AAA Publishes Directory of Travelogues

"This Amazing America," a directory of 13 color travelogues, available without charge for showing by civic groups and other organizations, has been newly-published by Automobile Club of Michigan, according to Douglas Brown, manager of the Club's Birmingham division.

Ranging in length from 25 minutes to an hour, the films include visits to the most scenic parts of the country, including the Smoky Mountains, Yellowstone National Park, the Gulf Coast and the Southwest.

Several of the films are outdoor adventures. Among them are "River of No Return," a photographic record of an eight-day voyage aboard a rubber raft down Idaho's rapid-stream Salmon River, and "Trail of the Explorers," a historical retracing of Cadillac's route from Montreal, Canada, to where he founded Detroit.

MOST FILMS are narrated in person by Larry E. Sommerfeld, Auto Club travel cameraman and lecturer. Some films, however, are equipped with sound tracks and may be borrowed for showing to groups of 50 persons or less.

Copies of the directory and arrangements for travelogue showings may be obtained at any AAA office or by writing the Club's Motor News Department, 139 Bagley, Detroit 26.

Retired General Gives Lecture To Advertsing Group

Major General William Everett Potter, executive vice president of the New York World's Fair Corporation, revealed promotional opportunities inherent in the 1964-65 World's Fair before approximately 150 area executives in the MacManus, John & Adams Bloomfield auditorium at 5:00 p.m. Monday, March 26. In addition to his talk, General Potter showed color movies and scale models of the upcoming New York Fair.

General Potter's appearance at the national advertising agency's local headquarters was the first in a continuing series of bi-monthly lectures, the purpose of which, agency President Ernest A. Jones states, ". . . is to keep our personnel current with today's fast-moving developments in communications and corollary activities."

In stressing this need, agency Executive Vice President Charles F. Adams—who introduced the World's Fair executive to key agency personnel and several score client guests—added: "Unless we keep closely in touch with today's trends and thoughts and hopes, and with the many forms in which they express themselves, we cannot hope to communicate ideas vigorously and persuasively. We believe the lectures will help us produce more effective advertising for our clients—and will help our clients in evaluating and implementing our work."

General Potter, U.S.A. retired, is a graduate of the United States Military Academy at West Point, the Massachusetts Institute of Technology, and the National War College. Before his recent retirement—after thirty years of distinguished service with the Engineers Corps of the Army—he was Governor of the Canal Zone and President of the Panama Canal Company. He holds the Bronze Star, the Legion of Merit, the Distinguished Service Medal and, in addition, the Croix de Guerre with Palm, presented by the French Government.

Access Drive Revision OK'd

Birmingham city commissioners agreed Monday night to an alternate plan for construction of an access drive on the west side of Hunter from Maple to Forest.

They approved a plan calling for 30-degree rather than 40-degree angle parking. Less property is involved than in a plan approved last week, with the $8,300 estimated cost of the project now being reduced to $7,800.

Peabody's Market had petitioned for the drive, in line with its plans for a new building.

Cotton Rugs

washed and fluffed
9x12 size or smaller

Linens

sheets, pillow cases, table cloths, etc., washed and carefully finished on our steam heated ironer

Shirts

washed, beautifully finished, and put in polyethelene bags to keep them clean

Birmingham Laundromat

1000 So. Adams Rd.
1 Blk. N. of Lincoln

MI 4-8225

MEMBER THE Best IN LAUNDRY SERVICE

Outstanding volunteer work earned the "Community Service Award" for four Ford Tractor Division employees last week. The company's congratulations were given by Ford Vice President R. J. Hampson (left) to Richard R. Rogers, of Royal Oak; Vernon E. Nickel, 5965 Middlebelt, Birmingham; Burdette W. Dzendzel, 20750 Sherman, Southfield; and Robert J. Allison, 831 Chapin, Birmingham.

4 Area Ford Men Receive Community Service Awards

The capability of a free democratic society to meet the needs of its citizens is still on trial, the chancellor of Michigan State University Oakland told an audience of civic officials, business executives and the winners of Ford Motor Company's Community Service Awards in the Southern Oakland County area March 20.

Dr. D. B. Varner spoke of the rapidity of changes within our society which pose a "great challenge" to the concept of the ability of free independent persons to work together to solve their common problems.

Intense changes can be seen in agriculture, in science, in education, in industrialization, and in concentration of people in urban developments. Grave problems confront us as the result of all these changes, he said, and while the American experiment has stood longer than any previous self-government, it still is a "novelty", holding both great internal strength and weaknesses. Its weaknesses come from its slowness to respond and its awkwardness, he said.

TO SUCCEED, this kind of system requires the services of volunteers "who will help make the community work".

Such volunteers "live in a domain ruled by 'obedience to the unenforceable'". They are not forced to give service to others but do so because such service is needed, said Dr. Varner.

In addition to paying tribute to four employes of Ford Tractor Division, at whose office at 2500 East Maple, Birmingham, the awards banquet was held, Dr. Varner also congratulated Ford for its public service attitude.

"Nowhere has the changing attitude of the corporation toward its community responsibility been so obvious as in Ford Motor Company," he said. It has become a "real leader" in encouraging its employes to become politically active, and its non-partisan emphasis deserves special congratulations, he said.

PRESENTATIONS OF the company's "Community Service" silver scrolls were made by Ford Vice President R. J. Hampson, 26550 Woodlore, Franklin, to Robert J. Allison, 831 Chapin, Birmingham; Burdette W. Dzendzel, 20750 Sherman, Southfield; Vernon E. Nickel, 5965 Middlebelt, Birmingham; and Richard R. Rogers, of Royal Oak. Rogers, in addition, was named "Ford Citizen of the Year" and presented with an engraved town crier's bell, cast from a mold used centuries ago to make bells for the original town criers, who alerted citizens to their democratic obligations.

Ford Tractor Division's industrial relations manager, T. A. Beaver, presided at the banquet, which was attended by Troy Mayor Robert J. Huber, Southfield Mayor James Clarkson and city commissioners from Royal Oak.

King Frederik Gives Award to Danish Consul

Consul George P. Everson, 4621 Charing Cross Road, has recently been given the Order of Knighthood of Dannebrog First Class by King Frederik the IX of Denmark.

Consul Everson has represented Denmark in the State of Michigan since 1939.

During the occupation years of World War II he was actively engaged in working for Denmark and was rewarded by receiving the King Christian X Liberation Medal.

Kink Frederik the IX bestowed on him the Order of Knighthood of Dannebrog in 1950 for his work as Vice Consul and in 1957 he was promoted to Consul.

He has received this new honor in recognition of his years of service to Denmark.

Joint Meeting Set

Birmingham city commissioners and the plan board will meet jointly on April 18 instead of April 17, it was decided Monday night. The Federal 701 Planning Assistance Program will be discussed.

Michael I. Lane Completes Course

Army Pvt. Michael I. Lane, son of Harold A. Lane, 2107 Windemere, Birmingham, completed the eight-week automotive course at The Armor Training Center, Fort Knox, Ky., March 15.

The 17-year-old soldier entered the Army last October.

He attended Birmingham High School.

Navy Men in Europe

Rotterdam, Holland (FHTNC)—Ronald W. Pries, sonarman seaman, USN, son of Mrs. Heddy Pries of 2737 Lamplighters Lane, Bloomfield Hills, and Michael J. Harper, sonarman third class, son of Mr. and Mrs. Clifford Harper, 2852 Manchester, Birmingham, have arrived Rotterdam, Holland, aboard the escort destroyer USS Robert L. Wilson.

They recently took part in Project Mercury recovery force operations for Marine Lt. Col. John Glenn.

The ship, which spent last summer in the Mediterranean, is a unit of Destroyer Squadron 36, with which it is visiting The Netherlands. The ship's home port is Norfolk, Va.

Demery's - B'ham Gets Recognition

Opening of Demery's - Birmingham, about one year ago, has won for its advertising and publicity department, the National Silver Award of Merit, according to announcement just made in New York.

The National Retail Merchants Assoc. issued the award to Demery's, for excellence in the advertising and publicity program which accompanied the store's opening last April. The Birmingham Eccentric carried a great portion of the award-winning program.

Since 1956, various promotions and storewide events have won for Demery's, four similar national awards, in various categories. The complete publicity program was executed by the regular advertising staff in Demery's Detroit store. Esther M. Wagner is advertising and publicity director.

Giddings Road To Get Bridge

Work on the Giddings Road bridge will go ahead late next month, according to the state highway department, despite the possibility that it may only be used a few years.

The bridge will connect Giddings Road on either side to the new I-75 (Chrysler) Freeway.

However, if the proposed county major jet airport is built, Giddings Road will end at the freeway and the bridge would not be needed.

The highway department decided to go ahead with the bridge since the airport would not be built for ten years, and it has a commitment with Oakland County Road Commission to build the bridge.

The airport project, approved by the county Board of Supervisors, is presently being studied by the Federal Aviation Agency.

ESPECIALLY for SPRING

Child Life SHOES

Blue and White, Brown and White Saddle Shoe

"Open Thursday & Friday to 9 p.m. 'til Easter"

Hansel 'N' Gretel SHOPPE

135 S. Woodward
MI 6-4722

LAND OF HAPPY FEET

Curiosity Shoppe
1770 S. Telegraph
Bloomfield Hills
FE 8-8631

Our WONDERFUL Month-End SALE

1 Mile North of Square Lake Rd.
Open Mon. & Fri. Evenings 'til 9 p.m.

When You Need Us... We'll Be Here!

For Your Convenience,
We Have
Daily Deliveries Serving
All Store Departments

WILSON'S will gladly pick up your prescriptions and return them to you with the least possible waste of time.

EXPERIENCED REGISTERED PHARMACISTS ON DUTY AT ALL TIMES
ASSURING CAREFUL, ACCURATE AND PROMPT FILLING OF ALL PRESCRIPTIONS

Wilson DRUG COMPANY

— Now At Two Convenient Locations —

BLOOMFIELD HILLS
71 W. Long Lake Rd.
MI 7-2300

Birmingham credit plan available

BIRMINGHAM
Woodward at Maple
MI 4-5600

Mrs. William Rust Pierce
presents our very own
Americana Look
designed by
Clara Ray

Navy and white printed linen . . . the overblouse finished with accents of intricate bands. The matching navy linen coat boasts a brilliant red jersey lining.

WALTON-PIERCE
KERCHEVAL AT ST. CLAIR — GROSSE POINTE