



Fire Damages House

Lieutenant George Wallace of the Birmingham fire department turns the hose on several pieces of furniture removed from a rear bedroom of Mr. and Mrs. Walter Folk's home at 608 Humphrey and Grant, after a fire causing an estimated \$3,000 damages to building contents broke out at 4:40 p.m. Saturday. According to Fire Chief Park Smith one of the Folk's four children accidentally set fire to a bed while playing with a cigarette lighter. Although smoke and water damage spread throughout the house, firemen confined the blaze to the bedroom. Mrs. Folk discovered the fire and turned in the alarm.

Optimists Observe Annual Youth Week

Birmingham's newly formed Optimists club will participate today with members of the five-county Optimist club who will convene for a luncheon at the Sheraton-Cadillac Hotel, Detroit.

Youel Named Representative To International PR Group

Kenneth Youel, 345 Woodridge, Bloomfield Hills, has been elected by the assembly of the public relations society of America as its official 1961 representative to the International Public Relations Association.

Youel, 1960 president of PRSA, was among 48 Birmingham-Bloomfield Hills area public relations members attending the society's 15th national conference last week in Chicago.

Youel is assistant director of communications, public relations manager for General Motors corporation.

As this year's president of PRSA, he attended the IPRA conference at The Hague, Holland, in April, leading a delegation of 15 public relations people from the U.S. and Canada.

RESPONDING to his election as PRSA representative to IPRA, Youel said: "I propose that the time has come for public relations to make a greater professional contribution to international understanding and in connection with the present critical and frightening world situation are the result of misapprehensions that might well have been prevented by the professional practice of right public relations."

"I believe that, in many democratic countries, public relations are being developed to the point at which it can expand its valued services to business and government leaders."

"I BELIEVE, also, that there are many things that can be done by professional public relations men and women that will promote understanding between the peoples of these countries."

"If an epidemic of disease swept the world, we look to the medical profession for help. In the current epidemic of misunderstanding, should we not call for a greater extent on the public relations profession for help?"

"I hope that American public relations representatives serving in a large capacity with national societies of other countries and with international and intercontinental organizations will redouble their efforts in the coming year."

YOUEL WILL attend the next meeting of the International Public Relations Association in Venice, Italy, in May, 1961.

The 1958 president of the Michigan chapter of PRSA and national 1960 president, Youel has another role in his profession that falls between those that he holds locally, nationally and internationally.

In September of 1960 at Mexico City, he became one of the eight founding members of the Council of Public Relations associations.

The council was formed to advance public relations within the countries represented at the conference and to promote better understanding between the peoples of these countries.

MSUO Office Workers To Help Student Fund

At Michigan State University, the production of intellectual is everybody's business, all the time.

This includes the university secretaries and office staff, who revealed today that they are well along on a project to raise money for scholarships.

Furthermore, they hatched the plan, a fashion show, during a coffee break.

THE SECRETARIES hope to clear \$700 at the affair, which will be held at the student center at 8 p.m. Nov. 29.

Some of the models will be members of the MSUO foundation scholarship committee which includes some well-known names from Pontiac, Bloomfield Hills, Lapeer and Metamora. The coordinator will be Mrs. D. B. Varner, wife of MSUO's chancellor.

The models will include Mrs. E. M. Estes, Mrs. Wm. T. Gossett and Mrs. Jamison Williams, all of Bloomfield Hills, Mrs. Robert Myers of Lapeer, Mrs. Paul Horton of Metamora, and Mrs. Ralph Norvell and Mrs. Addison Oakley of Pontiac.

STORES IN Pontiac, Birmingham and Rochester have agreed to provide all kinds of fashions, for all ages and sizes and for all times of day.

The secretaries are resolved, however, on one revolutionary departure; they are going to provide lots of displays for the hard-to-fit ladies.

THE IDEA CAME out during a

City Accepts Bid On Salt Spreader

Birmingham city commissioners accepted Monday night the E. G. Mueller company bid of \$900 for a salt spreader for the department of public works.

This was the second low bid, but it met all of the specifications listed by the city in its request for bids. The low bid, by the Telford Equipment company, was based on a salt spreader that did not meet specifications.

T. C. BRIEN, DPW superintendent, informed the commission that the department now has two salt spreaders that are used for snow and ice control.

One, three years old, fastens on the back of a dump truck; the other, four years old, is mounted on the back of a three-quarter ton pickup.

The former, in good condition, can still be used for at least two years. Brien said, "whereas the latter is in need of extensive repairs and should be replaced now."

Agreement Approved For 14 Mile Upkeep

Birmingham city commissioners gave final approval Monday night to an agreement between the city and Beverly Hills for the maintenance of 14 Mile road.

The agreement, previously approved by Beverly Hills, assigns to Birmingham the responsibility of paving and maintaining the 1250-foot stretch of 14 Mile from Southfield to Norfolk.

Beverly Hills will pay Birmingham \$272 annually for this service. The agreement is for one year but will be renewed automatically for one year periods unless either party gives 30 days written notice of termination.

THE SECRETARIES are not only trying to help provide this aid, they are also subtly suggesting that in a brain-factory the coffee break can be a productive feature.

Getting ready to sell your car? Advertise it in the Classified Ads.

Court Happenings

Monday
Municipal Judge J. C. Emery Jr. Antoinette G. Higerson, 55, of 15000 Hayes, Detroit, fined \$7 for failure to yield right-of-way.

Wednesday
Marjorie S. Levin, 35, of 13104 Queen's Way, Birmingham, fined \$4 for violation of a stop sign.

Rosalind Ellis, 48, of 20636 Westerland, Detroit, fined \$9 for speeding.

Carl J. Semmelroch, 29, of 26559 Bretenwoods, Madison Heights, fined \$12 for failure to yield right-of-way.



With Selectra Electronic Modulation for Gas Furnaces

Now you can enjoy natural, even warmth the entire heating season—in the entire house—with Selectra, the electronic modulation system for gas furnaces.

Selectra changes the size of the gas flame to meet changing heat demands, and delivers a continuous flow of just the right temperature air. No more on and off cycles. It eliminates the alternate hot blasts and cooling off periods—problems of furnaces controlled with an ordinary thermostat.

You can easily obtain this new kind of comfort for your present gas furnace. Write or call for full details and free estimate.

MAXITROL COMPANY
12200 BEECH ROAD • KENWOOD 4-7800
DETROIT 39

SAVE TUESDAY, NOV. 15 FOR THE BISSELL ELECTRIC "Clean Sweep" PARTY

FREE BALLOONS FOR THE KIDS!

ask the Bissell Home Economist to show you

THE BISSELL ELECTRIC SCRUB MASTER

Sudses, Scrubs and Vacuum dries your floors—leaves them cleaner, more sparkling than ever before. See the demonstration.

Scrub Master plus 2 ounce Bissell Scott's Wax Remover just **\$39.95**

and learn how you can have both...and save

THE BISSELL ELECTRIC 2-IN-1 COMBINATION

All the advantages of the Scrub Master and the one interchangeable power unit. Complete just **\$59.95**

make firetending easier, safer, more enjoyable

shepherd CARPET SAVER CASTERS

From **\$7.95** per set

The Decorator Way to Carpet Protection

Kind to carpets, SHEPHERD CASTERS Roll at a touch for easy bookkeeping. From \$7.95, set of four; in antique copper, satin chrome or bright brass.

FREE—How To Start A Fire! Book let in each package

PRODUCT OF CENTRE BRASS THE MOST RESPECTED NAME IN QUALITY FIREPROOF FURNISHINGS

TOMORROW! COLOR TV DAY—USA COME IN

AND SEE ONE OF THESE SHOWS IN COLOR!

- * ROUGH-EM 10:00-10:30 AM
- * PLAY YOUR HUNCH 10:30-11:00 AM
- * THE PRICE IS RIGHT 11:00-11:30 AM
- * CONCENTRATION 11:30-12:00 NOON
- * TRUTH OR CONSEQUENCES 12:00-12:30 PM
- * IT COULD BE YOU 12:30-1:00 PM
- * THE JAM MURDER SHOW 2:00-2:30 PM
- * YOUNG DR. MALONE 3:00-3:30 PM
- * FROM THESE ROOTS 3:30-4:00 PM
- * HERE'S HOLLYWOOD 4:30-5:00 PM

YOU DON'T KNOW WHAT YOU'RE MISSING TILL YOU GET

RCA VICTOR COLOR TV NEW '61 MODEL ONLY \$5.50 A Week

COLOR

The ALEXANDER Series 211-CB-81 260 sq. in. viewable picture.

SEE COLOR TV AS YOU'VE NEVER SEEN IT BEFORE.

Milk's Appliances
1493 South Woodward
MI 4-1300
(4 Blocks North of 16 Mile Rd.)
Open Daily 9 a.m.-8 p.m., Friday 9-9

HUSTON HARDWARE CO.
SERVING BIRMINGHAM OVER 50 YEARS

205 N. WOODWARD MI 4-7330

Daily Delivery Service
Hours: Daily and Saturday 8 to 5:30; Friday 8 to 9
CLOSED ON SUNDAY

Ruthie Rents
Complete party equipment for all occasions

Getting Married
Giving a Shower, Tea or Dinner
Planning a Millionaire or Las Vegas Night
Meeting or any other function

If so, let me free your mind from worry and help you with your plans. Finest equipment and service beyond reproach. A friendly phone call or visit will bring you expert advice free. Ten years experience in party planning.

PAT'S RENTALS
1303 South Woodward
MI 7-0111
Ruthie McRae
Party Consultant and Manager

China • Glassware • Silverware
* Punch Bowls • Linens • Coffee
Makers • Banquet Tables • Card
Tables • Folding Chairs • Dance
Floors • Coat Racks • Checking
Facilities.

7 good reasons WHY IT WILL PAY YOU TO BANK AT BIRMINGHAM-BLOOMFIELD BANK

- 1 The bank is open Saturday mornings.
- 2 The top officers are all right here at this local office—interested to know you and to give personal attention to your savings, checking, loan, money order and safe deposit needs.
- 3 The bank is a specialist in prompt, local service.
- 4 It is centrally located downtown so you can combine your shopping and business trips with your banking—and is on the village square where your Post Office,
- 5 Its officers, directors and staff are local people—your own neighbors. These people who serve you and get to know you will not be transferred to some other locality.
- 6 Here you will find people alert to your desires... responsive to your requests... flexible enough to change procedures without red tape or delay if it will serve you better.
- 7 This is your "village bank, providing you with friendly services in a most attractive, home-like atmosphere.

Library, Community House, Municipal Building and Telephone Building are located.

DIRECTORS

F. Douglas Campbell, Vice President and Cashier Birmingham-Bloomfield Bank	W. Calvin Patterson, Vice President Michigan Bell Telephone Company
C. Allen Harlan, President, Harlan Electric Company	Kenneth C. Tilney, Vice President, Tilney-Massey-Ferguson, Limited
Meritt D. Hill, Vice President, Ford Motor Company and General Manager of its Tractor Division	Robert G. VanderKleet, President, Detroit Collectors Company
Stephen C. Miller, Partner, C. M. Harmon Company	Charles D. White, President, Birmingham-Bloomfield Bank
Donald H. Parsons, Partner, Emery, Parsons and Bahr, Birmingham law firm	G. Bretwell Williams, Vice President, Cunningham-Limp Company

- Savings Accounts
- Checking Accounts
- Special 10c Checking Accounts
- Cashiers Checks
- Safe Deposit Boxes
- Loans of All Types
- TRAVELERS CHECKS
- BANK-BY-MAIL
- Personal Money Orders

BIRMINGHAM-BLOOMFIELD BANK

250 MARTIN ST. (1/2 Block East of Post Office) BIRMINGHAM • Midwest 7-2500

OPEN: MONDAYS THRU THURSDAYS—9:30 A.M. to 4 P.M. FRIDAY—9:30 A.M. to 6 P.M. SATURDAYS—9 A.M. to NOON