

## Ethan Allen House Open in Subdivision

Modern home planning is combined with Early American furnishings in the new Ethan Allen House, designed by the Herman Frankel Organization and open in Franklin Corners.

The model is furnished with Ethan Allen furniture from the decorating gallery of Robinson Furniture, represented by William Michel, AID.

Franklin Corners is located on Middlebelt Road between 14 and 15 Mile Roads in W. Bloomfield Township. Ethan Allen House is open daily from 12 noon to 7 p.m., Saturdays from 12 noon to 6 p.m. and Sundays from noon to 8 p.m.

**WHITE TRIM** and dark walnut shutters and doors accent the L-shaped reclaimed brick exterior. Designed with more than 2,000 square feet of living space, the house is zoned into individual wings.

The visitor enters through a foyer with access to each wing. To the left is a formal living room with a fireplace wall which also services the parquet-floored family room.

The decorating theme is based on an accented neutral color scheme of pale beige walls, carpet and drapes highlighted by upholstered pieces in solids and beige, aqua and copper prints.

**THE EARLY AMERICAN** atmosphere is accentuated by black and brass antique accessories. The predominant wood tone of the furniture is a warm, antique maple.

The family room may be entered from either the living room, kitchen or foyer, establishing it as the center of family and social activities.

The kitchen, separated from the family room by a half wall, is designed and equipped with modern facilities and includes a paneled breakfast room.

The separate dining room, with access to both the kitchen and entrance gallery, marks the return to the tradition of separate dining space.

**THE BEDROOM** wing is three steps up from the main entrance gallery. The master bedroom suite features a dressing room above, spacious walk-in wardrobe closet and adjoining bath.

The other two bedrooms in the wing are decorated for a young boy and girl. There is a half-bath also.

**B'field Hills Man Wins Promotion to Advertising Position**

Charles H. Keller, 1475 Lakewood, Bloomfield Hills, has been named to a newly created executive position in the Hoover Hair Design and Barber Shop, Inc. He will assume the post of corporate director of advertising and public relations. He will direct all advertising and public relations of the company and its subsidiaries and affiliates.

Keller comes to Hoover from Zimmer, Keller & Calvert, Inc., Detroit advertising agency where he served as supervisor on an account group which included Hoover. He was previously vice president of the Fred M. Randall advertising agency of Detroit.

**Grinnell's to Sell New Compact Piano**

Grinnell Brothers has developed a petite piano for homes where space is at a premium.

This compact, streamlined miniature piano, which has the brilliant tonality of larger pianos, will be sold at Grinnell's Birmingham store, 299 W. Maple.

The piano is named the Tom Thumb and is 40 inches high and 44½ inches wide as compared to the 36-inch-high standard spinet which ranges from 55 to 60 inches wide.

Compactness is achieved partly through elimination of legs and several bass and treble keys at the ends of the keyboard.

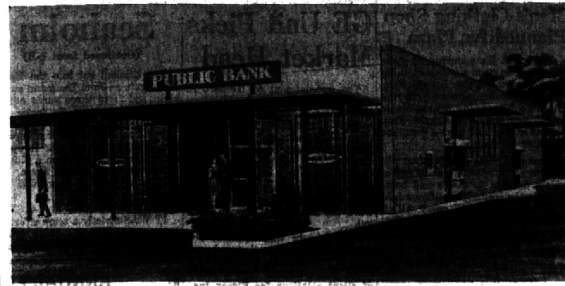
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**Bank Opens in Beverly Hills**

Public Bank of Detroit will open its new Beverly Hills office at Thirteenth Mile and Southfield Road with a week-long grand opening Sept. 30 through Oct. 4. Offering full service, person to person banking, the modern, one-story building, has eight taller windows, safe deposit boxes, a night depository and two drive-in windows.

## NEWS OF BUSINESS

**Former Franklin Man Appointed To New Position**

George L. Huffman, general sales manager of the Pure-Pak Division, has been promoted to manager of the Packaging Equipment Group effective immediately.

Huffman's new responsibilities will include the overall management of both the Pure-Pak Division, which manufactures dairy packaging and related equipment, and the Stauda Division, which manufactures a broad line of folding box equipment.

A former Franklin Village resident, he is a graduate of the University of Detroit school of engineering. He joined Ex-Cell-O following college in 1934 and has risen through the engineering and sales ranks to his present position.

**Seven Area Men Attend Canadian Insurance School**

Seven Birmingham area men are among those who attended a special refresher school held by the Northwestern Mutual Life Insurance Co. at Sarnia, Ontario this week.

Attending from this area were: District Agent S. Miller Weisman, 538 N. Woodward, and the Birmingham special agents, Maurice A. Betman, C.L.U., Lester D. Lunaky, Alan Tabon, Richard J. McMaster and Frederick Hanson. Also attending was James A. Edwards, C.L.U., agency supervisor. These men are associated with the John A. Formella general agency, Detroit.

NML's refresher schools, conducted several times a year throughout the country by NML's educational division, are designed to give Northwestern Mutual agents a thorough review in basic principles of life underwriting.

**Behind The Store Fronts**

William (Bill) Merritt is the new assistant manager of Jacobson's apparel store. With a background in cost accounting, Merritt joined Jacobson's Grospe Pointe store seven years ago. There he was active in community affairs and was associated with Grospe Pointe Civic and Commercial Association. He is married and has two children.

Hawthorne Electrical Co. is having its first "As Is" sale (Thursday, Friday and Saturday) of display samples, previous models and the like. The special sale will be held two doors to their west, at 305 Hamilton, in a vacant store rented for the occasion.

The mother-son combination of beauty shop and barber shop is rather unique. At least, it's the only such one that we know about in this area. Chuck was born and raised in Birmingham and attended Birmingham schools.

Simply spin your dial to Midwest 4-1100 and a professionally-trained advisor will help you prepare your message.

## Firm Appoints New Officer On Designing

Blum, who is a registered architect, in both Michigan and New York, holds a degree of bachelor of arts in architecture from the University of Illinois.

He became a member of the department of Smith, Hinckman and Grylls in 1958 and was named an associate in 1961. He had previously been associated with Ketchum and Sharp, Kelly and Gruzen and the Port Authority of New York.

BLUM'S WORK has included the State of Michigan Capitol development; the new First Federal Savings twin tower skyscraper, University of Michigan Institute of Science and Research; Metropolitan Airport expansion and the Wayne State University Medical Research building.

He has won design awards from the New York and New Jersey chapters of AIA and from Progressive Architecture and School Executive magazines, and his designs were selected for exhibit in Geneva, Switzerland and Poznan, Poland.

In addition to membership in the American Institute of Architects, Blum holds membership in the Michigan Society of Architects, and is a member of the Civic Design Committee and consultant to the Detroit City Plan Commission.

**Takes New Position**

George A. Schmidt, 1432 Maryland Blvd., Birmingham, has become associated with the firm of Barnard, McGlynn & Reising, specializing in patents, trademark and copyright law. Schmidt was in the General Motors patent section for seven years.

## Insurance Agency Sets Sales Records

The Birmingham agency of the Clearer Life Insurance Society, 1609 N. Woodward, produced two national winners in sales this week.

The Charles E. Keaton Agency was named the top producing agency among all Clearer Life agencies for August. Keaton lives at 4480 Squirrel Road.

John W. Dressler, 5477 Van Ness, Bloomfield Hills, held supreme honors for Clearer Life in the announcement.

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## Hills Advertising Executive Speaks In San Francisco

Businessmen and eggheads flourish and prosper under the same basic system of thought, Thomas B. Adams, president of Campbell-Ewald Co., declared in San Francisco, last week.

Adams, speaking before the 26th Annual Convention of the Western Division of the American Association of Advertising Agencies in the Mark Hopkins Hotel, titled his talk "Eggheads Are Necessary".

In his speech Adams, of 931 W. Hardale, Bloomfield Hills, proposed a "truce" and an end to the cold war between the intellectual and the businessman.

"MUCH OF THE intellectual's criticism of business is invalid and unrealistic," Adams declared. "Blaming the standards of public life on advertising, for instance, is like blaming automobiles for accidents instead of drivers — or blaming waiters in restaurants for poor people."

"We in advertising often hear the eggheads loud and clear, and at times, they are not the least bit flattering. But even so," he said, "neither of us can exist without the other."

Both the businessman and the intellectual flourish and prosper under the same basic system of thought. An enterprise system is a system of voluntary contract. There is no force involved in a free marketplace because the competition creates alternatives to every buyer and every seller. The work of the egghead is a voluntary system... it is based on the fact opinions can and should be formed through free discussion on the basis of full disclosure of all the evidence.

Freedom of thought is preserved by the open competition of scholars and ideas. Actually, competition among scholars is in some ways far more violent than competition in business. The government keeps a watchful eye on what we say about a rival product. But have you read a book review lately?

"As soon as we in advertising, as well as all of business in general, recognize the valid contributions of the intellectual... and as soon as the intellectual realizes and/or accepts the valid contributions of the advertising man and the businessman, will the current cold war end and peaceful co-existence begin. And then we will be all useful to each other."

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