

GM Truck & Coach Advances Manning

Donald L. Manning, 3130 W. Long Lake, Orchard Lake, has been coach engineer of GMC Truck & Coach division. Manning brings 25 years of motor coach engineering and manufacturing experience to his new post. He was assistant coach engineer at the time of his promotion.

Authors Article

M. Lynn Geiger, research engineer at the Ford Motor Co. tractor and implement division, Birmingham, recently authored an article, "Value of differential locks

Department Store Features Assortment of Appointments

Demery's Birmingham attractive, modern interior contains these special features: Fifteen large, full height windows along the pedestrian promenade; 12 of them separated for specialized displays with fruit-

wood dividers and separate platform covers in white vinyl. All fixtures for display use are of gold-tone aluminum. The lighting is one-of-a-kind never used before in a retail display, with change of focus of spots controlled by buttons. Beige and brown terrazzo chip vinyl floor with dramatic white feature stripes; Fruitwood finish fixtures and

gold-tone anodized aluminum accents—combining a minimum of wood and metal not to obscure merchandise. CENTER ESCALATOR stairwell hung with huge custom-made brass candleabra 16 feet high, visible for all three levels, which sets the theme for all interior lighting of pierced brass fixtures, island spots, wall covers; Walls of escalator well covered in mother-of-pearl foil in tones of driftwood, gold and soft greens; All departments designed so customers may walk from one open area to the next selecting co-ordinating merchandise; The main floor with its brown, beige, fruitwood-gold-tone theme has soft greyed-turquoise as its accent. This theme of color is carried throughout the store; jewelry, cosmetics, accessory departments, lingerie, women's sportswear are blended pastels of pale blues, grey, off whites, soft pinks and lavenders, in circular theme.

THE COMPLETE men's furnishings, clothing, and shoe departments have fruitwood paneling with accents of pigskin, leathers and brass; walnut light fixtures have, parchment-like shades; backgrounds carry hand painted murals that portray a Currier and Ives style of early Birmingham. The second floor is the "Floor of Fashion" for women and children and has a gold carpet, specially loomed for Demery's Birmingham, and fixtures of fine fruitwood finishes with gold-tone trim, all against a turquoise and soft greyed-green color theme, with various departments in delicate pastels and greys. Lighting on this fashion floor is contemporary but has variety in its antique brass screens, imported crystal wall sconces and exquisite fragility in its crystal chandeliers.

MAIN APPROACH to the Cranbrook Room, the high fashion section, is covered with pewter-colored foil as background color with white and gold coach lights as decorative touches. The fitting rooms are in alternate colors and patterns with convenient fullview mirrors, and the privacy of lowered doors. The millinery and shoe department for women and girls is decorated with an actual sand-surface paper of Egyptian hieroglyphics, soft green and white stripes and dull blue quilted panels. The children's department has a gray atmosphere of yellow and pink; sub-teen is in coral, peach with murals; the infant shop is decorated with soft green and white.

ALSO ON THE second floor is the beauty salon with smartly tailored complimentary background. The lower level is a coordinated arrangement of everything for the home—China, glass, silver and lamp department has a deep wood background with lighted shelf displays for maximum visibility. The stationery department is decorated in off-whites and pale blue-greens with delicate lavender accents, background designs of wrought-iron screens. The Paint Department has rich colors accented with gold trim panels highlighting the background. A COMPLETE shoe repair shop and a new optical service department are on this lower level. Also to be found on this floor is the newest of the S&H Green Stamp redemption centers... a miniature store in itself... sparkling with new gift items available with Green Stamps. Demery's is the only department store in the Detroit-Birmingham area which gives Green Stamps. Demery's usual fine customer service will have its own general office in the Birmingham store... furnished with fruitwood face panels and champagne white tops... all in keeping with the decorative theme. Ipa pool of candidates for Mrs. America of 1960 it was learned eight out of ten had saved through United States Savings Bonds to buy their homes.

Named Manager

Donald B. Roberts, formerly of Birmingham has been appointed to the St. Louis office of the American Free-Stix Tape Co. Roberts, 45, joined American Free-Stix Tape Co. in 1960 after 11 years with the Permacel Division of Johnson & Johnson.

Gets Appointment

Earl J. Conway, 1230 Foxchase, Birmingham, has been appointed a coatings specialist for Metal & Thermo Corp. Conway has been assumed special responsibilities for the marketing of the company's organic coatings line in the Detroit area.

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