

Carelessness Causes Most Fire Damages

Look at these figures . . . in 1952, fire claimed the lives of 12,000 people. In the same year, fire destroyed 896 million dollars worth of property.

The misuse of matches and cigarettes accounts for the largest per cent of this loss, 27 per cent.

Defective electrical appliances and wiring is second in line contributing to this appalling loss.

Other causes of fire include sparks on roofs, overheated or defective chimneys, overheated stoves, furnaces or boilers, ignition of hot greases and explosions of various flammable liquids and gases.

THE FUNDAMENTAL cause of practically all of these fires is carelessness. With this thought in mind, make it a routine practice to observe the following suggestions:

1. Be sure that cigarette, pipe or cigar is out before you throw it away. Don't smoke near flammable liquids or flammable materials. Obey "No Smoking" signs.

2. Break matches before throwing them away. Keep matches out of reach of children. Don't use matches as lights to search dark places.

3. **KEEP MOTORS** of all electrical appliances lubricated to avoid overheating. Keep combustibles a safe distance from all motors.

4. Don't use flammable liquids in closed rooms or near open flames or sparks. Liquids such as gasoline, benzine and naphtha give off heavy vapors that can flow along the floor 200 feet or more to open flame, and flash back to the container.

Prepared as a public service by members of the BIRMINGHAM FIRE DEPT.

Finance Deputy Named

Appointment of Miss Genevieve L. Wahl as Deputy Director of Finance for the city of Birmingham has been approved by the city commission.

Father Keller Scout Speaker

Father James Keller of "You Can Change the World" fame will speak before the annual meeting of the Boy Scouts of District One, Thursday, Oct. 29. The Scout program, which is expected to attract more than 1,000 scout leaders and parents, is to be held in Berkeley High school auditorium, beginning at 8:00 p.m.

In addition to the featured address, there will be brief reports on the progress of cubbing, scouting and exploring in South Oakland County by members of the executive committee of District One, district chairman.

There will also be a program of music and entertainment, recognition of unit leaders, presentation of Scout awards, and refreshments. Tickets are available from any neighborhood scout commissioner. Father Keller enjoys international renown as the founder of the Christophers and is familiar to millions of Americans who hear and see him on radio and television each Sunday.

NEED SOMETHING FOR YOUR HOUSE? Then locate it by reading or using the Classified Ads in The Eccentric each week.



BEARING THE NAME of the late John Watling, the new fine arts book room has been opened at Baldwin public library. The room was named in memory of Mr. Watling whose legacy of \$1,000 partly finished the room and provided funds for additional books. Among the first to

patronize the new section was Mrs. James Tobin (seated) who is conferring with Mrs. W. L. Adams, library staff worker on one of the many excellent fine arts books available to the public. (Eccentric Staff Photo)



snugly soft and warm challis sleepcoat

by **Artemis**

A sleep-inviting beauty that doubles as a light robe

To keep you warm with charm, this cloud-weight rayon challis shirred gown, sprinkled with arabia, frothed with Val lace. It buttons from collar to hem and has long ruffled sleeves elasticized to cuddle your wrist. Pink, sunlight or blue in sizes 32 to 40.

\$5.95



Shades of "Granny's nightie"

in rosebud printed rayon challis

by **Artemis**

A sweetly demure gown that turns chilly nights into "sweet dream" weather. Petal-soft challis creased with a tracery of Val lace on the collar, the yoke, and the cuff ruffle of the shirred-to-fit long graceful sleeves. Pink, blue or sunlight in sizes 32 to 40.

\$6.95

The **F. J. Mulholland Company**

WWJ-TV Seeks Television Tower In Southfield

Permission to erect Southfield township's second television transmitter and tower has been asked of Southfield township board members by WWJ-TV.

The board has referred the rezoning request of the Detroit radio and television station to the zoning board for recommendation and study.

The station seeks a change in zoning on a 40-acre parcel at the northwest corner of Greenfield and 10 1/2 Mile road from residence two to a commercial use.

SHOULD THE rezoning be granted, the 1,000 foot plus tower would join the recently completed WWJ-TV tower in the skies over the township.

Board members have been shown artists sketches of the modern building proposed to house transmitting equipment. Estimated cost of the project was conservatively guessed at 3 1/2 million by station officials.

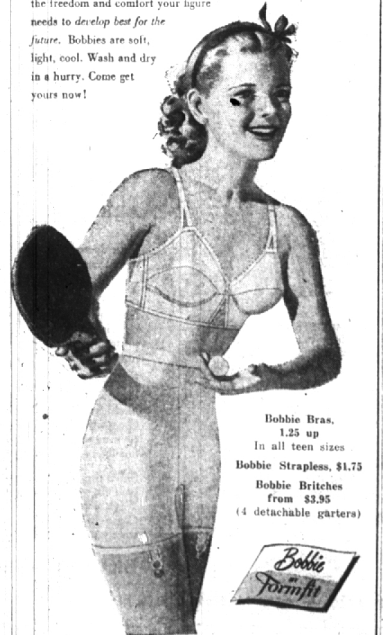
Officials have assured board members that the new tower would not create disturbances in other TV stations on residents' television sets. Approval of the structure in the near future would enable WWJ-TV to begin operations of the new transmitter by spring of next year. The present tower is atop the Penobscot building, Detroit.

Use Classified Ads—They Sell!

The **F. J. Mulholland Company** Created by and for high-schoolers...

Teen Proportioned BOBBIE BRAS AND BRITCHES

Your figure has a pretty present, a beautiful future, in Formfit's Bobbie Bras and Britches. They're teen proportioned—designed to do the most for you—by the Bobbie Fashion Board. Formfit's group of alert teenage consultants. Daytime or date-time, Bobbies keep you trim and smooth. More important, they provide the support, the freedom and comfort your figure needs to develop best for the future. Bobbies are soft, light, cool. Wash and dry in a hurry. Come get yours now!



Bobbie Bras, 1.25 up In all teen sizes
Bobbie Strapless, \$1.75
Bobbie Britches from \$3.95 (4 detachable garters)



a wardrobe of boys' shirts for the whole season straight from a page in **LIFE**



Kaynee SET O' SEVEN SHIRTS FOR BOYS

Get your son all set for school! These grown-up styles are sure to encourage good grooming habits... and it's so easy to keep him neat because they're all washable... and wear and wear! Choose the styles you want while we've got 'em all!

*Sanforized cottons, Sanforlan Wool Less than 1% residual shrinkage.

MULHOLLAND'S MEN'S and BOYS' DEPARTMENT

Young Man of Distinction white dress shirt! Choice of collar styles, regular or French cuffs. Sizes 6 to 20 — \$2.95