

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

SECTION G

June 4, 1964

Metropolitan Federal Savings Opens Beverly Hills-Birmingham Office

Month Long Celebration Scheduled

A month long celebration heralding the grand opening of the new Metropolitan Federal Savings Beverly Hills-Birmingham Office, 14 Mile at Southfield, began with ribbon cutting ceremonies Monday, June 1.

Highlights of the celebration will include an elaborate "Queen of Metals" lobby display of elegant silver, made available by special arrangements with the Charles W. Warren & Co., an International Silverplate premium offer for savers, personally conducted tours of the new facilities, and a Metropolitan Federal Cultural Luncheon Series for officers of community clubs and organizations.

Free refreshments for all and a very special memento for the ladies will be available throughout the first 10 days of June. Costumed doormen will greet visitors to the new office and on Friday, June 5, a remote radio broadcast by station WLDM-FM will originate from the lobby.



DESIGNED by Clarence E. Noetzel, A.I.A., the new building includes a 1100 square foot Community Room 5100 square foot Metropolitan Federal Office blends a for the use of area residents and clubs. Colonial elevation with French Provincial decor. The

French Colonial Theme Blends With Residential Architecture

The inviting French Colonial concept of the new Metropolitan Federal Savings office, conceived by Clarence E. Noetzel in cooperation with Association officials, is designed to blend with and enhance the residential architecture of the area.

The exterior of the 5100 square foot, two-level structure is white glazed brick accent with black trim, shutters and wrought iron trellage. Great bay windows emphasize the French Colonial theme while flooding the office's spacious lobby and business area in natural light.

A recessed center entrance foyer opens onto the friendly, open-type lobby and officers' area which also includes a paneled and chandeliered public lounge,

Vault facilities and a private conference room also are located on this level.

A second public entrance on the south wing provides direct access to both the lobby and the lower level 1100 square foot Community Room. Additional lower level facilities include a kitchen, employee's lunch room, storage vault, rest rooms, elegant powder room, and mechanical equipment room.

Built by the K & C Construction Company, the building includes zone controlled heating and air conditioning throughout. It is located on a 1 1/2 acre site at the southeast corner of 14 Mile and Southfield Roads.

Analyze Metropolitan

By Roger C. Richards
General Manager
Metropolitan Federal Savings

Assets of which we are most proud, but which are nowhere to be found on the balance sheets, are our well-trained, loyal staff members.

In analyzing Metropolitan's outstanding growth,

consistently the fastest growing association in the State of Michigan, a great deal of credit must be directed to the people that are Metropolitan Federal Savings.

Courses on Teller Training, Customer Relations, Savings and Loan Principals, Mortgage Lending, Real Estate Law, Management, etc. conducted by the American Savings & Loan Institute have been completed by our staff members. In numerous cases, in fact, our officers have served as instructors.

Our Goal at Metropolitan is to promote thrift and home ownership, and we sincerely hope to make a strong contribution to the Beverly Hills - Birmingham Community through our office. We have adopted the slogan "Building Family Security" in our mortgage lending as well as our convenient savings plan.

We trust that we will soon have the opportunity of showing you --- the residents of the Beverly Hills - Birmingham Community --- that Metropolitan's finest assets are its staff members.



GRAND OPENING CELEBRATION

JUNE 1 - 10

- FREE Refreshments
- FREE Mementos for Mom
- FREE Gifts for the kiddies
- Silver Display
- Costumed Doormen

Mondays thru Thursdays
10 a.m. to 5 p.m.

Fridays
10 a.m. to 8 p.m.
Saturdays
10 a.m. to Noon

EVERYONE
WELCOME

BRANCH MANAGER Ernest Fournier (right) greets guests in the lobby lounge and extends a cordial welcome to the new Metropolitan Savings Beverly Hills - Birmingham Office. ADVERTISEMENT

