

Advertising Agency Adds Four to Staff

Four new additions to the creative department staff of MacManus, John & Adams, Inc. of Bloomfield Hills have been announced by named group copy supervisors, Robert S. Marker, 4101 W. Orchard Hills, Birmingham, vice president-director of creative services, and Henry Hager of 18-01 copy, Dyne Englen, 4880 Pickering, writer.

Birmingham, and Edmund I. Hige, 27506 Old Colony drive, Farmington township, have been named group copy supervisors, Richard Zayac, 1984 Penbrooke, Birmingham, was appointed artist and Henry Hager of 18-01 copy, Dyne Englen, 4880 Pickering, writer.

BERGENSFJORD CRUISE:

Around the World in 80 days!

8 FORTHRIGHT REASONS WHY THIS IS YOUR BEST WORLD CRUISE BUY

10 PORTS IN 15 COUNTRIES

Cristobal
Panama Canal
Colon
Los Angeles
Honolulu
Yokohama
Kobe
Hong Kong
Singapore
Colombo
Bombay
Rangoon
Passage of Suez Canal
Alexandria
Athens
Viterfranch
Tanger
New York

Sailing from New York January 14
From Los Angeles January 26
Min. Cruise Fare—\$2,250

Norwegian America Line
333 N. Michigan Ave. • AGINC. INC.
Chicago 1, Ill.
"Comfort Cruises and Crossings"



See an exciting preview of the future—"Tomorrow's Telephone Magic"—at the Telephone Office Center, Southfield and Northwestern, Sunday between 1 and 5 p.m. There'll be many surprising things for the entire family to see and do.

Come to an Exciting Open House in Southfield Sunday Afternoon

This is your personal invitation to drop in at Michigan Bell's new Northwest Office Center, Southfield and Northwestern, Sunday afternoon, Sept. 18. There'll be plenty of space to park.

Tour the first of four new buildings. See how your phone bills are prepared. Inspect big construction trucks used in telephone maintenance and expansion. Enjoy cartoon movies on "crazy" drivers and "How to Have An Accident in the Home." The children will love these, too. And test your driving reaction in an emergency. Play telephone "Tic-Tac-Toe." Dial Weather Service in other places in the continental U.S.

Have an electronic computer tell you the day of the week you were born. Refreshments. Balloons and coloring books for the children.



Watch a hole being dug and a telephone pole erected. See new-type trucks, a "must" for gadget-lovers.

Meet your friends and neighbors, the men and women of the
MICHIGAN BELL TELEPHONE COMPANY

Workshop Combines Business, Pleasure

An audience of almost two hundred Birmingham residents jammed the Smiley Bros. recital hall recently and even took seats on the stairs for a concert co-sponsored by the Birmingham Baldwin Organ club and Smiley Bros. Music company. James E. Clark, (standing) director of Smiley Bros. organ department, welcomes the crowd to the featured event of a two-day organ

teachers' workshop designed to instruct teachers in new and easier methods of teaching organ. Forty-five local piano and organ teachers participated in the workshop conducted by Hildegard Sill of the Baldwin artist staff. Nationally known organists Jerry Gerard and Eddie Osborn also of the Baldwin staff were brought from Cincinnati to perform in the concert.

Vigilance in Fire Prevention Is Urged by National Board

Continued vigilance in the field of fire prevention in the Birmingham-Bloomfield area is urged by the National Board of Fire Underwriters as the surest means of holding down fire deaths and property losses.

In a special Fire Prevention Week message, Lewis A. Vincent, general manager of the national board, reminded there were 11,300 fire deaths last year, or 200 fewer than the 11,500 for 1958.

Fire losses in the United States

last year aggregated \$1,047,073,000, a decrease of nine-tenths of one per cent under the \$1,065,206,000 for the preceding year, and the first downturn since 1950.

"THE INTENSIVE work of civic groups, fire departments, schools, churches, commercial establishments, and industrial concerns in promoting fire safety helped shave down last year's toll," Vincent said.

"The reduction in fire losses last year is all the more significant when you realize that 1956 was a big construction year, and the number of buildings in the United States, and their net worth, was greater at the end of the year than at the beginning."

"Our fire prevention activities must be limited to Fire Prevention Week, but must be an all-year-round activity," he declared.

"THERE IS no way of counting the untold number of fires that were halted before they started by the efforts on the part of people throughout the nation to reduce fire hazards," he added. "But the figure would have been much higher we know, without intensive fire protection work."

Vincent pointed to the home inspection program conducted by the International Association of Fire Chiefs as one of the vital aids in fire prevention activity.

MORE AND more communities are drawing plans under which the uniformed firemen of the local department inspect homes to point out potential fire hazards. The program is purely voluntary. Firemen inspect a home only if the householder desires the inspection to be made.

Appoint Mirabito VP at Burroughs
Paul S. Mirabito, 1580 Brookwood, Birmingham, general manager of the Burroughs corporation Defense Contracts Organization has been promoted to vice president of the department.

The Defense Contracts Organization is responsible for the sales, contractual relationship and field services of the corporation's military business.

Burroughs, through its electronics capabilities, has contributed to the nation's defense programs, including the Atlas missile program, SAGE warning system for the continental defense and the navy Polaris missile program.

Businessman Parts With Portable Office

Things won't be quite the same anymore for V. W. Greene, 2075 Quanton road, Bloomfield Hills, of Greene Sales company, Birmingham, who has parted with a fascinating desk which could serve as a complete office.

Loaded with mail slots, cubby holes, drawers and document boxes, totaling 80 compartments, the antique walnut desk with swinging doors has been donated to the Detroit Historical Museum.

Made in 1872 the 59-high, 42-



Gets Service Award

John S. Pangborn, 4954 Brookfield Lane, West Bloomfield, special representative for the Standard Oil company, received a ten years service award last week from Detroit-East District Manager F. J. Swindell, 4185 Orchard Way, Bloomfield township.

Use Classified Ads—They Sell!

5 good reasons why it's smart to open an **AMERICAN SAVINGS ACCOUNT**

3 1/2% on any amount

- Any amount opens your savings account
- Every dollar you save earns 3 1/2 per cent
- Your money is readily available
- Savings in by the 10th earn from 1st of the month
- All savings are insured to \$10,000

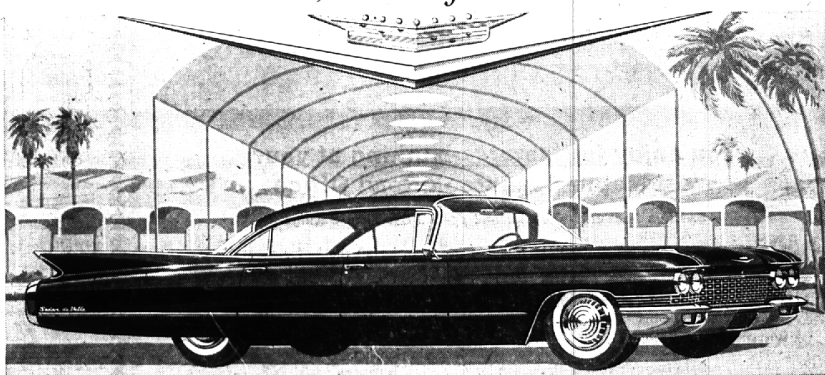


Michigan's Largest State-Chartered Savings Association

TELEGRAPH ROAD AT MAPLE IN BLOOMFIELD SHOPPING PLAZA

Open 9:30 to 4:30 • Fridays to 8:30 p.m. • Convenient Free Parking

The wisest choice for distinction



...at the wisest time for value

Cadillac owners have learned a fact that every motorist ought to know. The most distinguished of motor cars is also the Standard of the World for practicality. Cadillac craftsmanship provides the reliability, efficiency and longevity necessary for

minimum maintenance. And Cadillac's combination of timeless distinction and rugged long life produce the highest resale value of all. Your Cadillac dealer will tell you another reason—the pleasant news about today's delivered cost. See him today for the facts.

VISIT YOUR LOCAL AUTHORIZED **Cadillac** DEALER
WILSON PONTIAC-CADILLAC, INC.
1350 N. WOODWARD AVENUE

