

MICHIGAN OUTDOORS

WITH MORT NEFF

FISHING PREVUE FOR '54

In Chicago a few days ago fishing tackle distributors from all over the nation gathered for the annual preview of fishing gadgets to be put on the market for the 1954 season. The ingenuity of manufacturers in this business almost defies one's imagination! A Florida reel estate man decided to retire a few months ago. While jolling about the house he picked up a few of his wife's plastic hair-curlers, attached a couple of fish hooks, tied on a line and found out they "swam" thru the water with a tantalizing action, hooking many fish. He introduced the lure at the tackle show, got orders for more than a million of 'em. Now he can't retire. He's too busy.

Lady's Special

Lots of ladies like to fish. To them it is most unfortunate that fish go for night crawlers. The slippery, wiggly worms take all the joy out of fishing when it comes time to put the bait on the hook. Next year it'll be different. Timid lady fishermen will be supplied with small twoppers tipped with non-skid rubber which will offer a firm grip on the crawler allowing it to be impaled on the hook untouched by human hands! This is definitely a step forward! Science on the march!

A former Birmingham resident, Mort Neff, is now presenting his half-hour television show, "Michigan Outdoors" over two stations. A 10 p.m. program over WWV-TV (Channel 8) is followed at 10:30 p.m. over WJIM-TV (Channel 6).

Starts Freshman Year at Antioch

YELLOW SPRINGS, O.—David Andrew Jokinen, son of Mr. and Mrs. Andrew Jokinen of 3057 1/2 North Greenbriar road, will be one of about 200 freshmen to enter Antioch college on Sept. 2. He will be a member of community government, which is made up of students, faculty and members of the college administration, and is responsible for policy decisions in both administration of the college itself and in campus community living.

JOKINEN WILL study on campus for one year and then go out on his first job under the college's study-and-work program. Antioch students spend half of their college years on regular jobs throughout 31 states, gaining a total of two

Spinning Advances

Rod manufacturers have long deplored the excessive weight of the average spinning reel. It made long, adjustable handles necessary to effect some sort of balance for easy casting. Next year's reels will be lightweight. One manufacturer is coming out with a 6-ounce model which may revolutionize spinning rod design—and take a lot of effort out of the sport. True, the reel will only carry 100 yards of 6-pound test line, but that's more than enough for all but salt water fishing.

Glass Rods Improve

The perfection of the hollow glass rods for 1954 will just about doom the future of the bamboo rod industry, according to the experts.

Perfectly balanced fly-rods weighing less than 3 ounces will be available with astoundingly fine fly-casting action—rods that will cost less than the finest bamboo models ever built, yet will last a lifetime with no danger of the action ever changing.

Hunting arrows will be made of the same material, beautifully balanced and capable of truer flight than their wooden predecessors.

From this peak into the near future we can safely say 1954 looks like a bigger and better year for the sportsman in Michigan Outdoors.



F. C. McRea R. F. WETH

Two Additional Ford Appointments

Additional executive appointments announced by Thomas A. Fairwell, a vice-president of Ford Motor Company and general manager of the Ford Tractor Division, include two Birmingham men. F. C. McRea, 3924 Lincoln, has been appointed manager of the au-

Youths Jailed For Attempted Theft of Auto

Two Detroit youths, James Wrickler, 17, and Willie Smith, 18, are in Oakland county jail following their arrest by Birmingham police Friday on charges of attempted auto theft.

Police picked up the pair on Maple near Southfield following a 5:30 a.m. telephone tip from attendants at the Worthley service station at Maple and Hunter. The attendants, Sennie Ming, of Royal Oak, and Paul Jaconette, of Pontiac, called police to tell them that two young men were lurching with cars at the rear of the station. The descriptions they gave resulted in arrest of the pair.

POLICE SAID that Wrickler signed a statement by the effect that the youths had entered four automobiles in attempts to steal a car with which to return to Detroit. They were arraigned on the attempted auto theft charge before Judge John E. Emery in Birmingham justice court later Friday.

Gun Club Class Shoot Sept. 26

The Birmingham Gun Club class championship will be held Saturday, Sept. 26, at the new club house site on Richardson road.

A, B, C and D classes will be entered in 50 yard target events with chevrons given to winning shooters. Two special meetings on Saturday, Sept. 12, and Saturday, Sept. 19, will be held to hear changes in the club by-laws. All members are urged to be present for these readings. The club will be open each Saturday during the month of September for regular competition. NEED SOMETHING FOR YOUR HOUSE? Then locate it by reading or using the Classified Ads in The Eccentric each week.

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Jacobson's

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Special Pre-Season Price!

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Here is a jacket custom tailored in heavy-weight sheen gabardine shell of rayon-nylon blend for rugged wear. Quilted pure wool lining, with rayon-satin facing and the all elastic waist and knitted inner-wristlets of wool defy chilly winds and insure cold weather comfort. Smartly styled, this zipper front, crease resistant jacket is a must for BACK-TO-SCHOOL wear. Colors: navy, brown, hunter, blue and grey. Sizes: 34 to 46. A Jacobson Exclusive.

Store Hours:
Monday thru Saturday
9:30 A.M. to 5:30 P.M.

Gardner's water-repellent nylon snowsuits are stronger, lighter in weight than any other suit... and guaranteed washable, with no need of ironing! For comfortable warmth, they're lined with quilted nylon and insulated with crimped nylon fiber batting... completely moth and mildew proof.

A. Girls' two-piece suit with overall leggings, zippered at ankles and down front, complete with matching bonnet. Navy, red, green; sizes 4 to 6x. \$25

B. Boys' two-piece suit with raglan sleeves and matching helmet. Suspender zip-front, zip-anke leggings. Blue, green or brown. Sizes 2 to 3x. 19.95

C. Boys' two-piece proportioned-to-fit suit with overall leggings and matching lined helmet. In brown, navy or green. Sizes 4 to 6x. \$25

D. Girls' one-piece suit with zipper closing from collar to ankle for easy-on-and-off wear. Dusty pink, red or open blue; sizes 2 to 3x. 17.95

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