

To Promote Leather Upholstery Sales

Ray E. Markusen, 16124 Locherbie, Beverly Hills, former assistant advertising manager of the Pontiac Motor Division of the General Motors Corp., has been appointed automotive director of the Upholstery Leather Group, Inc., according to E. S. Fitzgerald, president of the Group which has its office at 141 East 44th St., New York.

Markusen will work directly with the sales and advertising departments of automobile manufacturers, but and transportation companies in promoting the use of genuine upholstery leather. According to Fitzgerald, a trend toward greater use of genuine leather in vehicles is already underway and a responsibility of the new automotive director will be to help manufacturers capitalize on this trend.

MARKUSEN, who assumed his new role on July 1, is a graduate of the University of Minnesota and was associated with the Bendix Aviation Corp.'s advertising department immediately after World War II. He served in the United States Navy as a lieutenant during the entire Pacific campaign.

NATURE NOW

Weekend in the Woods Stirs Old Memories

By LYDIA KING FRESH
Special Writer for The Birmingham Eccentric

This weekend we are enjoying a brief respite from the city's heat by escaping to the north woods. Just before we turned in at the lane last night, a red fox preceded us across the country road. His gait is so characteristic, moving his body as he does in an almost unbroken line, that this alone would identify him, even had we not seen him so clearly.

We were greeted, as always, by the wonderful fragrance of the North Woods. It is compounded of everything that lives and grows within its confines; of balsam-fir; of cedar and pine; of fern and flower. Here is the aroma of leaf mold deep and damp where nature is slowly making its way toward richness from all life's decay.

How great an inroad a turtle can make in a single season toward erasing the scars of man's living! A large old maple lay fallen across our path, a jam at barring our entrance. Already the earth's spawning fertility has encroached on the well-trodden path. As we made our way in the half-light, the little brook sang a welcome and the wind played a tune in the tops of the tallest hemlocks. We fumbled with the lock and the door opened to the familiar room smelling of old books and wood smoke.

NOW, IN THE morning light it is time to take stock of the ravages of another year. The small squeaking of bats disturbed our sleep and it took only a short time to discover a colony of the little brown furry visitors huddled together between the glass of the north bedroom window and the old wooden shutter. What an accidental bat laboratory! We leave them undisturbed, but keep watch all morning between unpacking and scrubbing, window washing and curtain hanging.

The news spread rapidly and all the children along the beach have come in to see these little brown visitors of the night world, who forage on the wing and sleep by day. Altogether we counted 20 as they came in one by one to "hang-up" head downward for their daytime sleep.

AS I SWEEP the clutter of dead leaves from the back porch I see how tall and rank the grass has grown. A few clumps of forget-me-not and sweet William have escaped from our neighbor's garden to take root in our untended domain.

Our rafters are decorated with nests of both the vespid and the polistes wasp. They are engrossed in their paper-making and pay slight notice to my movements.

BUT THE HOURS here are too short!

Once more we ate our supper at the table under the speckled alder while the cedar wax wing came to call. There is time to see the red sun drop into the quiet lake; time to share the mystery of one twilight.

Time tomorrow morning to follow the familiar path along the lake, to seek out the confines of the cedar swamp. But then we must return to the boat again in our crowded city-life until vacation time.

Have You Met . . .

The new arrivals from Chatham, N. J. Mr. and Mrs. Thomas M. Hogan and their two children, Patricia, 13, and Tommy, 12, moved to 1835 Melbourne avenue July 3. Hogan is a steel sales representative for Jones and Laughlin Steel Company. He attended Duquesne University in Pittsburgh, Pa., and Mrs. Hogan attended Ohio University where she was a member of Chi Omega. The Hogans enjoy collecting and refinishing early American antiques.

PLAY IT SAFE!

Fuses Are Electrical Safe Guards

The fuse is provided in the electrical circuits in the home, store or other buildings to serve the same purpose as a safety valve. When a load is applied to any one circuit (electrical wire) this fuse, if of proper size, will blow or burn out and will remove 90 per cent of the danger of fire.

The greatest danger in any place where electrical energy is used,

develops because of one of the following factors:

- 1—Electrical appliances or wiring which has not been properly maintained or installed; or 2—because an overload or too great a demand has been applied to a circuit (electrical wire) which the wire was not designed to carry.

IN MOST HOME circuits, unless a special power circuit has been run, the wiring is a 14 gauge. This size, according to engineering data, is designed for a normal load not to exceed 1550 watts, which is the capacity of the 15 amp. fuse or safety valve on that circuit.

To install a heavier fuse on a 14 gauge circuit is the same thing as holding down a safety valve on a steam boiler. It removes from the system the safety which was built into it.

IF A FUSE on a power circuit has to be replaced and it requires something larger than a 15 amp. fuse, check with your electrical utility company or an electrical contractor. They will tell you the right size and correct installation of these fuses.

Power circuits are most generally installed for heavy demand units, fan and refrigerating units, and etc.

"PLAY IT SAFE." Use the right fuse in the right place and avoid a bad fire loss.

BIRMINGHAM FIRE DEPARTMENT

Bargains galore in Want Ads.

ELLIOTT FURNITURE COMPANY
Located on East Side of Dixie, 1/2 Mile South of Waterford
FINEST UPHOLSTERING

Our twenty-six years in Pontiac is your guarantee of satisfaction. Our upholstering craftsmen and experienced tradesmen qualified to refinish and restore, if necessary, your most treasured pieces. Reupholstered furniture may also be refinished in our complete cabinet and finishing department. Night additional charge for refashioning. Our material and fabrication is complete.

CUSTOM MADE FURNITURE
5390 Dixie Highway Phone Orlando 3-2641

SAVE \$19.95
THIS WEEK 2 FOR 1
TRADE-IN SALE!

EASY ACTION SWIVEL-TOP
Cleans All over from 1 position

ROTO-MATIC SWIVEL-TOP
lets you clean up, down, all around the area, up from without, up from within (one reason the cleaner)

New Super-Powered EUREKA Roto-Matic SWIVEL-TOP CLEANER

EXCLUSIVE **Attach-O-Matic CLIP-ON TOOLS**

AMAZING NEW EUREKA NO. 40 BUG MOPPER
glides easily. Full floating brush gets hair, lint, litter fast!

NO DUST BAG TO EMPTY of course!

LOOK AT THE PRICE **69.95**
Complete with De Luxe Cleaning Tools

EXCLUSIVE ATTACH-O-MATIC TOOLS... a tool for every cleaning job, always where you want it... no extra container to lug around, to store!

SMALL DEPOSIT **\$125** A WEEK With Money-Back Guarantee

Harmonizing Light Green Plastic Well-Padded Top
Extra Sealing for Parties and TV Viewing

Sent to You on **10-days' Home Trial!**

'Phone MI 4-1814 AT ONCE

STOP CRABGRASS
with SCOTTS Anti-Crabgrass Compound

SCUTL
Another lawn care product by the makers of Scott's Seed

SCUTL has met and defeated Crabgrass on thousands of lawns in past four years... it's ready now to save yours.

Do it yourself with a few sprayer winks over the lawn.

Box \$ 79
Large Box 2.75
Jumbo Bag 9.95

SCOTT'S SPREADERS
Easy running carts for quick, accurate SCUTL applications, all sizes, bags and seedlings. Junior—\$7.35. No. 25—\$12.50.

HUSTON HARDWARE CO.
Birmingham's Oldest Hardware
205 N. Woodward MI 4-7330

FROM deep inside you comes a new stir and sparkle when you take the wheel of a fun-filled car like this Buick Convertible.

You feel happier just to be in a car with the lift of larks to its styling—with the breeze-blessed airiness of all outdoors all around you.

It's a car that freshens your spirits with its silky-filled view—yet it can snug you in weather-tight shelter, when the need arises, with a mere finger-touch of hydraulic buttons.

But you get a heart-lift in this Convertible from something more than just its looks, or its versatility, or the push-button control of its top, its front seat and its windows.

You get it, too, from the sheer brilliance of its performance—

From the thrilling power of the great new Fireball V8 Engine found in every 1953 BUICK SUPER and Buick ROADMASTER—the modern and advanced V8 that reaches a new high in compression ratio—

From the new instant getaway of Twin-Turbine Dynaflo®—where you move from standstill to cruising pace in a quick sprinkling of seconds, and with truly infinite smoothness—

From the deep comfort of riding soft and ever-level on all-coil-spring cushioning—of sitting in sumptuous luxury on really wide seats—of handling over two balanced tons of fine automobile with finger-tip ease and the gentle assist, as you need it, of Power Steering.*

Have yourself a HEART-LIFT!

World's Only V8 VERTICAL VALVE

You Get This Beautiful \$19.95 STORAGE CHEST TV-BENCH
for your old cleaner, regardless of condition!

NO OTHER CLEANER HAS ALL THESE FEATURES AT ANY PRICE!

- No dust bag to empty
- Swivel-top cleans from 1 position
- Attach-O-Matic clip on tools
- Super suction—16, 18" Motor
- Very quiet—no vibration
- 2 1/2 lbs. lighter—easy to carry
- Adjustable suction for drops
- Cord drags to side of cleaner
- Triple filter—no dust escapes
- Tools lock—don't fall apart and many more exclusive features!

Small Deposit **\$125** A WEEK With Money-Back Guarantee

Harmonizing Light Green Plastic Well-Padded Top
Extra Sealing for Parties and TV Viewing

Sent to You on **10-days' Home Trial!**

'Phone MI 4-1814 AT ONCE

MILKS APPLIANCES
Open Evenings
1435 S. Woodward, Birmingham MI 4-1814



Mrs. Fresh

A few wood mice are always trapped in the cottage. When the snow lay deep they are driven inside to search for food. Now one lies dead on the floor. It is only a small bit of life, but I lose it out with regret.

Another, very much alive, has just come inside to play in the rafters, but finding new tenants within he scampers away.

Cunning creatures are these with their big ears, their white feet and underparts and their long tails.

THE BIRDS and the chipmunks soon return to the back door responding to the lure of cherry pits and pop-corn. How insistent are life's hungers and how insatiable her demands!

As I go about my chores, I take stock of the familiar room where three generations have left such marks as these:

A nap of Walloon lace tacked to the wall, its edges burnt and frayed in true pirate style.

On a shelf a small model of a boat whittled by clumsy hands, the sail a three-corner bit of white handkerchief.

Printed on a card in a precise hand and tacked to the cedar railing of the stairway, John Burroughs' words:

"I come here to find myself. It is so easy to get lost in the world."

Marching up the stairway, whose steps are worn hollow by many feet, is a procession of brightly colored menu cards mementoes of a gay summer in Paris!

A hand whittled latch on the door that leads to the boat house.

ON THE WALL a hooked rug bearing a design of a sled drawn by a team of huskies, the whole flanked by snapshots of the Arctic adventures of an Alaskan summer.

Ample book shelves their edges decorated with a burned-in design of pine cone and branch.

A framed poem extolling the beauties of Walloon Lake, the whole painstakingly lettered and ornamented by its author.

A child's string of white pine cones and clam shells hanging over the mantel.

Two knot holes in the wall suggesting eyes to which a budding artist has added pencil lines to make a child's face.

In such varied ways does man attest his creativity; in such mute ways does he plead for immortality!

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We'll be happy to have you guest-drive one of these stunning new Buicks—and let you see for yourself how much fun and fine feeling it can add to life. Why not drop in for a visit soon?

*Standard for Roadmaster, optional at extra cost on other Series.

THE GREATEST BUICK IN 50 GREAT YEARS

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

SUMNER MOTOR SALES, Inc.
808 S. Woodward Phone MI 4-9100

"Courtesy is every day"



writes Mrs. J. B. Dellinger formerly of Ann Arbor, Michigan

WE WERE very pleased to receive a letter from Mrs. J. B. Dellinger shortly before she moved to Maryland. Her letter regarding her telephone service included the following comments:

"A few years ago when an employee of your company had showed us what we thought was an unusual courtesy we remarked upon it to Mr. Prakken, your manager in Ann Arbor.

"Since then, however, we have discovered on many occasions that Michigan Bell courtesy is 'every day' and not at all unusual. Your slogan of 'The Voice with a Smile' is most appropriate. We thank you for a most pleasant association."

And we thank you, Mrs. Dellinger, for putting into words sentiments which we hope are shared by Michigan Bell customers everywhere.

It's people who make telephone service good
MICHIGAN BELL TELEPHONE COMPANY