

B'ham Architect Joins Institute

William Ku, 1151 Lenox, has become a member of The American Institute of Architects and assigned to its Detroit chapter. Ku, a native of China, attended Hangchow University, Washington University in St. Louis, Mo., and Massachusetts Institute of Technology, where he received his masters degree in architecture. He became a registered architect in the state of Michigan in 1958 and is associated with the Birmingham firm of Minoru Yamasaki & associates, architects & engineers.

david k. falvay



20% savings

guaranteed on your fire insurance program

insurance agency
106 S. Woodward, Birmingham
midwest 4-7803

- life
- C. L. U.
- fire
- automobile
- casualty

BUSINESS BRIEFS

Reiss Made Media Head

The promotion of Raymond D. Reiss to director of media for MacKanna, John & Adams, Inc., advertising agency, is announced by Robert E. Britton, 17488 Kirkshire, Beverly Hills, vice president and executive director of marketing, media, research & merchandising. A native of Detroit and graduate of Wayne State University, Reiss has been in advertising for the past twenty-four years of which twenty were spent in agency media work.

In the Detroit area he has worked on all types of media including automotive, industrial and consumer publications. At the same time Britton announced the appointment of George O. Wold, Jr., 515 Redwood, Troy, to media director on commercial accounts. Also a graduate of Wayne State, Wold joined MJ&A in 1956 as space buyer. He left the agency briefly and rejoined last September as assistant and commercial media director.

Ford Creates New Sales Job

L. A. Iacocca has been named vehicle marketing manager—a newly created position in the general sales office of Ford Motor company's Ford division. Iacocca, of 6657 Tall Oaks, will direct divisional activities in car and truck marketing, fleet sales, leasing, and displays and exhibits. Iacocca, who has been car marketing manager for the past two years, joined the company in 1946. During the first five years with the company he held a succession of positions in fleet and truck sales. From 1951 to 1953 he was engaged in merchandising and training activities in the general office. He then served three years as assistant district sales manager at Philadelphia before being appointed Washington, D. C. district sales manager in August, 1956. He was named truck marketing manager of the division later that same year.

Area Resident Made Manager

Frank J. Suslavich, 26475 Normandy, Franklin Village, has been named assistant general manager of the Plymouth-Desoto-Valiant division. Suslavich came to Chrysler corporation in January, 1957, after 20 years of sales experience, the last 45 in the automotive industry. Prior to his new assignment, he had been assistant director of the corporate sales staff. In 1943, Suslavich entered the automobile industry, first in the sales section and then in the field force of another automobile company. He joined Chrysler as staff assistant to the general manager of the Chrysler Motors corporation. Within six months, he was promoted to assistant director of field operations and in December, 1957, was named director of the southern area for Chrysler Motors.

Firm Displays Latest Model

Budd Smith, 16202 Hickingham, general manager of Birmingham Imported Cars, 820 S. Woodward, said, "The DKW-750, latest model in the famous Auto Union-DKW line, will go on display today through Saturday." When asked about the new model, Smith said, "The simplicity of design is one of the outstanding engineering features of this two-door sedan. It is powered by a three cylinder, two stroke engine which has only seven basic moving parts." He also added, "there is practically no maintenance required, except for periodic checks. The engine powers the front wheels and pulls, rather than pushes. The result is safer handling on curves and wet roads, and astonishing traction through snow and mud." The DKW-750 is a five passenger sedan manufactured by Auto Union, of West Germany, and distributed in the U. S. by Mercedes-Benz Sales, Inc.

New Lines Carried At Glassford Shop

The Glassford Shop, 135 Pierce, open under new management since the first of the year, now carries additional lines of women's lingerie and undergarments. The shop also handles a line of maternity clothes as well as foundation garments and hosiery.



Newest Home of Firm

A move to larger quarters in a new design center has been announced by Carl Sundberg, 360 Martell drive, Bloomfield Hills, and Montgomery Ferrar, principals of Sundberg-Ferar, Inc., one of the country's oldest and largest industrial-design firms. Located at 10 1/2 Mile and Telegraph roads, Southfield, the new Sundberg-Ferar design center is the largest independent and completely integrated design establishment in the world. Situated on a landscaped, eight-acre plot, the design center is large enough to house both the design and administrative staffs and the firm's extensive model shop.

D.B.B. Expansion Benefits B'ham

Forrest Wood, manager of the Pontiac warehouse of Detroit Ball Bearing Co., announces that the firm has completed a 9,000 square foot addition to its master warehouse in Detroit. Local industrial and automotive bearing users will benefit directly. The additional space will make it possible to increase the number of lines beyond the 40 now stocked in this area and available for over-the-counter sale. Detroit Ball Bearing Co. has wholesale-retail warehouses in 13 cities and is one of the country's largest bearing distributors.



You'll Know This Water is Healthy

Every inch of your body is affected by the water you drink. Mountain Valley Water, from Hot Springs, Arkansas, offers a rare combination of delightful taste, pleasant effect, and better health through regular use. For a real trial, drink it to 8 glasses daily for at least 8 weeks. Mountain Valley Water is a natural aid in the treatment of arthritis, kidney and bladder symptoms. When used to aid in a disorder, your doctor may vary the amount to drink to suit your particular need.



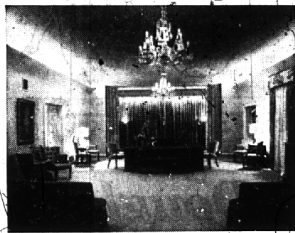
Mountain Valley Water

Phone for Prompt Delivery

Sire's Market 180 W. Maple MI 4-1500	*Smith's Market 138 W. Maple MI 4-2811	*Minner's 41 W. Long Lake Road MI 4-0514
*The Wine Shop 255 Pierce MI 4-1011	*Ritter Beverages 207 E. Maple MI 4-2844	*Huntington Woods Mkt. 911 S. Woodward, Royal Oak LI 1-4334
*Mountain Valley Water Co. 2343 Gratiot, Detroit LD 7-0178		

*Home Delivery

Beautiful Chapels



There is one available to you to meet every requirement for both use and religious appointment. Private family rooms are adjacent. And our Directors are determined to provide the personal and intimate services required, with understanding, reserve and respect. Our dedicated services cost no more.

Wm. VASU Funeral Home
4375 N. Woodward Ave., between 13 & 14 Mile Roads
Library 9-9500

Dickies wash and wear

MEN'S SPORT SLACKS



Memo From Mulholland's

Did you know about the wide variety we offer in the corset department? Brand names are highlighted in so many styles and types. Form-fit, Slex, Warner, and Playtex are featured.

We have received many more beautiful Korset fashions (they are the people who make those matching sweaters and skirts in heavenly colors) for my ladies pleasure.

Winter can't last much longer, and Jantzen has shipped us their spring line of sport and swim wear. See it soon.

Frank Mulholland

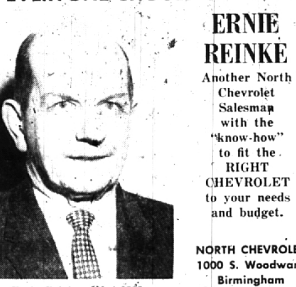
\$5.00

Cool-feeling, light-colored cords for warm weather ahead. Trim front-pleat style goes well with or without coat. Wrinkle-resistant, wash and wear, 100% cotton fabric stays neat and clean with little care.



131 N. Woodward Ave.

EVERYONE SHOULD MEET . . .

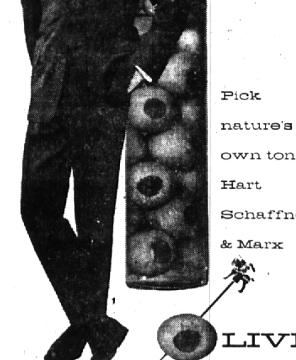
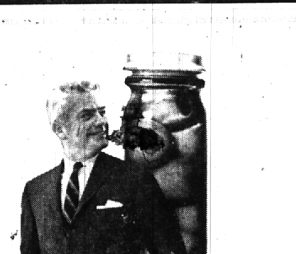


ERNIE REINKE

Another North Chevrolet Salesman with the "know-how" to fit the RIGHT CHEVROLET to your needs and budget.

NORTH CHEVROLET
1000 S. Woodward
Birmingham

Area Resident Made Manager



Green's great for spring and summer—naturally! And H&M Olive is a masculine-minded green, low-key and blended with black. But lively! A volatile tone that's sometimes brown, sometimes gray, always zestful. Olive adds another shade of meaning to the worldly new look of H&M: tall, trim and completely natural right down to the color itself. See it now in many mutations of fabric and pattern.

Dickinson's

Wabek Building Birmingham Saginaw at Lawrence Pontiac

BUY AN electric dryer NOW!

SPECIAL INSTALLED PRICE INCLUDES WIRING

LIMITED TIME ONLY

If you've never owned an electric dryer, you've never known complete washday freedom because only electric dryers give you all this:

Clean—The cleanest method of drying clothes there is! There are no fumes or products of combustion to circulate. No flames to guard. Clothes dry in clean electrically heated air.

Safe for all fabrics—There's exactly the right setting for every fabric. No hot spots. No temperature fluctuation. The most accurate controls are electric.

Fast—Gentle radiant heat starts drying right away. Drying time cut to a minimum.

Low priced—Because of fewer operating parts and simple trouble-free design, electric dryer prices are surprisingly low.

Special installed price—For a limited time, the price you pay for one of these well-known electric dryers will include normal wiring installation on Detroit Edison lines in dwellings up to and including four-family. "Normal wiring installation" means one dryer (220-volt) circuit only.

Free Service—Over and above the manufacturer's warranty, you are protected by Edison's long standing policy of service without charge for electrical parts or labor.

choose from these leading makes of electric dryers:

FRIGIDAIRE • GENERAL ELECTRIC • WESTINGHOUSE • DEXTER KELVINATOR • HOTPOINT • EASY • HUDSON • MAYTAG NORGE • PHILCO • SEARS' KENMORE • SPEED QUEEN WARD'S SIGNATURE • RCA WHIRLPOOL • HAMILTON • ABC

see your electric appliance dealer

DETROIT EDISON