawatha and Marquette in the upper peninsula and the Huron and Manistee in the lower peninsula—cover 2,543,000 acres... giving us second rank in national forest acreage among the states east of the Rockies.

Of tremendous commercial importance, too, are the 12,450,000 acres of privately-owned forests in Michigan. We also have 80,000 acres of county-owned forests. One researcher has reported 85 varieties of trees growing in Michigan... more than any other state in the nation.

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The **STETSONIAN**

This is how America looks when it looks its best. Brilliantly designed and superbly crafted, the Stetsonian commands attention wherever it is worn. Notice, too, the Selv Edge-finished brim. Notice, finally, the silvered Stetson crest. Come in and notice what it does for you! **\$15**

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