

Jr. Achievement Business Booming For Eight Firms

Probably one of the most competitive, hardest fought business fields in America is that of advertising, where accounts totaling millions of dollars can be there today—gone tomorrow. Yet, a group of Birmingham teen-agers appear well on the way to success as they complete their first months of operating an advertising agency, and their books show they have spent nearly \$1,000 for clients.

The teen-age firm is one of eight Junior Achievement businesses now operating in the Birmingham Theatre building.

Other companies are being sponsored by The Birmingham Eccentric, Ford Tractor Division, Birmingham National Bank, Walcott Bank, Birmingham Rotary Club and Watts Electric and Manufacturing company.

This is the first Junior Achievement organization to be formed in the city and members were selected in an assembly at the high school early in October.

J-A-D, sponsored by Keller-Koch National Bank, Walcott Bank, Chrysler-Plymouth dealership, is headed by 17-year old President John Howard of 729 Chesterfield.

J-A-D already represents Keller-Koch and the Birmingham National Bank, as well as half a dozen other Junior Achievement firms in Birmingham, Highland Park and Detroit. And client contact members of the firm are preparing to handle accounts in Dearborn, Ypsilanti, Ann Arbor, and other cities in Southeastern Michigan. A. During their first full month of operation they are to bill \$800 worth of advertising for clients.

To top things off, they are now negotiating for television time, for which J-A-D will look dramatic talent, sell advertising commercials, which they themselves will write, edit and direct.

ALSO, THERE is the rumor that a "national" account is in the offing. For this prospect the agency will conduct a nation-wide advertising and publicity campaign.

At its present rate of growth, J-A-D should become the subject of national attention as Birmingham boys and girls demonstrate through Junior Achievement that

Smile A Minute

An English lad and an Indian guide were on a camping trip in the States when they came to a trout stream.

"You like fish, huh?" asked the Indian.

"Yes," replied the Englishman briefly.

A year later the English lad again met the Indian.

"How!" said the Indian, raising his hand gravely in welcoming.

"Fried," replied the Englishman.

Little pay check in a day. You and I will go away. To some gay and festive spot: I'll return, but you will not.

The Wine Shop
255 PIERCE ST.
(Across from City Hall)

BEER - WINE - CHAMPAGNE
and MIXES
Midwest 6-1011
Delivery Service

SEE-THEM-RUN-AT-DUNN'S



FOR TRAINS IT'S DUNN'S

SEE-THEM-RUN-AT-DUNN'S

AND HERE'S WHY...

- *PERSONAL ATTENTION. We can help you choose the RIGHT SET. Trains are our business and our experience is yours for the asking.
- *FREE SERVICE/FOUR YEAR ON ALL SETS. We are a factory authorized service station and have a stock of parts and service department in our own store.
- *LOWEST PRICES. You pay no more at DUNN'S. All special services are free to the customers.
- *EASY TO BUY. Time payments—enjoy your set as you pay for it. Lay-A-Way—a small deposit holds your choice till Christmas.

Below are just a few of the hundreds of items available at DUNN'S!

LIONEL "027" 3-CAR FREIGHT With Headlight and Remote Control Knuckle Couplers

By far the best train set at such an amazingly low price. Sturdy locomotive with headlight. Cars equipped with remote control couplers. For appearance, performance, durability there is no set that can equal it at this low cost. New track section permits you to accept care for remote control.

\$19.95

Lionel No. 1500 Set comprises:
 1 Locomotive and Tender
 8 Sections Curved Track
 1 Gondola Car
 1 Section Straight Track
 1 Remote Control Coupling Track Set
 1 Caboose
 1 35 Watt Transformer

LIONEL "027" 4-CAR FREIGHT With Smoke, Whistle, Magne-Traction and Transformer

This train set is a wonderful starter for a complete railroad system. Freight cars are typical Lionel masterpiece—hopper, gondola, oil car and caboose. All cars and tender have real railroad knuckle couplers. An excellent, low cost start and grow with Train in 4, 4 1/2, 5 1/2, 6 1/2, 7 1/2, 8 1/2, 9 1/2, 10 1/2, 11 1/2, 12 1/2, 13 1/2, 14 1/2, 15 1/2, 16 1/2, 17 1/2, 18 1/2, 19 1/2, 20 1/2, 21 1/2, 22 1/2, 23 1/2, 24 1/2, 25 1/2, 26 1/2, 27 1/2, 28 1/2, 29 1/2, 30 1/2, 31 1/2, 32 1/2, 33 1/2, 34 1/2, 35 1/2, 36 1/2, 37 1/2, 38 1/2, 39 1/2, 40 1/2, 41 1/2, 42 1/2, 43 1/2, 44 1/2, 45 1/2, 46 1/2, 47 1/2, 48 1/2, 49 1/2, 50 1/2, 51 1/2, 52 1/2, 53 1/2, 54 1/2, 55 1/2, 56 1/2, 57 1/2, 58 1/2, 59 1/2, 60 1/2, 61 1/2, 62 1/2, 63 1/2, 64 1/2, 65 1/2, 66 1/2, 67 1/2, 68 1/2, 69 1/2, 70 1/2, 71 1/2, 72 1/2, 73 1/2, 74 1/2, 75 1/2, 76 1/2, 77 1/2, 78 1/2, 79 1/2, 80 1/2, 81 1/2, 82 1/2, 83 1/2, 84 1/2, 85 1/2, 86 1/2, 87 1/2, 88 1/2, 89 1/2, 90 1/2, 91 1/2, 92 1/2, 93 1/2, 94 1/2, 95 1/2, 96 1/2, 97 1/2, 98 1/2, 99 1/2, 100 1/2.

\$39.95

Lionel No. 1503WS set comprises:
 1 Locomotive and Tender
 1 Gondola Car
 1 Oil Car
 1 Hopper Car
 1 Caboose
 8 Sections Curved Track
 3 Sections Straight Track
 1 Remote Control Track Set
 1 90 Watt Transformer
 Locken, Lubricant, Smoke Pellets

POWERFUL LIONEL "027" DIESELS Equipped With Horn and Magne-Traction

Fast, powerful 3-car pullman will get its passengers to destination easily with the added speed and grip furnished by Magne-Traction. Matching silver-plated passenger cars of the most modern design. Illuminated interiors show passengers out the windows. Train is 4 ft. 1/2 inches long.

\$66.50

Lionel No. 1454W set comprises:
 1 Union Pacific Twin Unit Diesel
 2 Pullman Cars
 1 Observation Car
 8 Sections Curved Track
 3 Sections Straight Track
 1 Remote Control Track Set
 1 90 Watt Transformer

AMERICAN FLYER 25-Pc. FREIGHT WITH CHOO-CHOO SOUND AND TRANSFORMER

Picture yourself at the throttle of the powerful American Flyer Freight. As train moves, you can hear the steady choo-choo coming from the steam. The whistle, horns and reverser by remote control and car couplers and uncouplers automatically. There's real railroading fun for any boy or his dad for years to come.

\$17.50

American Flyer No. 5301T set comprises:
 1 Locomotive with choo-choo sound, remote control and headlight and horn
 1 Flat Car with 6 Logs
 1 Caboose
 8 Sections Curved Track
 3 Sections Straight Track
 1 Manual Control Car Uncoupler
 1 Locken Track Terminal
 1 45 Watt Transformer

COMPLETE SELECTION OF BUILDINGS AND ACCESSORIES

GARGRAVES TRACK STAINLESS STEEL	\$1.20 per 3 ft.
0-Gauge Electric Switches	\$22.50 pr.
0-27 Non-Derailing Switches	\$13.50 pr.
Operating Milk Car	\$10.50
Rotating Beacon	\$3.25
Crane Car	\$7.75
Bridges	\$1.97 up
Tunnels	\$1.00 up

TIME PAYMENTS AVAILABLE OR USE OUR LAY-A-WAY

OPEN EVERY EVENING 'TIL 9 P.M.

EASTMAN KODAK DEALER



DUNN'S
CAMERA & HOBBY SUPPLY

Open Friday Evening to 9
130 W. MAPLE at Pierce
MI 4-9010

SEE-THEM-RUN-AT-DUNN'S



SURE TO CLICK

This Christmas—

Make it a CAMERA From DUNN'S

here's a de luxe camera outfit that's sure to please

Kodak Duaflex Flash Outfit

Everything's included for indoor or outdoor snap-shooting, and chances are the first picture will be made before another gift is opened. In addition to the Kodak Duaflex II Camera each outfit contains a Flashholder with batteries and Flashguard, 8 flash lamps, and 2 rolls of Kodak Verichrome Film. Let us show you.

\$21.95 Incl. Fed. Tax

For Indoor or Outdoor Snapshots



Contains Everything

Brownie

Movie Projector here



This is the most convenient and capable 8mm. home movie projector we've seen for the money. Provides sharp forward projection, "still" reverse projection... even power rewinding. Priced at only \$62.50, including Federal Tax.

A PERFECT CAMERA

Gift Package FOR ANY OCCASION



argus 75

Here's the perfect answer to any gift problem... Includes the complete camera, Argus 75 camera with case, flash unit, batteries, flash lamps and film... all in an attractive red and black gift box... everything needed for picture taking indoors or out.

COMPLETELY ONLY \$23.50

Perfect Companion

for any 35mm camera



new argus 300 watt projector

\$49.95

PRICE INCLUDES CASE

BLOWER COOLED

Never before could you buy a precision-built 300 Watt projector with all these features for only \$49.95. 4-inch, color corrected lens gives you a brilliant picture; a powerful, yet silent blower and special heat-shielding lens protect your color slides; exclusive "right-side" rotary slide carrier prevents up-side-down pictures.

Develop and Print Your Own Pictures

with this fine gift

KODACRAFT PHOTO-LAB OUTFIT



KODACRAFT Photo-Lab OUTFIT

He can develop and print his own snapshots with this gift outfit. No darkroom needed. Complete with full instructions, \$9.75. Other Kodacraft Outfits, \$4.95 to \$14.95.

Your Youngster would love to get—



A BROWNIE HAWKEYE FLASH OUTFIT

Contains everything needed for indoor-outdoor snapshooting, including the Brownie Hawkeye Camera, Flash Model. In gift box.

\$13.95

Federal Tax Included

A COMPLETE LINE OF ALL MOVIE CAMERAS AND PROJECTORS AT LOWEST PRICES!

LET US HELP YOU CHOOSE THE RIGHT CAMERA FOR YOUR PURPOSE

PHOTOGRAPHIC NEEDS

make gift giving a "snap"

MOVIE SPLICERS

\$3.50 Up

Complete Selection of **GADGET BAGS** \$2.95 up

- Slide Files ... from \$1.25
- Movie Lenses ... from \$15.95
- TriPods ... from \$4.95
- Camera and Projector Cases

a gift idea

BEADED SCREENS
TriPod Stand **\$9.95 Up**

LIGHT METERS

\$14.50 Up

MOVIE FLOODLIGHTS
Easy-to-make movies indoors. Lights are always on subject

2-LIGHT MULTIFLOOD \$2.98

4-LIGHT MULTIFLOOD \$5.95



ALL KINDS OF GADGETS FOR THE CAMERA FAN

EASTMAN KODAK DEALER



DUNN'S
CAMERA & HOBBY SUPPLY

130 W. MAPLE at Pierce • MI 4-9010

OPEN FRIDAY EVENING TO 9

TIME PAYMENTS AVAILABLE